

ATHLETE AGREEMENT

This Athlete Agreement (“Agreement”) is entered into this ____ day of _____, 2010 by and between the United States Equestrian Federation, Inc. (“USEF”), a New York non-profit corporation designated by the United States Olympic Committee (“USOC”) as the National Governing Body for equestrian sport in the United States of America and _____ (the “Athlete”), an individual, selected to compete in a Designated Competition as defined below (the “Team”).

RECITALS

WHEREAS, the vision of USEF is to provide leadership for equestrian sport in the United States of America, promoting the pursuit of excellence from the grass roots to the Olympic Games, on a foundation of fair, safe competition and the welfare of its human and equine athletes, and embracing this vision, to be the best national equestrian federation in the world. In an effort to make this vision a reality, USEF selects and forms teams of world-class equestrian athletes all of whom USEF helps to educate, train, and support to achieve sustained competitive excellence in all levels of equestrian competition in order to help these athletes achieve their highest athletic potential.

WHEREAS, the Athlete is a non-employee USEF member in good standing who possesses extraordinary and unique skill and ability as an equestrian athlete, and whose performance in certain recognized competitions qualifies the Athlete for invitation to, and enjoyment of, the benefits and responsibilities of the Team.

WHEREAS, USEF desires to provide to the Athlete the opportunity to participate in the programs made available to the Athletes by USEF as members of the Team, and the Athlete desires to participate in such programs and therefore agrees to accept the responsibilities of team membership as set forth herein.

WHEREAS, this document is intended by the parties to set forth the rights and responsibilities that accompany membership on the Team.

WHEREAS, an athlete shall never be denied an opportunity to participate in, or to attempt to qualify for selection to participate in any protected competition unless provided an opportunity to be heard by an appropriate governing hearing committee.

Therefore, in consideration of certain benefits that USEF provides to Athlete in connection with his selection as a representative of the United States in the Olympic Games, Pan American Games, World Championships, Nation Cups, and Paralympic Games (“Designated Competitions”), USEF and Athlete agree as follows:

1. Responsibilities of Athlete

- 1.1 The Athlete shall honor and abide by the Code of Conduct.

1.2 The Athlete recognizes that he is a role model for the sport and thereby will uphold the principles of sportsmanship and animal welfare.

1.3 The Athlete shall give the horse sport a positive image. Behavior must be appropriate given it will reflect on the sport and the Team.

1.4 The Athlete agrees to remain current on any financial obligations to USEF.

1.5 The Athlete agrees to support the public relations efforts of USEF. As such, the Athlete agrees to appear and participate in up to four (4) non-commercial USEF promotional events should the Athlete's appearance at such events not compromise the Athlete's training and/or competition schedule as determined jointly by the Athlete and the USEF Team coach and/or Chef d' Equipe. Expenses incurred in connection with the fulfillment of this obligation will be borne by USEF.

1.6 The Athlete shall wear and cause to be worn only USEF provided attire, if applicable, or approved attire, if not provided, during Designated Competitions while in the competition ring, schooling area and field of play. Attire includes clothing, saddle pads and blankets. With respect to the Olympic Games and the Pan American Games, Athlete shall wear only attire provided by or approved by the USOC. With respect to World Championships, Athlete shall wear only attire provided by or approved by USEF.

2. Marketing Rights

The Athlete understands and agrees that in order to provide benefits to athletes, USEF must raise funds through the sale of corporate sponsorships. In order to further this endeavor:

2.1 The Athlete agrees that USEF has category exclusivity with respect to those products and services listed in Exhibit 1 to this Agreement. This list shall be subject to modification from time to time and the Athlete expressly agrees to permit USEF to make such modification. This Agreement does not preclude the Athlete from signing his own sponsorship and/or endorsement agreements but the Athlete agrees not to advertise his affiliation with any products or services, pursuant to any sponsorship or endorsement agreements that the Athlete may have, at any Designated Competition at which the Athlete appears as a member of the Team, without the prior written consent of USEF. The Athlete also agrees not to advertise his affiliation with any products or services, pursuant to any sponsorship or endorsement agreements that the Athlete may have, at any time while wearing any attire that designates or

denotes the Athlete as a member of the Team without prior written consent of USEF.

