

MERCHANDISING LICENSE AGREEMENT

1.LICENSOR: International Hockey League, Inc.("Licensor")
1577 North Woodward Ave., Suite 212
Bloomfield Hills, Michigan48304
Attn:Mr.Matt Strelo, Jennifer Riga
Phone:(810) 258-0580Fax:(810) 258-0940

LICENSEE: Grand Slam Licensing, Inc.("Licensee")
an Indiana corporation
401 Pennsylvania Parkway, Suite 390
Indianapolis, Indiana46280
Attn:Mr.Harold Thompson, Milton O.Thompson
Phone:(317) 575-5900Fax:(317) 575-5650

REPRESENTATIVE: Sony Signatures Inc.("Representative")
Two Bryant Street
San Francisco, CA94105
Phone:(415) 247-7400Fax (415) 247-7407

2.PROPRIETARY SUBJECT MATTER: The names, symbols, emblems, designs, logos and colors of the International Hockey League ("IHL") and of the IHL teams (the current teams being listed on Exhibit B attached hereto) and such other Proprietary Subject Matter as may be provided by Licensor to Licensee from time to time ("Proprietary Subject Matter").

3.ARTICLES: The following products using, bearing or otherwise relating to the Proprietary Subject Matter: Lapel pins and lapel pin collector sets ("Articles").

4.TERRITORY: The United States of America, its territories and possessions, and Canada ("Territory").

5.TERM: The Term shall commence on June 1, 1996 and expire on June 30, 1998, unless sooner terminated and provided in Exhibit A hereto ("Term").

6.EXCLUSIVITY (check one): X Non-exclusive license Exclusive license

7.ROYALTY RATE: 9% of Net Sales (Royalty Rate).

8.ADVANCE:U.S. \$7,000.00 (Advance), payable as follows:
\$3,500.00 upon execution of formal contract by
licensee; and
\$3,500.00 due on or before June 1, 1997.

9.GUARANTEE: U.S. \$7,000.00 (Guarantee) due on or beforeJune
1, 1997.
The Guarantee is payable on ore before June 1, 1997.

10.ADMINISTRATIVE FEE:U.S. \$1,000.00 payable on execution of
this Agreement by (Administrative Fee).

11.CHANNELS OF DISTRIBUTION: Standard and Team (Channels of Distribution).

12.EARLIEST IN-STORE DATE: July 1, 1996 (Earliest In-Store Date).

13.SHIPPING DATE:August 1, 1996 (Shipping Date).

14.COPYRIGHT AND TRADEMARK NOTICES; LOGO; GENERAL NOTICE:

Copyright:(To be provided)

All Rights Reserved

Trademark:(To be provided)oras applicable

Logo:The IHL Officially Licensed Product logo

General Notice: The IHL team insignias depicted on this product are trademarks whose licensing rights are exclusively controlled by the International Hockey League and may not be reproduced within its written consent.

15.APPROVALS: All Articles and any related packaging and advertising must be approved by Licensor in writing before distribution or sale by Licensee.Such approvals or disapprovals are within Licensor's sole discretion, and any submission not approved in writing is deemed disapproved.

16.INSURANCE AMOUNT: \$1,000,000.00.

17.SAMPLES:12 of each Article.

18.ADDITIONAL TERMS: The attached Exhibit A (Standard Terms and Conditions) is incorporated herein by this reference.

By signing below, Licensee affirms that it is in agreement with the foregoing and that it has read and understands and agrees to be bound by Exhibit A (Standard Terms and Conditions) attached hereto and forming a part hereof. Licensee further agrees that this Agreement shall also serve as a invoice to Licensee with respect to the amounts payable as set forth above and Licensee agrees to pay such amounts to Representative as and when specified above. This Agreement shall be binding upon Licensor until fully executed and delivered.

ACCEPTED AND AGREED TO:

LICENSOR: LICENSEE:
INTERNATIONAL GRAND SLAM
LICENSING, INC.
HOCKEY LEAGUE, INC.

by:

by:

Print Name: Print
Name:

Title:

Title:

Date:

Date:

ACKNOWLEDGED BY REPRESENTATIVE:
SONY SIGNATURES INC.

