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MANDALAY BAY



## Brain Storm My Domz Making Headway in Licensed Headwear

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Talk about having a head for business. Roy Sharda and Jay Dhillon, the founders of **My Domz**, are two of the headiest players in the licensed sports industry, especially when they're wearing company product—authentic replica headwear of a school's football helmet.

"The response to My Domz has been excellent," says Sharda. Indeed, from the reaction at this year's Sports Licensing & Tailgate Show to marketing trips to college campuses across the Midwest, the company has found an energetic and motivated customer base.

"My Domz isn't necessarily a product for the typical alumni," explains Sharda. "Our target audience is young college sports fans. We started as football only but have developed into a brand for many different sports."

My Domz launched three years ago with a cold-weather skullcap for all 11 schools in the Big Ten. Within a short time, the company had expanded to the ACC, SEC, Big 12 and Pac-10. Next up is securing the Big East license.

My Domz is also in the process of introducing two new styles. "The first is our skull cap with a fashion-forward bill," says Sharda. "The other is a uni-sex headband. All of our styles put a premium on quality, including our unique embroidery and decorative striping."

Getting into the collegiate business was actually Plan B for My Domz. When Sharda and Dhillon first conceived their company, their focus was on the NFL. Both are from Chicago and huge Bears fans. Obtaining an NFL license, however, was more difficult than anticipated. "We decided it would be easier to start with the NCAA," says Sharda.

That proved to be a wise move. My Domz truly resonates with the college crowd. In fact, Sharda and Dhillon are busy putting together a trek through Big Ten campuses called the Tailgate Tour 2009. The idea is to solidify brand awareness with the company's target demographic.

"We already have a half-dozen sponsors that are interested," says Sharda. "We'll host fun events at each school. The tour is a great way to gain on-campus exposure."

The Tailgate Tour 2009 is also a vehicle to underscore the My Domz message. "There is room in the licensed industry for the little guy," says Sharda. "We've built My Domz on innovation and quality. Our mission is to provide value to consumers and our retail partners."



The billed skullcap, which got a great response at the Sports Licensing & Tailgate Show.



The uni-sex headband in Georgia Tech colors.

