

SPORTS STORES

Brands to Require UPC



- 5.11
- 411
- 1 Lacrosse
- 10X
- 1800Treadmill
- 1st Condition
- 1ST DYNASTY MUSIC
- 2(x)ist
- 2016125 Ontario Limited
- 2K Games
- 2nd Regime
- 2XU
- 303 PRODUCTS INC
- 3C4G
- 3M
- 3M Nexcare Active Line
- 3M Petcare
- 47 Brand
- 5 Way
- 5BORO
- 5th & Ocean
- 66 Degrees
- 66 Degrees North
- 66 North
- 7Strand
- A + Child Supply
- A&E HOME VIDEO
- A.C. Kerman - Paintball
- Aardvark
- Ab Circle
- Ab Coaster
- Ab Flyer
- AB Golf Designs
- Ab Lounge
- Ab Rocket
- Abcore Junior
- Ab-Doer
- ABEC 11
- ABO Gear
- Absolute Outdoor
- Absolute Outdoor- Full Throttle
- Absolute Outdoor Inc
- ABSOLUTE OUTDOOR, INC
- Abu Garcia
- Abu-Garcia
- ABUS
- ABUS LOCKS
- Abyss
- Acclaim
- Accudart
- AccuGage
- Accu-Length
- AccuPoint
- Accuscore
- AccuShot
- Accusplit
- ACE
- Acme
- ACOG
- ACOUZTIC
- Acr Electronics
- ACRONIS
- ACS
- ActiveTool USA Inc
- Acuflex
- Acumen
- Adams
- Adams Golf
- Adams USA
- ADEO
- ADG Sports
- adidas
- Adidas by Stella McCartney
- adidas Originals
- Adrenaline Promotions
- Adult Source Media
- Advance Elements
- Advanced Elements
- Advanced Technical Inc.
- AdvantEDGE Golf
- Adventure Imports
- Adventure Medical Kits
- Adventure Products
- Adventure Technology
- Advise Pubns
- Aegix
- Aero Bed
- Aero Sweep
- AeroBed
- Aerobie
- Aeroskin
- Aervoe
- Aervoe Industries
- AFFINITY
- Affinity Golf
- AFG
- AFI
- AFNA
- AfterMath
- Agile Fitness
- Agreka Books
- Aheadset
- AIM SPORTS
- Aimpoint
- AimPro Golf
- Aimshot
- Air Kicks
- Air Sport
- Air Strike
- Air Tech
- Air Trekkers
- AirBedz
- Airblaster
- Airex
- Airhead
- Airsoft Innovations
- AirStrike
- Airwalk
- Airzone
- AJ Kitt
- AK Designs
- Akadema
- AKROWheels
- ALC Alert
- Alchemy Goods
- Aleira
- Alfa
- Alfi
- Alien
- Alien Workshop
- Alienation
- ALITE Designs
- All Star
- All Star Dogs
- All Star Graphite Rods
- All Terrain
- Allen
- Allen Bike Racks
- Allen Company
- Allen Sports
- Alliance Skateboards
- Ally Distribution
- Almost
- Aloe Gator
- Alpen
- Alpen Optics
- Alpen Outdoor Corp.
- Alphabet City Rec
- Alpina Sports
- AlpineAire Foods
- ALPS Mountaineering
- ALPS Outdoorz
- Altius
- Altus Athletic
- Alumagoal
- Alva
- Always On
- AMA Golf
- Amacker
- Amazon
- Amazon.com
- Amber Sporting Goods
- Amber Sports
- Ambler
- American Angler
- American Chopper
- American Expedition
- American Fishing Wire
- American Flyer Co.
- American Hunter
- American Needle
- American Security Products
- American Speciality
- American Sportworks

