



## NFHS Authenticating Mark Program (AMP) – New Mark Usage

**Effective January 16, 2024**, the NFHS will be phasing out the use of the old NFHS mark on ball/ puck applications.

All NFHS AMP certified manufacturers are required to utilize the updated NFHS mark on all certified inflated & non-inflated balls moving forward. Please find attached the updated NFHS Authenticating Mark along with guidelines as a reference. This information can also be downloaded in Direct Licensing Hub (DLH) under the Manage Resources tab.

We understand this is a notable change, therefore any remaining on hand inventory will be saleable throughout 2024. Schools will be able to use inventory with the old NFHS mark until the equipment is retired.

## NFHS Authenticating Mark Program - Fee Increase

The NFHS Board of Directors, during their October 9, 2023, meeting, voted to change the Authenticating Mark Program (AMP) from a Minimum Royalty Rate to a Standard Royalty Rate. All NFHS AMP manufacturers are required to pay a standard royalty percentage for all production and sale of NFHS stamped balls/pucks (both inflated and non-inflated). This is only the third increase in the 25-year history of the program.

**Effective January 1, 2025**, a standard royalty rate of 5% will be charged for all sales (Retail Direct to Consumer and Wholesale) of NFHS stamped baseballs, basketballs, field hockey balls, footballs, ice hockey pucks, lacrosse balls, soccer balls, softballs, volleyballs, and water polo balls.

The NFHS Authenticating Mark Program is administered by K12 Licensing. For any inquiries regarding NFHS AMP, please contact Brandon Tucker ([btucker@k12licensing.com](mailto:btucker@k12licensing.com)) or Mark Koski ([mkoski@nfhs.org](mailto:mkoski@nfhs.org)).