

New England Patriots LLC (the “Patriots”) is pleased to give _____ a limited right to use the Patriots logo set forth on Exhibit A to this letter (the “Fan Club Logo”). This letter will explain the terms on which your club may use the Fan Club Logo and will also describe the types of uses that are prohibited.

The Fan Club Logo contains the Patriots’ “Flying Elvis” logo and the word “Patriots”, which are legally-protected, registered trademarks of the Patriots. The Patriots (and in some cases the National Football League) have the exclusive right to use and license the use of these trademarks. The Patriots give a limited right to use their trademarks to certain people and groups who agree in writing to follow the Patriots’ rules regarding use of their trademarks.

Rules for Use of Fan Club Logo

The Patriots hereby grant _____ a limited, non-exclusive right to use the Fan Club Logo subject to the following conditions and restrictions:

- The Fan Club Logo may be used only on apparel, such as t-shirts and hats. Your club may **not** use the logo on any other types of goods or on promotional items, such as business cards and flyers, or on any webpage or on Facebook, Instagram or other social media platform.
- Your club may **not** use the Fan Club Logo for any commercial purpose. That means that the Fan Club Logo may **not** be used in any way to promote a business or raise money, even if the money is being raised for a charity.
- Your club is permitted to sell apparel with the Fan Club Logo directly to club members. However, your club may **not** promote the sale of such apparel to non-club members.
- To produce apparel with the Fan Club Logo, your club must use BDA, the Patriots’ approved manufacturer, and follow the steps outlined below under “How to Manufacture Apparel with the Fan Club Logo.”
- The Fan Club Logo may **not** be used in conjunction with any other third-party brand or logo other than _____ identifiers. For example, your club may **not** use the Fan Club Logo in connection with the brand or logo of any restaurant, bar or other business in the area where your club is located.
- The Fan Club Logo must not be altered in any way and must never be used in a derogatory manner.
- _____ assumes all responsibility for any obligations, liability, and/or costs associated with its use of the Fan Club Logo.

How to Manufacture Apparel with the Fan Club Logo

All apparel with the Fan Club Logo must be manufactured by BDA. To place an order within the United States, please contact Lauren Vincent, lvincent@bdainc.com or (425) 205-2792. To place an order outside of the United States, please contact Sarah Messenger at smessenger@bdainc.com or +44 7977 430574.

If the design your club would like to use on the apparel contains anything in addition to the Fan Club Logo itself (for example, the name or location of your club), you must first obtain the Patriots’ approval of the design by sending it to fanclub@patriots.com. The Patriots will confirm (or deny) their approval by reply email to you and will send a copy of their email to BDA if the design is approved.

Other Terms

With the exception of the limited rights granted by this letter to use the Fan Club Logo, the Patriots are not granting your club permission to use any other name, logo, symbol, and other identifying mark of the Patriots.

The limited rights granted in this letter may be revoked by the Patriots at any time. Your club may not transfer the rights granted in this letter to another club or person. Once executed, this letter will become a binding agreement and shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without regard to conflicts of laws provisions.

Please confirm your agreement the terms and conditions set forth in this letter by signing this letter where indicated below and scanning it and returning it to me by email. Alternatively, you may return a signed paper copy to me by regular mail.

Sincerely,

Fred Kirsch
Vice President Content & Publisher

Acknowledged and Agreed:

Name of Fan Club: _____

By: _____

Name: _____

Title: _____