SPORTS STORES - Brands to Require UPC

- American Technology Corp (ATN)
- American Trails
- American Weigh Scale
- Americas Bike Company
- Ameristep
- AMF
- AMG
- Amigo Spiel + Freizeit
- Aminco
- Aminco International
- Amphetamine
- Amplivox
- ANCHOR BAY
- Anchormate
- Ancor Marine Grade Products
- Anderson Bat
- Anderson Bat Company
- Anderson Marine
- Andy Mac Skateboards
- Angel
- Angel Of Mercy
- Angelboy
- Ani-Motion
- ANSAI
- Ansai Golf
- Anti Hero
- Anti-Aging Vibes
- Antigua
- Anza
- AP Outdoors
- Apará
- Apex
- APEX GEAR
- API
- Apollo
- Apple Archery
- Apple Sports
- Applerind Performance wear
- Appy Trails
- Aqua Fresh
- Aqua Signal
- Aqua Sphere
- AQUA VU
- Aqua World
- Aquacharge
- Aquaglide
- Aquajogger
- Arachnid
- Aramith
- ARC DeHooker
- Arctic Shield
- Arctic Zone
- Ardent
- Ardent Reel
- Ardent Reel Care
- Areaware
- Areaware STRiDA
- Arena
- Arista
- Aristo
- ArmorCord
- Armorlace
- Armortek
- Armourdillio
- Armourdillo
- Arnie golf
- Arrow Precision
- ARS
- Artissimo
- ASA Electronics
- ASC
- Ashworth
- ASICS
- Asolo
- Asolo Equipment
- Asolo Gear
- ASP
- Asp Law Enforcement
- Asp Pepper
- Aspire
- Assure
- Assure Plus
- Astrodeck
- ATEC
- Athalon
- Athena Brands
- Athenatech
- Athletic Specialties
- ATI
- Atkinsons
- Atlantic Company
- Atlas Snowshoe Company
- Atlas Snowshoes
- ATM
- ATM Skateboards
- ATN
- ATN Corporation
- Atom
- Atom Longboards
- Atomic
- Atomic Sports
- AtomX
- ATrek
- Attwood
- ATTWOOD CORPORATION
- Atwater Carey
- Atwood
- Atwood Mobile
- Autobahn
- Avalanche
- Avanti Fitness
- Avenir
- Aventura
- Aventura Clothing
- AVERY
- AVID
- Aviva Sports
- Axcel Sights
- Axiom
- Axle Release
- Aylio Fitness
- Azonic
- A-Zoom
- A-Zoom Snap Caps
- Aztec
- B & R Plastics Inc.
- B...for Betsy
- babarakas
- Babolat
- Baby Fanatic
- BabyLegs
- Bach
- Back Booster
- Back Door Sports
- Back Magic
- Backside
- Backyard Score Towers
- Bacon
- Baden
- Badger Sportswear
- Badlands
- Baffin
- Bag Boy
- Bahne
- Bait Rigs Tackle
- Baitmate
- Baker
- Baker Mfg
- BAL R.V. Products Group
- Baladeo
- Baladeo Knives
- Balance Bracelet
- Balance Buddy
- Balconi
- Baldas
- Ballpark Classics
- BallQube
- Bally
- Bally Total Fitness
- BAMF
- Banjo Brothers
- Banshee Bungee
- Bar Mitts
- Barbed Wire
- Barbie
- Bar-bouy
- BARE
- Barefoot International
- BARIGO
- Bark
- Barker Manufacturing Company
- BARNES & NOBLE
- Barnett
- Barnett Archery
- Barnett Outdoors
- BARRACUDA
- Barry's Bootcamp
- Barska
- Bartness
- Baseline
- Basic Fun
- Batman
- Battenfeld
- Battle Sports Science
- Battling Rope
- Bauerfeind
- Bayou Fitness
- Baystar
- Bayview Entertainment/Widowmaker
- Bazoongi
- BCW
- BDI
- Be Smart Get Prepared
- Beach Buddy
- Beachbody
- Bealls
- Bear
- Bear & Son
- Bear Archery
- Bear Grylls
- Beardski
- Bearing Buddy
- BEARING PRESS
- Beat the Buzzer
- BEAUTYKO
- BEBOP
- Becker
- Bee
- Beer Pong Table
- BEERS
- BEHA Limited
- Beijing
- Beijing 2008
- Bell

SPORTS STORES - Brands to Require UPC

- Bell & Howell
- Bell Fit
- Bell Ranger
- Bell Sports
- Bella Crystal Collection
- Bella Crystal Collection-USA
- Bellelli
- Belly Tuck
- Beman
- BenBat
- Benchmade
- Benchmade/Warn
- BenchMaster
- Bennett
- Bennington Golf
- Beogradski Izdavacko Graficki Zadvd
- BEP Marine
- Berco Products
- BERETTA
- Berg
- Bergans
- Berkley
- Bern
- Bern Unlimited
- Best Bikes
- Best Bikes USA
- Best Fitness
- BetaOptics
- Bethesda Science Ltd
- Betson
- Better Body Solutions
- BetterRest
- Betts Tackle Ltd
- Betty Rides
- Beurer
- Beyond Coastal
- Beyond Yoga
- BH Fitness
- Bianchi
- Bianchi Accumold
- Bianchi AccuMold Elite
- Bianchi Gun Leather
- Bianchi Military
- Bianchi PatrolTek
- Bic
- BIC Sport
- Biciclo Turbo USA, Inc
- Bicycle
- Bicycle Prestige
- Bicycle Safety
- Bicygnals
- Biederlack
- Big Agnes
- Big Birdie Golf
- Big Game
- Big Wigz Skins
- BigAgnes
- Bigblue
- Bigfoot
- Biggest Loser
- Bike
- Bike Balance
- Bike Board
- Bike Brake
- Bike Buddy
- Bike Peddler
- Bike Trainer
- Bike USA
- BIKEGEAR
- BikeGlow
- Bill Dance
- Billy Blanks
- BILLY JACK ENT.
- Bilt
- Bio Kleen
- BioGreen Bottles
- BIO-KLEEN PRODUCTS, INC.
- Bio-Lab
- Bioline
- biologic
- Bion
- Bionic
- BIOS
- Birchwood Casey
- Birdhouse
- Birdhouse Skateboards
- Bison
- Bison Bags
- Black Clover
- Black Diamond
- Black Flvs
- Black Gold
- Black Label
- Black Magic
- Black Mountain Products
- BLACK PANTHER
- Black Pine
- Black Rhino
- Black Series
- Black Velvet
- Black Widow
- Blackburn
- BLACKHAWK!
- Blackmaxx Products Inc.
- Blackstone
- Bladerunner
- Bladez
- Bladez Fitness
- Blank
- Blantex
- Blaze
- Blazer
- Bleacher Creatures
- Bleuett Brand
- Blind
- Bliss
- Block Targets
- Blongo Ball
- Blongo Family Fun
- BlongoBall
- Blue 84
- Blue Bellies
- Blue Desert
- Blue Fox
- Blue Hat
- BLUE HEAVEN
- Blue Iris by WGI
- Blue Mountain Wallcoverings
- Blue Orange Games
- Blue Water Marine Paint
- Blueprint
- blueseventy
- BlueWater Polarized
- BlueZap
- Blur Skates
- BLVD
- Blvd Skateboards
- BMOC
- BMR Marketing
- B'n'M
- BnM FISHING
- Boardworks
- Boat Life
- BoatBuckle
- BoatMates
- Bob-Allen
- Bobble
- Bobster
- BocyCraft
- BodiPro
- Body Balance
- Body Bar
- Body Bow
- Body by Jake
- Body Fit
- Body Glove
- Body Glove Wetsuit Co
- Body Glove Wetsuits
- Body Max
- Body Secrets
- Body Solid
- Body Solid, Inc
- Body Up
- BodyBlade
- BODYBOARDS
- BodyCraft
- BodyGlide
- Bodylastics
- Body-Solid
- Body-Solid Tools
- Boelter
- Boelter Brand
- Boelter Brands
- Boeshield
- Bog Gear
- Boggy Golf
- Bohning
- Bolle
- Bollé
- Bomb Factory
- BONELESS
- Bones
- Bones Bearings
- Bones Wheels
- BONESHieldz
- Bonfire
- Bongo
- Bonk
- Boomerang Tool Company
- Boone Blue
- Boone Outdoor
- Booyah Bait Company
- Boris Becker
- Boris Becker Tennis
- Boss
- Bosu
- Botl
- Bottelsen
- Bow Net
- BowFlex
- BowShield
- Boyt
- Boyt Harness
- Bracketron
- Bradex
- BRADY GAMES
- Brain-Pad
- Brain-Pad, Inc.
- Brand New Products
- BRAND NOT SPECIFIED
- Brass Eagle
- Bratz
- Brave Soldier
- BRAVO

