

AUTHORIZED MANUFACTURER'S AGREEMENT

This is an Agreement between Hit Promotional Products, Inc., a Corporation organized under the laws of the state of DE, having a principal place of business at 7150 Bryan Dairy Road, Largo, FL 33777 ("Manufacturer"), and The Collegiate Licensing Company, a Georgia corporation, having a principal place of business at 290 Interstate North, Suite 200, Atlanta, Georgia 30339 ("CLC"), as agent on behalf of the Collegiate Institutions (as defined below).

WHEREAS CLC is authorized on behalf of the individual colleges, universities and other institutions represented by CLC ("Collegiate Institutions") to enter into license agreements on their behalf, providing for licensees to manufacture merchandise bearing certain names, marks and other indicia ("Licensed Indicia") of certain Collegiate Institutions; and

WHEREAS Manufacturer desires to be authorized, for the limited purposes stated herein, to utilize Licensed Indicia in connection with the manufacture of certain articles of merchandise or components thereof bearing Licensed Indicia ("Licensed Articles").

NOW, THEREFORE, in consideration of the parties' mutual covenants and undertakings, and other good and valuable consideration the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. GRANT OF AUTHORIZATION

(a) Grant: The Collegiate Institutions, through CLC, grant Manufacturer the limited nonexclusive authorization to produce certain of the Licensed Articles pursuant to orders placed by I.D. Me Promotions LLC, a CLC licensee ("Licensee"), located at 18401 Burbank Blvd. Suite 116 Tarzana, CA 91356

and Licensed Articles must be approved by CLC and the Collegiate Institutions, and be manufactured in accordance with license agreement between CLC and Licensee, which agreement is incorporated herein by reference. Manufacturer warrants that Licensed Articles or components shall be free from defects in materials and workmanship, and at no time shall the quality of Licensed Articles or components fall below that of any sample approved through Licensee and CLC.

(b) Term: This Agreement shall be effective the last date of signature below and shall be terminated by CLC (1) if Licensee's agreement with CLC expires or is terminated for any reason; (2) if Licensee discontinues its relationship with Manufacturer with respect to Licensed Articles; or (3) upon notice to Manufacturer at any time, with or without cause, including but not limited to, for breach by the Manufacturer of the provisions of Paragraph 2 of this Agreement, or if the quality of the Licensed Articles does not meet CLC's and the Collegiate Institution's quality standards.

2. LIMITATION ON GRANT

Manufacturer recognizes that its limited authorization to use the Licensed Indicia pursuant to this Agreement extends only to Licensed Articles produced by Manufacturer exclusively for sale to Licensee in accordance with the manufacturing, product and packaging specifications established by CLC and the Collegiate Institutions, and agrees that it shall manufacture said items only as ordered by Licensee, and shall sell or distribute said products only to Licensee. Manufacturer shall not and acknowledges that it has no right to produce Licensed Articles, or have Licensed Articles produced, which either bear the Licensed Indicia or indicia confusingly similar to Licensed Indicia, for any other purpose, person or organization without prior approval of CLC and the Collegiate Institutions.

11. MISCELLANEOUS

When necessary for appropriate meaning, a plural shall be deemed to be the singular and singular shall be deemed to be the plural. Paragraph headings are for convenience only and shall not add to or detract from any of the terms or provisions of this Agreement. This Agreement shall be construed in accordance with the laws of the state of Georgia, which shall be the sole jurisdiction for any disputes. This Agreement shall not be binding on CLC until signed by an officer of CLC.

IN WITNESS WHEREOF, the parties hereto have signed this Agreement.

MANUFACTURER:

By: Gary Meadows
(Signature of officer or other authorized agent)

Title: As CFO

Date: 5/25/12

ACKNOWLEDGED & AGREED TO BY LICENSEE:

By: [Signature]
(Signature of officer or other authorized (agent))

Title: Vice President

Date: 5/21/12

Licensee Name: I.D. Me Promotions LLC

THE COLLEGIATE LICENSING COMPANY:

By: [Signature]

Title: Vice President

Date: 10/11/2012

FACTORY SITE DISCLOSURE

The AMA must be signed by an authorized representative of the manufacturer. An agent or broker cannot execute the AMA on behalf of the manufacturer. The information provided below must be the location where the collegiate logo is applied to the product.

Manufacturer	<u>Hit Promotional Products</u>	Name	If	overseas,	port	of	entry:	<u>N/A</u>
Contact	<u>Gary D. Meadows</u>	Name:	Phone	<u>(727) 541-5561</u>			Number:	
Address:	<u>7150 Bryan Dairy Road</u>		Facsimile	<u>(727) 329-4310</u>			Number:	
			E-mail Address:	<u>Gmeadowse@hitpromos.com</u>				
City:	<u>Largo</u>	State:	<u>FL</u>	Zip:	<u>33777</u>			
Province:	<u>N/A</u>	Country:	<u>USA</u>					

*A street address must be provided. A PO Box will not suffice.

Product Information (please provide a brief, general description of each product produced by this company).

Advertising Specialty Products most school supplies, umbrellas,
golf products, golf shoes

Please list the name that will appear on the sew-in label on these goods:

HitWear where applicable

Nature of Business Association (please check only one)

Subsidiary - factory and licensee are owned by the same parent company

Contractor - applies logo on behalf of the licensee

Manufacturer - produces product and applies logo on behalf of the licensee

Other - please provide a detailed description