

FIRST AMENDMENT TO THE LICENSE AGREEMENT

This Amendment, made and effective this February 1, 2013, is regarding the September 1, 2009 License Agreement ("the License Agreement") between Coach Bill Snyder, K-State Athletics, Incorporated ("KSA"), SSM, Inc. ("SSM") and the University.

The parties agree that all terms shall remain the same except for those additions, deletions and modifications, enumerated below.

1. In Section 2(a), the amount "Seven Hundred Ninety Thousand Dollars (\$790,000.00) for the 2013-2014 Contract Year" shall be stricken and replaced with "One Million One Hundred Thousand Dollars (\$1,100,000.00) for the 2013-2014 Contract Year".


2. Pursuant to Section 2(a), SSM shall be paid One Million One Hundred Forty Thousand Dollars (\$1,140,000.00) for the 2014-2015 Contract Year, One Hundred Eighty Thousand Dollars (\$1,180,000.00) for the 2015-2016 Contract Year, One Million Two Hundred Twenty Thousand Dollars (\$1,220,000.00) for the 2016-2017 Contract Year, and One Million Two Hundred Sixty Thousand Dollars (\$1,260,000.00) for the 2017-2018 Contract Year.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be duly executed as of the date first written above.


SSM, INC.:


By: Bill Snyder

BILL SNYDER:


Bill Snyder

K-STATE ATHLETICS, INCORPORATED:


By: John Currie, Chairman and CEO, by
Authorization of the Board of Directors

KANSAS STATE UNIVERSITY:

By: Kirk Schulz, President