SPORTS STORES - Brands to Require UPC

- Bravo Sports
- Break-Free
- BreakMaster
- Breakthrough Health & Fitness
- Brembo
- Bresser
- BRETT
- Brewer
- Bridgedale
- Bridgestone
- Bridgestone Golf
- Briggs & Stratton Power Products
- BrightSpot Solutions
- Briko
- Briko-Maplus
- Brine
- Brinkmann
- Broadbay Cotton
- Brooks
- Brooks Saddles
- Browar Timing Systems
- Brower
- Browning
- Browning Hosiery
- Bruce Lee
- Brunswick Billiards
- Brunton
- Brunton Hunting
- Brush-t
- Brzamo Publishing
- BSA
- BSB Speed Bearings
- BSI
- BSI PRODUCTS, INC.
- BSN
- BTI Chemical
- Buck
- Buck Bomb
- Buck Commander
- Buck Knives
- Buck Wear Inc
- Buckle Down
- Bucks Bags
- Budweiser
- Buff
- Bugaboos Eyewear
- BugBuster
- Bughats
- Bugout
- buh-bump
- Bula
- Bulldog
- Bulldog Cases
- Bulldog Vaults
- Bullet
- Bullet Belt
- Bullet Elite
- Bullet Slam
- Bullet Tour
- Bullseye
- Bummer High
- Burley Design
- Burn Machine
- Burris
- Burton
- Burton Snowboards
- Bushnell
- Business Success Systems
- Butch Harmon Ultimate DVD
- Butch's
- Butch's Gun Care
- Butler Creek
- Butterfly
- Butterfly Table Tennis
- Butthead Covers
- BVG
- Byer of Maine
- BYRD
- BZ
- C&I Collectables
- Cabana Pro
- Cache Sales
- Cadac
- Caddis
- Caddis Sports
- Caddis Waders
- CaddyDaddy Golf
- CaddyTek
- Cadillac
- Caesars Palace
- Cajun Injector
- Cajun Line
- Cal June
- Calcutta
- Caldwell
- Caliber
- California Advanced Sports
- California Bike Gear
- California Exotics
- California Fitness
- California Innovations
- Callaway
- Callaway Golf
- CALLAWAY HX HOT PLUS
- Calle
- Calligraphy
- Calsplash
- CamelBak
- Camelbak Products
- Camillus
- Camo Form
- Camovision
- Camp Chef
- Campbell Hausfeld
- Camping Closet
- Campus Cruisers
- Canada Goose
- Canari
- Canari Cyclewear
- Candle by the Hour
- Cane Creek
- Cannon
- Cannondale
- Canopy Factory
- Cantabrian
- Canton Collection
- Cap Barbell
- Cap Barbell, Inc
- Capix
- Captain America
- Carbite
- Carbon Express
- Cardio Jump
- CardioMax
- Cardiosport
- CardioVision
- Cards One
- Cargo
- CargoBuckle
- Caribee
- Carl Zeiss
- Carl Zeiss Optical Inc
- Carlisle
- Carlisle Paddle Gear
- Carlton
- Carlton Books
- Carmen
- Carmen John Leone
- Carmichael Training
- Carolina Archery
- Carrera
- Carrom
- Carry-Lite
- Cars
- Carson
- Carson Optical
- Carve
- Carve Designs
- CAS Hanwei
- CAS Hanwei Swords
- Cascade Designs
- Cascadia
- Case Cutlery
- Casemaster
- Caseworks
- Cass Creek
- Catalina Cylinders
- Cateye
- Cateye Fitness
- Caviness
- CD BABY.COM/INDYS
- Cedar Ridge
- CEI
- CELLULIFT
- Celsius
- Cente for Curatorial Studies
- Centerpoint
- Centon
- Century
- Century Tool
- CEP
- Cequent
- Cerro Torre USA
- CFG
- CGear
- Chalk
- Challenge
- chammyz
- Chamois Butt'r
- Chamois Glide
- Champ
- Champ ProSoft
- Champion
- Champion Barbell Products
- Champion Sports
- Champion Treasures
- Championship Casino
- Championship Productions, Inc.
- Chaos
- Chaos - CTR
- Chaos Hats
- Chaos Thermal Regulation
- Chariot
- Charm14
- Chase Authentics
- Chefs Choice

