



Dear Valued Customer or Prospective Customer,

In 2016, The National Football League and Major League Baseball both made major changes in their distribution policies. We seek to make sure everyone is aware of these changes and certainly can provide the documents to show you in detail if you wish to review them personally.

In summary, the NFL has put a prohibition on all third party websites (such as Amazon, Walmart, Ebay). There are also prohibitions on the purchase of key words online without their express permission and use of their proprietary marks outside of those used on the actual products you are selling. MLB has further prohibited sales on third party websites and have required all those wishing to sell their products online, be approved first. In most cases, they are only approving businesses that have retail stores and e-commerce platforms.

Failure to comply with these restrictions could result in your account being placed on hold to resolve or permanently closed down. I can assure you that the leagues are monitoring these things very closely.

In order to move forward, we ask that you sign below that you understand the above and agree that you will follow these directives. I will countersign and send back to you for your files.

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Customer Name

Title

Date

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Red Barnes, Licensed Brand Manager

Thank you very much for your close attention. We wish to continue to grow our licensed business with you! Feel free to call me if you have any questions.

**Red Barnes**

Imperial International Licensed Brand Manager

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