



**AMENDMENT TO THE AGENCY AGREEMENT  
BY AND BETWEEN  
COLLEGIATE LICENSING COMPANY, LLC  
AND  
VIRGINIA MILITARY INSTITUTE**

This Amendment (“Amendment”) is made effective on the date of the last signed below (the “Effective Date”) and amends the Agency Agreement (the “Agreement”) by and between **Collegiate Licensing Company, LLC**, *successor in interest* to Learfield Communications LLC dba Learfield Licensing Partners, LLC (hereinafter “CLC”) and the **Commonwealth of Virginia, Virginia Military Institute**, (“VMI”). Capitalized terms used but not defined herein shall have the meanings ascribed thereto in the Agreement.

**RECITALS**

**WHEREAS**, CLC and VMI have entered into the Agreement, the effective date of which being February 4, 2019; and

**WHEREAS**, CLC and VMI now desire to further amend the Agreement as set forth in this Amendment.

**NOW, THEREFORE**, for and in consideration of the foregoing recitals, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

**AMENDMENT**

1. **Collegiate Licensing Company**. All references to “Learfield Communications LLC” and “Learfield Licensing Partners, LLC” in the Agreement are hereby deleted and replaced with “Collegiate Licensing Company, LLC.” and “CLC”.
2. **Period of Performance**. In accordance with the Agreement the parties extend the term of the Agreement for an additional one (1) year period beginning April 1, 2024, and expiring on, March 31, 2025 (the “Renewal Term”), unless sooner terminated in accordance with the terms and conditions set forth in the Agreement.
3. **Full Force and Effect**. The terms, conditions, and covenants set forth in this Amendment shall go into effect on the Effective Date. All other provisions of the Agreement shall remain in full force and effect, it being understood that, in the event of a conflict between the terms of this Amendment and the Agreement or any prior amendments, the terms of this Amendment will take precedence as of the Effective Date. The current terms and conditions of the Agreement shall remain in effect until the Effective Date.



IN WITNESS WHEREOF, the parties have executed this Amendment.

**Virginia Military Institute**

**College Licensing Company, LLC**

Signature: Lynn Carmack

Signature: Cory Z. Moss

Print: Lynn Carmack

Print: Cory Moss

Title: Assistant Director, Procurement Services

Title: CEO

Date: 01/31/2024

Date: 01/31/2024

Signature: Cory Z. Moss

Email: cory.moss@clc.com