SPORTS STORES - Brands to Require UPC

- Cherokee
- CHH
- Chicago
- Chicago Gaming
- Chicago Gaming Company
- Chicago Skates
- ChicoBag
- Chili Buster
- ChiliPad
- Chill Factor
- Chinook
- Chocolate
- Choice
- Chompers
- Christian Audigier
- Chromax
- Chums
- CI Sport
- CIPA USA
- Citrus C/Q
- City
- Ciussi
- Classic Accessories
- Classic Balloon
- Classic Kneeling Chair
- Classic Plus Kneeling Chair
- Classic Sport
- CLASSROOM
- Clauss
- Clean Bottle
- Clean Step Mat
- Clean Swipe Socks
- Clean-N-Walk
- Cleanwaste
- Clear Blue Hawaii
- CLEAR RECORDS
- Clear Thinking
- Clear2GO
- Clear2o
- Cleatskins, Inc
- CleenFreek
- Cleveland
- Cleveland Golf
- Cleveland Golf Men's
- Cleverbrand
- Clicgear
- Cliche
- Cliché
- Cloud Ride!
- Cloudveil
- Club Car
- Club Champ
- Club Clean
- Club Face
- Club Glove
- Clubhouse Collection
- Clymer
- CMC
- CMC Golf
- C'Mere Deer
- Co C Carney Cassavetes Consulting
- Coach Dave's
- Coaches Choice
- Coast
- Coastal Pet Products
- Coatplus
- Cobra
- Cobra Kayaks
- Cocoon
- Code Blue
- Coghlan's
- Coghlan's
- Cohesion
- Cold Steel
- ColdCreek
- Coldheat
- ColdMax
- Coleman
- Coleman
- Coleman Exponent
- Coleman Knives
- Coleman
- Coleman Outboard Motors
- Collectables
- College Edition
- College Game Day
- College Inn
- Collegiate Bicycle Company
- Colony
- Colorado Clothing
- Colosseum
- Colosseum Athletics
- Colt
- Columbia
- Columbia River Knife and Tool
- Columbia River Knife and Tool (CRKT)
- Columbia Sportswear
- Columbus
- Combat
- Combat Zone
- ComfortGels
- Como Lube
- Company 81
- Competitor
- Computer & Technical Books Inc
- Computer Group Inc
- Conant Custom Brass
- Concept 1
- Concept One
- Concept One Accessories
- Concept2
- Concepts Sport
- Concord Industries
- Condor
- Condor Tools & Knives
- Confidence
- Confidence Fitness
- Confidence Golf
- Congress
- Conimar Corporation
- Connelly
- Connelly Skis
- Conntek
- Conquest Kayak
- Conquest Scents
- Conrad Asher
- Conscious Destiny Prod
- Consolidated
- Contico
- Contigo
- Continental
- Continental-KMC
- Convenience Sports International
- Converse
- Cool Girls
- Cool Tac
- Coolibar
- Coop
- Coopersburg Sports
- Copag
- CoPilot
- Cordcraft
- Core Concepts
- Cornilleau
- CORR
- Cory Everson
- Cotton Exchange
- Cougar
- Co-Union
- Counter Art
- CounterArt
- Country Harvest
- Covers by HBS
- Coversports
- Covert
- Coyote Eyewear
- Coyote Jakes
- Crable Sportswear
- Craft
- Craghoppers
- CRAMER
- Crank Brothers
- CRATE DIGGAS
- PALACE
- Crazy Creek
- Crazy Creek Products
- CRC
- CRC Industries, Inc
- Creation
- Creative 3D
- Creative Communication
- Creative Fitness
- Creature
- Creature Skateboards
- Crescendo Fitness
- Crescent Moon
- Cressi
- Crime
- Crimson
- Crimson Trace
- Crisease
- Croakies
- Crocodile Creek
- crocs
- Crooked Horn Outfitters
- Croozer Designs
- Crosman
- CROSMAN AIR GUNS
- Crosman Archery
- Cropspe
- CrossCore
- Crossfire
- Crown Games
- CRP Industries
- Crumpler
- Cruzin Cooler
- Crystal River
- CSE
- CStar Optics
- Cuddeback
- Cuetec
- Cufflinks
- Curb Records
- Currie
- Currie Technologies