2.2 USEF agrees that in its pursuit for corporate sponsorships it will endeavor to secure additional benefits (i.e. discounts on goods or services or VIK) for eligible athletes.

2.3 USEF agrees to exert best efforts to promote the USA teams and their riders.

2.4 Athlete has the right to use his own individual image from Designated Competitions where he earned an individual medal. This use may be exercised by Athlete for commercial purposes provided that no conflicts exist between Athlete's commercial purpose and USEF official sponsors.

2.5 USEF and Athlete agree that in the interest of the overall betterment of equestrian sport they will each use their own sponsor opportunities to attempt to create a beneficial opportunity for the other party.

2.6 The Athlete hereby agrees to be filmed, videotaped, and photographed and to have his image and voice otherwise recorded in any media by the USEF's official photographer(s), file crew(s), and video crew(s) and by any other entity authorized by USEF. Furthermore, the Athlete hereby grants to USEF the irrevocable, fully paid up, worldwide right and license to use, and to authorize third parties to use, in all internet, media, new media, and media yet to be invented, the Athlete's name, likeness, picture, voice, and biographical information for: (1) news and information purposes; (2) promotion of the Team and the specific competitions in which the Athlete competes; (3) promotion of USEF; and (4) to support USEF's educational and philanthropic efforts through the production of educational and training videos, DVDs and other media. In no event may USEF authorize the use of the Athlete's name, picture, likeness, voice, and biographical information for the purpose of trade, including any use in a manner that would imply an endorsement of any company, product or service, without the Athlete's written permission other than pursuant to the group license described more fully below. This provision shall survive termination of this Agreement.

2.7 The Athlete specifically grants to USEF the irrevocable, fully paid up, worldwide right and license to use the Athlete's image in any USEF group licensing promotion. The Athlete understands that USEF will exercise this right only in a group basis, i.e. applications involving the use of images of three or more athletes without reference to any individual athletes name or identity. As such, when exercising this license, USEF

shall not imply that any individual athlete endorses any product and/or service. USEF may license this right to a third party.

2.8 The Athlete shall have no right to use the name, trademarks or other intellectual property of USEF, nor to advertise any affiliation with the same, without the express written permission of USEF. The Athlete understands and agrees that he must obtain the prior written consent of USEF for any individual endorsement program in which the following would occur: the Athlete wears any attire that designates or denotes the Athlete as a past, present or future member of the Team or otherwise openly identifies the Athlete with a USEF Team or any other USEF controlled entity or program. This provision shall survive termination of this Agreement. Provided there are no conflicts with USEF sponsors, USEF and sponsor of Athlete may enter into an arrangement whereby such sponsor obtains access rights to certain names, trademarks or intellectual property owned by USEF.

2.9 The Athlete agrees that when appearing live, for any still photo, film or video intended to depict the Athlete as a member of the Team, the Athlete shall wear attire that designates or denotes the Athlete as a member of the Team.

2.10 The Athlete shall not remove or conceal any USEF sponsor logos from Team attire.

2.11 The Athlete, upon prior written permission from USEF, may add the logo of a private sponsor as long as it conforms to the requirements of the FEI rules. USEF will advise the Athlete as to the placement of the logo.

2.12 Except for those rights specifically granted to USEF, the Athlete shall retain sole and exclusive ownership of his individual publicity rights. The Athlete agrees to exercise those rights in such a manner as to not violate IOC, IPC, USOC, FEI, PASO and/or USEF regulations and restrictions and responsible compromise the Athlete's competition eligibility.

2.13 USEF agrees that it will consult with the Athlete before reproducing or publishing any depiction of the Athlete.

3. Term and Termination

3.1 Term.

This Agreement shall be effective from January 15, 2010 through November 30, 2010.

