

RADFORD UNIVERSITY

CONTRACT MODIFICATION AGREEMENT

Date:	7/10/2019
Contract No.	RU15001
Modification No.	1
Issued By:	Ronda London
Contractor:	Collegiate Licensing Company LLC d/b/a CLC
Commodity:	Trademark Management Program

This Supplemental Agreement is entered into pursuant to the provision of the basic contract.

Description of Modification:

License Resource Group LLC was previously merged into Learfield Licensing Partners, LLC.

Effective August 12, 2019 Learfield Licensing Partners, LLC will be merged into Collegiate Licensing Company LLC (See Attachment A).

Effective: This Modification No. 1 shall become effective on August 12, 2019.

Except as provided herein, all terms and conditions of Contract Number RU15001 remain unchanged and in full force and effect.

	COMMONWEALTH OF VIRGINIA RADFORD UNIVERSITY
By: <i>Robert G. Bernard</i>	By: <i>Ronda London</i>
Name: <i>Robert G. Bernard</i>	Name: Ronda London
Title: <i>President/CEO - LLP</i>	Title: Contract Officer
Date Signed: <i>7/10/2019</i>	Date Signed: <i>7/10/19</i>

July 9, 2019

Mr. Corey Durand
Radford University
P.O. Box 6913
Radford, VA 24142

Re: Licensing Merger

Dear Mr. Durand,


The purpose of this correspondence is to provide legal notification to Radford University that Learfield IMG College intends to merge its wholly owned subsidiary Learfield Licensing Partners, LLC ("LLP") into its wholly-owned subsidiary IMG College Licensing, LLC ("IMGCL") on August 12, 2019 (the "Licensing Merger"). The new entity will be called CLC.

We are confident that the Licensing Merger leverages the strengths of both organizations while allowing us to best serve our valued partner institutions. The Licensing Merger will provide many tangible benefits for your licensing program and college brands overall, including combined systems, expertise, relationships and marketing to increase the sale of college licensed merchandise and increase exposure for your brand.

Per your agency agreement with LLP, we hereby formally request Radford University's consent to the Licensing Merger, which will transfer all of LLP's rights and obligations under your current agreement to IMGCL/CLC by operation of law upon the completion of the Licensing Merger. There is no need for you to sign or complete any additional documents. To complete this transfer of rights, please sign below and return the fully executed version of this letter no later than Thursday, August 8, 2019 to Ashley Page at ashley.page@learfieldimgcollege.com or via fax at 770-955-4491. If we have not received an executed version of this letter by that date, we will conclusively presume that your consent to the Licensing Merger has been granted.

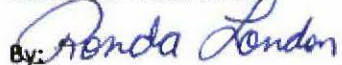
If you have any questions about this letter or the Licensing Merger, please don't hesitate to contact Ashley Page, our SVP/General Counsel, at ashley.page@learfieldimgcollege.com.

Sincerely,



Bob Bernard
President and CEO
Learfield Licensing Partners

ACCEPTED AND AGREED



By: [Seal]
(Authorized Representative Signature)

Name: Ronda London

Title: Contract Officer

Institution: Radford University

Date: 7/10/2019