SPORTS STORES - Brands to Require UPC

- CURT HINSON
- Custom Craftworks
- Cutter & Buck
- Cutters
- CVA
- CWB
- CWB Board Co.
- CWIC Inter Coastal
- CW-X
- CW-X Conditioning Wear
- Cybergun
- CYBEX
- Cycle Force
- Cycle Force Group
- Cycleaware
- CycleOps
- CyclePro
- Cyclo
- Cyclone
- Cyclone Bicycle
- Cyclops
- Cyco Cycle
- CygoLite
- CYMA
- D.A.M.
- Da Vinci
- Dahon
- Daisy
- DAISY MFG
- Daiwa
- DAJO Adventure Gear
- DAKINE
- Dan River
- Danbury Mint
- Dancin Dogg
- Dancin' Dogg Golf
- Danforth Compass
- Danielson
- Danskin
- Daphne's
- Daphne's Headcovers
- Dark Horse Comics
- Dark OPS Holdings
- Darkstar
- Darn Tough Vermont
- Dart World
- Datrek
- Davis
- Davis Instruments
- Day 6
- DB Longboards
- DB Skimboards
- D-Bat
- dBrush
- DC
- DC America
- DDI SPORTS
- De Toma
- Dead Down Wind
- DeathClutch
- Deathwish
- Debbie Rocker
- deBeer Lacrosse
- DecoPac
- Deer Call
- Deer River
- DeerCam
- DeFeet
- Defense Technology
- Deflex
- Dekra
- Delta
- Delta Cycle
- Delta Targets
- DeMarini
- Demon
- Demrad
- Denali
- Denix
- Deps
- Descente
- DESERT EAGLE
- Designarium
- Destructo
- Destructo Trucks
- Detecto
- DetMar
- Devil Be Gone
- Devine Design by Avenir
- Dew Docks
- Dexter/Russell
- DGK
- Dia Compe
- Diabetic Care
- Diablo Skateboards
- Diadora
- Diamond
- Diamond Baseball
- DIAMOND ICE
- Diamond Sports
- Diamond Tek
- Diamondback
- Diamondback BMX
- Diamondback Fitness
- Dickies
- Diecast
- Diego
- Digger Anchor
- Diggin
- Digital
- Dimebag
- Dimplex
- Disciple
- Discovery
- Discovery Expedition
- Discovery Kids
- Discovery Trekking Outfitters
- Discraft
- Discrete
- Disney
- Disney Cars
- Disney Fairies
- Disney Hot Wheels
- Disney Nemo Life Jacket
- Disney Power Rangers
- Disney Princess
- Disney Toy Story
- Distributoys
- Dive Xtras
- DiveAlert
- Divine
- Dixon Golf
- DK
- DK Bicycle
- DK Bikes
- DKN Technology
- DMI Sports
- Do All Outdoors
- Do-All Outdoors
- Dock-Rite
- Dodge Bicycle
- DOG TOWN
- Dog-E-Glow
- Dogtown
- Dogtra
- Do-It Molds
- Dolfino
- DOLLYWOOD RECORDS
- Dolphin Lite
- Donruss
- Dora
- Dora the Explorer
- Dorsett
- Dorson
- Dorson Sports
- Dosho Design
- Doskocil
- Dosun
- Dotline
- Double Eagle
- Douglas Net Company
- DPMS
- Dr. Foot
- Dr. Marla's Wellness Bra
- Dr. Shade
- Dragon
- Dragon Alliance
- Dragonfly Innovations
- Drake Waterfowl
- Dransfield & Ross
- Dream Capsule
- Dreamer Design
- Dreamseat
- Dregs
- Dri-Duck
- Drift Control
- Drift Plates
- Driveway Games
- Drizzle Stik
- Drop
- Drueke
- Dry Launch
- Dry Pak
- Dryer Max
- DryGuy
- Drymax
- Dual Pro
- Duck
- Duck Commander
- Duck House
- DUCK HOUSE, INC.
- DuckHouse
- Ducks Unlimited
- Ducky
- Dudley
- Dugout Manager
- Dunlop
- Dunlop Sports
- DuraBand
- Duracell
- DuraGym
- Duro-Med
- Dusk
- Dutton-Lainson Company
- DVD'S
- DVS
- Dwindle
- Dwindle Media
- DXS
- Dye Precision
- Dynacraft