By:

Print Name:

Title:

Date:

MERCHANDISING LICENSE AGREEMENT

1.LICENSOR: Apple Corps Limited (Licensor)
27 Ovington Square
London SW3 1LJ England
Attn:Neil Aspinall
Fax:(011) 44-171-225-0661

REPRESENTATIVE: Sony Signatures, Inc.(Representative)
Two Bryant Street
San Francisco, CA94105
Phone:(415) 247-7400Fax (415) 247-7407

LICENSEE: Grand Slam Licensing, Inc.(Licensee)
an Indiana corporation
401 Pennsylvania Parkway, Suite 390
Indianapolis, Indiana46280
Attn:Mr.Harold Thompson, Milton O.Thompson
Phone:(317) 575-5900Fax:(317) 575-5650

2.ARTIST: The musical group professional known as THE BEATLES (Artist).

3.PROPRIETARY SUBJECT MATTER: The name(s), symbols, logos, approved images,
and approved licenses of the Artist (Proprietary Subject Matter).

4.ARTICLES: The following products utilizing, bearing, or otherwise relating
to the Proprietary Subject Matter (Articles), and, for each of the Articles,
its initially listed billing price:

1.Collector Pins (size 1" to 2"), handpainted and handcrafts (\$2.50).

2.Collector Pins (size 1" to 2"), containing a photograph of The Beatles
(\$3.50).

3.Limited Edition Collector Pin Sets.

4.Keychains (size 1" to 2") handpainted and handcrafted (\$3.75).

5.Keychains (size 1" to 2"), containing a photograph of The Beatles (\$4.00).

"Limited Edition" means no more than 20,000 reproductions (per image) priced
at not less than \$10.00 or more than \$100.00 for Collector Pin Sets; prices
may not be reduced in any case, but may be increased with Licensor's written

consent.

5.TERRITORY: The United of America (Territory).

6.TERM: The Term shall commence on January 1, 1996 and expire on December 31, 1997, unless sooner terminated as provided in Exhibit A hereto (Term).

7.EXCLUSIVITY (check one) XNon-exclusive license
Exclusive license
(subject to Paragraphs 22 and 27 below).

8.ROYALTY RATE:11% of Net Sales (Royalty Rate).
1% of Net Sales for PSM Protection and
Enhancement Fee Program.

9.ADVANCE:U.S. \$30,000 (Advance).

The Advance is payable as follows:

U.S. \$10,000 upon execution of this Agreement, receipt
of \$5,000 of which is herebyacknowledged;

U.S. \$10,000 due on or before September 1, 1996;

U.S. \$10,000 due on or before September 1, 1997.

10.GUARANTEE:U.S. \$30,000 (Guarantee).

11.CHANNELS OF DISTRIBUTION:Upstairs market and Standard
wholesale distribution (Channels of Distribution).

12.EARLIEST IN-STORE DATE:January 1, 1996 (Earliest In-Store
Date).

13.SHIPPING DATE:February 14, 1996 (Shipping Date).

14.COPYRIGHT AND TRADEMARK NOTICES:

Copyright: 199x Apple Corps Limited
All Rights Reserved

Trademark:The Beatles

Legend:A Beatles product licensed by Apple
Corps Limit
(or in the event that such legend cannot
practicably be applied,
such legend or such shorter legend as
may be specified by
Licensor from time to time).

15.APPROVALS: All Articles any related packaging and advertising must be
approved by Licensor in writing before distribution or sale of Licensee.Such
approvals or disapprovals are within Licensor's sole discretion, and any
submission not approved in writing is deemed disapproved.

16.INSURANCE AMOUNT: \$1,000,000.00.

17.SAMPLES: 24 of each Article.

18.ADDITIONAL TERMS: The attached Exhibit A (Standard Terms and Conditions) is incorporated herein by this reference.

By signing below, Licensee affirms that it is in agreement with the foregoing and that it has read and understands and agrees to be bound by Exhibit A (Standard Terms and Conditions) attached hereto and forming a part hereof. Licensee further agrees that this Agreement shall also serve as a invoice to Licensee with respect to the amounts payable as set forth above and Licensee agrees to pay such amounts to Representative as and when specified above. This Agreement shall be binding upon Licensor until fully executed and delivered.

ACCEPTED AND AGREED TO:

LICENSOR: LICENSEE:
APPLE CORPS LIMITED GRAND SLAM
LICENSING, INC.

by:
by:

Print Name: Print
Name:

Title:
Title:

Date:
Date: