

NFHS Authenticating Mark Program (AMP)



Administered by K12 Licensing



NFHS AMP Licensing Process

Phase I: Application/ Insurance

Phase II: License Agreement

Phase III: Product Testing

Phase IV: Test Results

Phase V: Artwork Approvals

Phase VI: Finished Sample(s)

Phase VII: Product Authentication



Phase I: Application/ Insurance

Step 1 of 2

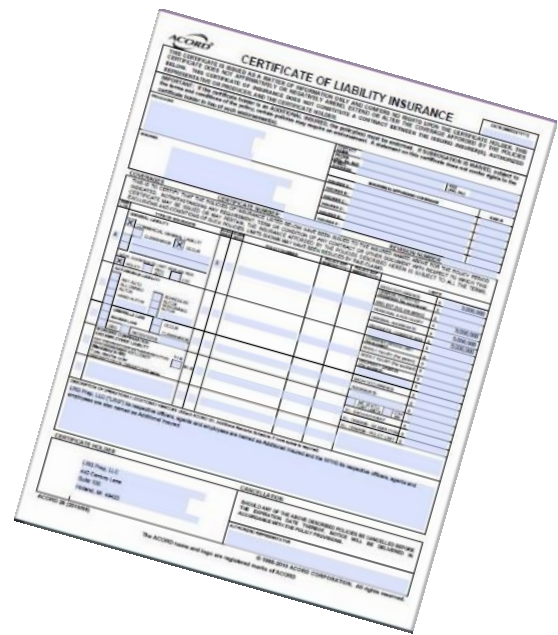
- ❑ Email K12 Licensing at help@k12licensing.com to receive a link to the NFHS AMP license application.

Step 2 of 2

- ❑ Upon approval of your license application, K12 Licensing will advise applicant to forward a copy of their Certificate of Product Liability Insurance.

The screenshot shows the 'Licensee Registration' page on the K12 Licensing website. At the top left is the 'direct licensing hub' logo. Below the header, the text reads 'Licensee Registration' and 'Already have an account? [Login](#)'. A message states: 'Hi! We need some basic information to create your account. Please fill in the form below.' The form is titled 'Licensee Details' and contains the following fields:

- Licensee Name *
- Phone Number *
- Fax Number
- Email Address *
- Address
- Address Line 1 *
- Contact Name *
- Alternate Phone Number
- Website *
- Address Line 2



Phase II: License Agreement

Once your initial application is approved and we have received your certificate of product liability insurance, K12 Licensing will send you a License Agreement for your consideration along with an invoice via Adobe Acrobat Sign.

The following two (2) items must be returned to:

*NFHS Authenticating Mark Program
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309*

- Completed/signed License Agreement
- Annual **\$400.00** (year one may be pro-rated) royalty advance and **\$500.00** (one-time) application fee payable to NFHS Authenticating Mark Program.

A fully executed license agreement shall be returned to you from K12 Licensing for your records. You will also be granted access to download the official NFHS Authenticating Mark via Direct Licensing Hub (DLH).

***NOTICE:** The following requirements must be completed by the manufacturer prior to marketing or selling a ball/puck bearing the NFHS Authenticating Mark.

- 1.) Upload "Pass" Test Results via DLH
- 2.) Submit Artwork for Approval via DLH
- 3.) Mail a finished sample for each ball/puck model to the NFHS for approval
- 4.) Receive Certificate of Authentication from K12 Licensing



Phase III: Product Testing

Submit a **minimum of six (6)** specimens of the balls/pucks for each model that you seek to authenticate to a qualified testing laboratory (e.g., one that meets the standards of the American Council of Independent Laboratories or the American Society for Testing and Materials).

Balls/pucks should be tested in accordance with the NFHS Manual standards.

Qualified Testing Laboratories

The following testing laboratories are neither endorsed by nor affiliated with K12 Licensing or the NFHS. This list is an example of qualified testing laboratories and is not all inclusive.

Southern Impact Research Center, LLC

304 Dunavant Drive
Rockford, TN 37853
Phone #: 865-523-1662
Fax #: 865-523-1233
Email: sirc@soimpact.com
Website: www.soimpact.com

ICS Inc. Laboratories 1072

Industrial Parkway North
Brunswick, OH 44212
Phone #: 330-220-0515 Fax
#: 330-220-0516 Email:
info@icslabs.com Website:
www.icslabs.com

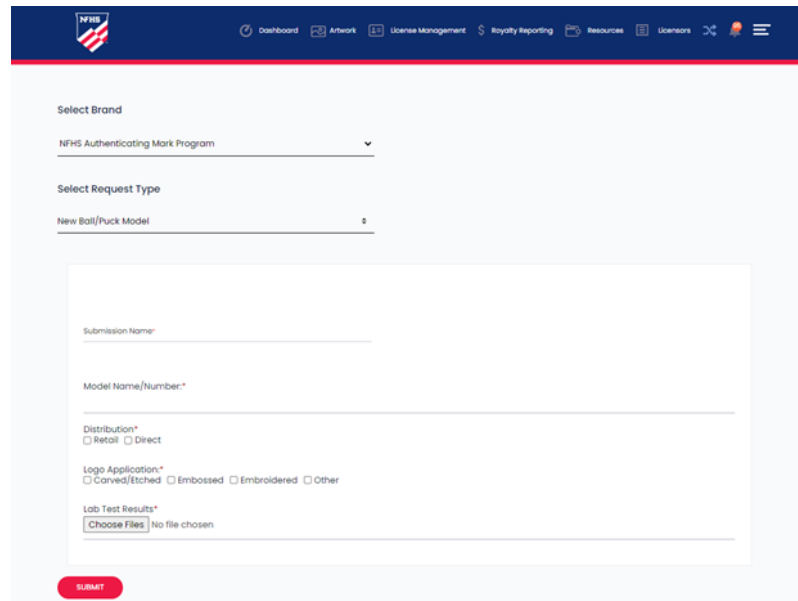


Phase IV: Test Results

□ Upload "passing" test results to DLH (<https://login.directlicensinghub.com/>) under New Ball/Puck Model

□ Submission Name: "Licensee's Name" & "Model Name"

Passing test results must be uploaded to DLH under New Ball/Puck Model Request for confirmation.



The screenshot shows the NFHS Direct Licensing Hub (DLH) submission form. The top navigation bar includes links for Dashboard, Artwork, License Management, Royalty Reporting, Resources, and Licenses. The form is titled "Select Brand" and "Select Request Type". The "Select Brand" dropdown is set to "NFHS Authenticating Mark Program". The "Select Request Type" dropdown is set to "New Ball/Puck Model". Below these are input fields for "Submission Name" and "Model Name/Number*". There are also checkboxes for "Distribution*" (Retail, Direct) and "Logo Application*" (Carved/Etched, Embossed, Embroidered, Other). A "Lab Test Results*" section has a "Choose Files" button and "No file chosen" text. A red "SUBMIT" button is at the bottom.



Phase V: Artwork Approvals

Submit new artwork designs for approval:

- ❑ Upload product images to DLH (<https://login.directlicensinghub.com/>) for approval by the NFHS

The screenshot shows the NFHS Direct Licensing Hub (DLH) interface. At the top is a dark blue navigation bar with the NFHS logo on the left and several menu items: Dashboard, Artwork, License Management, Royalty Reporting, Resources, and Licenses. There are also notification and user icons on the right. Below the navigation bar is a white form area. The form contains several dropdown menus: 'Select Artwork Type' (with 'Traditional' selected), 'Select Territories' (with 'Select' selected), 'Select SubCategory' (with 'Select' selected), and 'Select Distribution Channel' (with 'Select' selected). Below these are two text input fields: 'Submission Name*' and 'Logo Application*'. The 'Logo Application*' field has two checkboxes: 'Carved' and 'Digital Print', both of which are currently unchecked.



Phase VI: Finished Sample(s)

Submit finished sample(s) for approval:

- ❑ Once artwork is approved via DLH, and passing test results have been approved, ship one (1) top-of-production finished sample of each corresponding ball/puck to:

NFHS Distribution Center
Attn: Shane Monaghan
1802 Alonzo Watford Sr. Dr.
Indianapolis, IN 46202

- ❑ The finished sample(s) will be inspected to ensure its dimensions/weight/texture/color as well as the NFHS' logo placement & size match both i) the test results and ii) artwork previously submitted via DLH.



Old
Authenticating Mark



New
Authenticating Mark

Phase VII: Product Authentication

Once the finished sample(s) have been approved by the NFHS, K12 Licensing will send a certificate of authentication stating that the ball/puck model(s) have been approved for production and have met all NFHS requirements.

***Any new ball/puck model(s) must complete the Authenticating Mark Program (AMP) process in its entirety. No new ball/puck model may be produced or sold prior to receiving its Authentication Certificate.**

NFHS
NFHS CERTIFICATE OF AUTHENTICATION


The following baseball has been tested by an independent testing laboratory and laboratory has issued testing results reporting that the product meets NFHS standards for Authentication and is approved for high school competition.

BRAND: XYZ Company Inc
STYLE/MODEL/SKU: 1-2-3 baseball

MEETS THE FOLLOWING NFHS STANDARDS:

Baseball


The ball shall be a sphere formed by yarn wound around a core of cork, rubber or similar material and covered with two strips of white horsehide or two strips of white cowhide stitched together. It shall be 5 to 5½ ounces in weight and have a circumference of 9 to 9½ inches. The Coefficient of Restitution (COR) of baseballs shall not exceed .555. The ball shall meet the current NOCSAE standard for baseballs at the time of manufacture and is required on balls that will be used in high school competition (effective January 1, 2020).




TESTING FACILITY: XYZ Lab Testing Company Inc
TEST DATE(S): xx/xx/xxxx
ARTWORK APPROVED BY NFHS: xx/xx/xxxx
PHYSICAL SAMPLE APPROVED BY NFHS: xx/xx/xxxx

ADDITIONAL REMARKS:

AUTHENTICATED BY: _____ DATE: xx/xx/xxxx
DIRECTOR, K12 LICENSING, LLC

 K12licensing.com
301-504-9400
201 S. Capitol Ave, Suite 600
Indianapolis, IN 46225

OFFICIAL LICENSING PROGRAM FOR THE NFHS 



NFHS Authenticating Mark Program: Contacts

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NFHS

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