SPORTS STORES - Brands to Require UPC

- Dynaflex
- DynaMax
- Dynamic Forces, Inc.
- DynaX Co.,Ltd.
- Dyno
- E.S. Sorensen
- E3
- EA Sports
- Eagle
- Eagle Claw
- Eagle Creek Travel Gear
- Eagle Golf Cruiser
- Eagles Nest Outfitters
- Eagles Wings
- EagleWing Publishing
- Eamee
- Earl & Brown Co.
- Early Rider
- Earth Products
- Earth Products Store
- Earthguards
- Earthlite
- Earthlust
- Earthsmart Zero Trees
- East Penn
- East Point
- Eastern Bikes
- Eastern BMX
- Eastern Distribution
- Eastman Outdoors
- Eastman Outfitters
- Easton
- Easton Mountain Products
- Easy Doe
- Easy Does It
- Easy Gardener
- Easy Interactive
- Easy Outdoor
- Easy Rodder
- EB Brands
- Ebonite
- Echowell
- eCityDirect
- Eclipse
- Eclipse Specialties
- Eco
- Eco One
- Econscious
- EcoUsable
- Ed Hardy
- Eddie Bauer
- Edelrid
- Edge
- Edge Innovative Hunting
- Edwards
- EFG Food Solutions
- eforcity
- EFX
- EFX Performance
- Egan Golf
- eGear
- EGO
- Ego Builder
- EGO TROUT
- EGO WADE
- EHKO
- EKEN
- EKHO
- Ekho Brands America
- Ektelon
- Electra
- Electra Bicycle Company
- Electric
- Electric Visual
- Electronic Arts
- Element
- Element 21
- Element Skateboards
- Elenco
- Elite
- Elite Fitness
- Elite Rings
- Elk Ridge
- Elmo
- Elvis
- EMAD Skateboards
- e-Mazing Innovations
- Emergency Zone
- Emerson
- Emotion Kayaks
- e-Moto
- Empire Distribution
- Empire Paintball
- Empower
- Emson
- Encore
- Endurance
- Enduro
- Energizer
- Energy Force
- Enervit
- Enjoi
- Ensign Peak
- EOTech
- EOUS
- Epco
- Epic
- Epic Pov Cameras
- Epifanes
- Equinacea
- Ergo
- Ergon
- Eric Roush
- Erickson
- ERTL
- ES Robbins
- Esbit
- Escalade
- Escalade Sports
- ESCUCHALO RECORDS
- ESI Grips
- ESPN Gameday
- ESPNU
- Essence Therapeutic Innovations
- Esterna
- Estrada Beisbol, Inc.
- Eton
- Eulogy
- Eureka
- Eureka!
- Eurosled
- Eurosocks
- Evandale Pub Ltd
- Evans Sports
- Evercast
- Evercoat
- EverCool
- Eveready
- Evergoing
- Evergreen Enterprises
- Everlast
- Everlast for Her
- Everlast Nutrition for Latinos
- EverLite
- Evernew
- Everthing Track and Field
- Everything Track and Field
- Evil
- EVI-PAQ
- Evo Fitness
- evolv
- Evolved Habitats
- EvoShield
- eWatchFactory
- EX,U,ROPE
- EXACT Cool Naked
- EXACT Golf Glove
- Excalibur
- Excel
- Execute
- Exerpeutic
- ExOfficio
- Exped
- Expedition
- Explore Scientific
- Exposure Lights
- Extrasport
- Extreme Archery
- Extreme Dimension
- Extreme Max Marine Products
- Extreme Max Products
- Extreme Rage
- EXUSTAR
- Exxel
- Exxel Outdoors
- Exxel Outdoors, Inc.
- EyeLine Golf
- EyeXtras
- EZ Cure
- EZ Rod
- EZ ROLL
- EZ Towel
- E-Z UP
- E-Z UP Inc.
- e-Zip
- EZ-UP
- F3Sports
- Fab Starpoint
- Fabel
- Fabel Headwear
- FABRICATION ENT, INC
- Fabrique Innovations
- Fairies
- Fairway
- Fairway Gear
- FairwayPro
- Fajen
- Falcon by Plano
- FALCON SAFETY PRODUCTS
- Falcon Safety Products, Inc.
- FAMAS
- Famous

SPORTS STORES - Brands to Require UPC

- Famous Trails
- Fan First Sports
- Fan Ink
- Fan Mats
- Fanatic Cards
- Fan-Inc
- Fanmats
- Fanon
- Fantasy Master
- Fasteners Unlimited
- FASTERAX
- Fat Cat
- Fathead
- Fathom It Distributing
- Fear Factor
- Feather Flex
- Feel Golf
- Feetures Socks
- Fenix Flashlights
- Fenwick
- Ferrari
- Ferrino
- Fiberglass Evercoat
- FIBRE GLASS-EVERCOAT CO
- Fibreflex
- FIELD & STREAM
- Fieldline
- Fighting Sports
- Fi-Hi
- Fiki Sports
- Fila
- Fila Golf
- Filbur
- Final Approach
- Finesse
- Finis
- Finish Line
- Finish Line Horse Products
- FinishPro
- Fin-Nor
- Fins
- Firefield
- Firepower
- Firm
- First Aid
- First Degree Fitness
- First Fitness
- First Place
- First Voice
- First Works Pub Co
- Firsthand Books
- Fish Eyes
- Fisherman Eyewear
- FishGillz
- Fishman & Tobin Inc. MYHABIT
- Fish-On
- Fit For Golf
- Fitbit
- FitDeck
- FitForm
- Fitmax
- Fitness Anywhere
- Fitness by Cathe
- Fitness IQ
- Fitness Master
- Fitness Quest
- Fitness Quest Inc
- Fitnex
- Fitovers
- Fitovers Eyewear
- Fitsok
- FitSpine
- Fitstar
- Fixit
- Fizan Trekking Poles
- Fizik
- FKD
- FKD Bearings
- Fkd Sawblade Bearings
- Flagpole To Go
- Flair Hair
- Flambeau
- Flambeau Predator
- Flambeau Tackle
- Flambeau Turkey
- Flamineta
- Flexaball
- Flexi Freeze
- Flexible Flyer
- FlexiFreeze
- FLICKERTAIL
- FLIP
- Flip Skateboard
- Flip Skateboards
- Flip-N-Target
- FLIR
- FLIR Systems
- Flitz
- Flitz International
- FloJet
- Flow Society
- Flowbar
- Flowboard
- Fluid
- Flukers
- Flux Bindings
- Fly-Away
- Flybar
- Flying Fisherman
- Flylow
- FMS
- Foamation
- Foamhead
- Foamation
- Fobus
- Focale 44
- Fogo Sports
- Fold-A-Way
- Folding Bucket
- For Bare Feet, Inc
- For Everlast
- Force Rax
- FORCEPROTECTOR GEAR
- Forever Collectibles
- ForEverlast
- Forgan
- Forge
- Form Athletics
- Fossil
- Foundation
- Foundation for Chiropractic
- Fouru Bayou Llc
- FOX
- Fox / Nba
- FOX 40
- Fox Head
- Fox River
- Foxit Software
- FOXPRO
- Fozzils
- Frabill
- Fragile Twilight Pr
- Franchise
- Franco Apparel
- Frankford
- Frankford Arsenal
- Frankin Sports
- Franklin
- Franklin Sports
- FRAZIER SPORTS
- Freedom
- Freedom Flashlight
- Freedom Reaper
- FreeForm
- Freeline
- Freeling
- FreeMotion
- FreeMotion Fitness
- Freeplay Energy
- Freestyle
- Fremont Die
- Freshette
- FreshPark
- Frogg Toggs
- Frogger
- Frogger Hop
- Froggs Toggs
- Front Porch Classics
- FRONTIERSMAN
- Frost Cutlery
- Fruit Juice Extreem
- Fruit of the Loom
- FSA
- Fuel
- Fuel Belt
- Fuel Fitness
- FuelBelt
- fül
- Full Throttle
- Full90 Sports
- Fulton
- FUN IN GAMES
- Fundex
- Funkier Bike
- Funtek
- Funtek USA
- Fury
- Fury Martial Arts
- Fury Tactical
- Future Beach
- Future Heisman
- FUZION
- Fuzz
- G Loomis
- G Loomis Rods
- G&S
- G&S Metal
- G2 Fit
- G2 Water
- G24 Solar Innovations
- G3
- G5
- G5 Outdoors
- Gabel
- Gaiam
- Gaiam - Entertainment
- Gait Lacrosse
- Galati Gear
- Galaxy
- Galaxy Equestrian
- Galco
- Galil
- Gamakatsu
- Game Buddy
- Game Face
- Game Master
- Game On Images
- Game Reaper

SPORTS STORES - Brands to Require UPC

- Game Time
- GameBike
- GameCraft
- Gameday Outfitters
- Gamefacez
- Gamemaster
- Gamenamics
- GamePad
- Gamepower
- GAMEWEAR
- Gamma
- Gamma Sports
- Gamo
- Gamo Outdoors
- Garage Co.
- Garage Gorilla
- Garb
- Gared
- Gared Instutional
- Gared Master
- Gared Master 3500
- Gared Mongoose
- Gared NBA Snap Back
- Gared Playmaker
- Gared Sideout
- Gared Slingshot
- Gared Snap Back
- Gared Speciality
- Gared Titan Plus
- Gared Titan Power
- Gared Titan Super Goal
- Gared Tournament
- Gared Varsity
- Garelick
- Gargantugame
- Garlando
- Garli+C
- Garmin
- Garmont
- Garrity
- GAS ONE Butane 12 Fuel by SAVEZONEUSA
- Gazelle
- GCI Outdoor
- GDFB
- GDL
- GE
- Gear 2000
- Gear Aid
- Gear Loft with Light
- Gear Up
- Geigerrig
- Gen X Global
- General Books LLC
- Generic
- Genesis
- Genji Sports
- Genuine Innovations
- GeoPalz
- Gerber
- Gerber
- Gerber Childrenswear, LLC
- Gerber NUK USA
- Gfh
- GGO Yoga
- GI Joe
- Gibbon Slacklines
- Giga Tent
- Gigggle
- Gigi Chantal
- GIII
- G-III
- G-III Apparel
- GIII Touch
- Gil Hibben
- Gill
- Gimmie Ball
- GINSU
- Ginsu Outdoors
- Giordano
- Giovanni Navarre
- Girl
- Girl Skatebaords
- Giro
- Given
- Giyo
- Glacier Glove
- Glacier Outdoor
- Glacik
- GLD Products
- Glenrock Archery Products
- Glentronics, Inc.
- Glick's
- Glide Bikes
- Glide Bikes Inc.
- Gliding Discs
- Global Inc Worldwide Marketing &
- Global Military Gear
- Global Sanitation Solutions
- Globe
- Globe Dragon
- GLOBE HG
- Glo-Crazy
- Glovers
- GMC
- Go Pong
- Goal Line Art, Inc.
- Goaliath
- Goalrilla
- GoBar
- GoFit
- GOG Paintball
- Gogglebobber
- Gol
- Gola()
- Gold Century
- Gold Coast
- Gold Eagle
- Gold Tip
- Goldcoast
- Golden Bear
- Golden Wheels
- Gold's Gym
- Goldstar Skateboards
- Golf Accessory Leash
- Golf Balls Only
- Golf Buddy
- Golf Gifts & Gallery
- Golf Guard
- Golf Outlets of America
- Golf Pride
- GolfBuddy
- GolfBuddy GPS Rangefinder
- GolfJOC
- GolfLogix
- Golight
- GoLite
- GoMotion
- Gone Fishing
- Good Stuff
- Good Times
- Goodhew
- Goodyear
- Goose Golf
- Gooseview
- GoPed
- Go-Ped
- Gopher
- GoPong CornHole
- Gordini
- Gordon and Smith
- Gore
- GORE BIKE WEAR
- Gore Running Wear
- Gorilla Treestands
- Gould & Goodrich
- Gourmet Reserves
- GPS Golf Guru
- Grabber Performance
- Graber
- Gramicci
- Gran Royale Bikes
- Grand Trunk
- Grandoe
- Granger
- Granite Gear
- Grass Roots
- Grate Mate
- Gravity
- Gray Cook
- Grease Monkey
- Great Activities Pub
- Great American
- Great American Billiard Company
- Great American Products
- Great American Sauna Company
- GREAT LAKES MARINE PRODUCTS
- Great North Road
- Great River ORGANIC MILLING
- GreatCatch
- Greatest Games
- Greatland
- Green Apple
- GreenBuddy
- Greenfeild
- Greenfield Products
- GREENFIELD PRODUCTS, INC.
- Greenfix
- Greenlee
- Greg Norman
- Greg Norman Collection
- Gregory
- Gregory Mountain Products
- Gremmie
- Grenade
- Grill Topper
- Grim Reaper Broadheads
- Grind King
- GripGlider
- Gripmaster
- Grip-On
- Grip-Rite