3.2 Termination.

This Agreement shall be terminable by either party at any time, and for any reason upon thirty (30) days written notice to the other party of the intent to terminate.

This Agreement, and all benefits and services provided hereunder, shall immediately terminate shall the Athlete plead guilty or be adjudicated guilty of a doping offense or if the Athlete pleads guilty to a crime involving the use, possession, or distribution of a controlled substance, whether or not the same is included on the FEI list of banned substances.

Notwithstanding the above paragraphs, USEF may terminate this Agreement at any time for Athlete Misconduct. The term Athlete Misconduct shall refer to conduct that violates the terms of this Agreement, the USEF Code of Conduct, the laws of any jurisdiction in which the Athlete is present, or any conduct which might bring disrepute to, or otherwise harm USEF, FEI, or the Olympic movement.

4. Miscellaneous

4.1 Nothing in this Agreement is intended to nor should it be construed to create an employer/employee relationship between USEF and the Athlete.

4.2 Preservation of Competition Eligibility. The Athlete shall not violate any provision or rule promulgated by the IOC, IPC, FEI, USOC, PASO or USEF governing eligibility of athletes to compete in Olympic, IPC, FEI, PASO or USEF sanctioned events. The Athlete agrees to maintain his membership in USEF in good standing at all times.

4.3 Governing Law. This Agreement shall be construed pursuant to the laws of the State of Kentucky without reference to principles governing choice or conflicts of laws. It is the intent of USEF and the Athlete that this Agreement be construed in accordance with the Ted Stevens Amateur and Olympic Sports Act of 1978, as amended as well as the USOC Bylaws, which are incorporated herein by reference.

4.4 Superceding Law or Regulation. Should this Agreement or any provision hereof violate any federal, state or local law or regulation, or, as a result of amendment or revision to the Ted Stevens Olympic and Amateur Sports Act or the Olympic Charter, this Agreement or any provision hereof violates such amendments, the parties shall then negotiate in good faith to modify this Agreement to the extent reasonably necessary to bring about compliance with such law, charter, and/or rules and regulations; provided, however, that if such modification would cause this Agreement to fail in its essential purpose or

purposes, or the parties are unable to reach agreement after negotiating in good faith, either party may terminate the Agreement.

4.5 Headings. The headings in this Agreement are for convenience only and shall not affect in any way the meaning of the provisions to which they refer.

4.6 Entire Agreement. This Agreement, together with all exhibits, shall constitute the entire agreement between the parties and shall supercede all prior agreements between the parties relating to the subject matter, written, oral or otherwise.

IN WITNESS WHEREOF, the parties hereto have entered into this Agreement as of the date first written:

UNITED STATES EQUESTRIAN FEDERATION

By: _____
John Long

Its: Chief Executive Officer

ATHLETE

Exhibit 1

Rolex Watch USA	Official Timepiece of the USEF
Merial - Equioxx	Official Pain Management Product of the USEF
Merial - GastroGard and UlcerGard	Official Equine Stomach Ulcer Products of the USEF
Merial - Zimecterin	Official Deworming Product of the USEF
Luitpold Pharmaceuticals - makers of Adequan	Official Joint Therapy of the USEF
Pennfield Feed	Official Horse Feed of the USEF
Heritage Performance Riding Gloves	Official Riding Gloves of the USEF
Hertz	Official Automobile Rental Agency of the USEF
US Bank	Official Credit Card of the USEF
Equisure	Official Insurance Provider to USEF members
Farnam Companies	Official Grooming Products of the USEF
Farnam Companies	Official Fly Control Products of the USEF
Ariat	Official Apparel of the USEF
EquiFit	Official Performance Horse Boot and Leg Wear of the USEF
Platinum Performance	Official Sports Nutrition Supplement of the USEF
FarmVet	Official Internet Catalog of the USEF
Equine Motorcoach	Official Horse Transport of the USEF
Land Rover	Official Vehicle of the USEF

This list will be updated as appropriate at www.usef.org