SPORTS STORES - Brands to Require UPC

- Grit Scooters
- Grizzly
- Grizzly Fitness
- GroovTec
- Groovy Girls
- Ground
- GSC
- GSG
- GSI OUTDOORS
- GT
- GU Energy Labs
- Guard Dog Security
- Guardforce
- Guardian
- Guardian Media Entertainment
- Guardian Technologies
- Guerrilla Packs
- Guest
- Guide Gear
- Gulf Coast Sales
- Gulp!
- Gulp! Alive!
- Gulp! FW
- Gulp! SW
- GunMate
- Gunslick
- GustBuster
- Guy Harvey
- Guy Harvey Outdoors
- Guyot Designs
- Gym Dandy
- Gymboss
- Gymnic
- Gympak
- H&K
- H&M Archery
- H2O Fitness
- Haas & Cie montres
- Haas Jordan
- Haas-Jordan
- Habitat
- Haeleum
- Hagen
- Haiku
- Haiku Bags
- Halex
- Halo
- Halo Headbands
- Halt
- Hamilton
- Hammer
- Hammerhead Sleds
- Hammock Bliss
- Handful
- HANDI MAN MARINE CO
- Handi-Man
- Handi-Man Marine
- Handsfree Living
- Hang Ten
- Hank Haney's Essentials
- Hannspree
- Happy Camper
- Harbinger
- Hard Eights
- Hardline Products
- Harley Davidson
- Harley-Davidson
- Harmony
- Harold Reynolds
- Harrows
- Harvard
- Hasbro
- Hatcam
- Hatch
- Hatley
- Haulin Hooks
- Havoc
- Hawk
- Hawke Sport Optics
- Hawkeye Archery
- Hawk's Nest Publishing
- Hawks Nest Publishing LLC
- Hayabusa
- Hayward
- HCI Fitness
- Head
- Headsweats
- Health Mark
- HealthRider
- Healthtrainer
- Heart Rate for Dummies
- Heartagram
- Heat Factory
- Heatek
- Heatha
- HeatMax
- Heavy Hands
- Heavy Weight
- Heavyhands
- Hebb E-Bikes
- Helium
- Helix
- Hella
- Helldorado
- Helle Knives
- Hello Kitty
- Hello Kitty Golf
- Helly Hansen
- Helly Hansen Work Wear
- Henderson
- Heritage
- Heritage Press
- HERS
- Hers by Marcy
- Hestra
- HFC
- Hi Fi
- Hi-Country
- Hideaway
- Hides
- High Density
- High Gear
- High Gear USA
- High Grade
- High Jump
- High Sierra
- High Sierra Sport Company
- Highgear
- Highland Mint
- Highland Trading Co., Inc.
- HILLBILLY
- Hiplok
- HIPPO Golf
- Hi-Seas
- Historicism Research Foundation Inc
- Hitch Critters
- Hi-Tec
- HiViz
- HK Knives
- HKS
- Hobie
- Hobson
- Hockey Puck Gum LLC
- Hockey Stick Putters
- Hodgman
- Hoffman Bikes
- Hog
- Hogue
- Hollandia
- Hollywood Racks
- Home Team
- Honka Hoota
- Hook Ups
- Hooker Anchors
- Hoop Loops
- Hoopla skateboards
- Hoopnotica
- Hoppes
- Hoppe's
- Horizon Elite
- Horizon Fitness
- HORIZON ITALY
- Hornady
- Horny Toad
- Horny Toad Activewear
- Horton
- Hosoi
- Hot Chillys
- Hot Glove
- Hot Gloves
- Hot Wheels
- HotMocs
- Hott Shot
- Hotwears
- HotZ
- Howe
- Hoyle
- HT Enterprise
- Hubba
- Hudson Fitness
- Hudson Shuffleboards
- Huffy
- Huffy Bicycle Company
- Huffy Sports
- Huger Muger
- Hughes Water Gardens
- Hulk
- Hull Huger
- Hummer
- Humminbird
- Hummingbird
- Hunten Outdoors
- Hunter
- Hunter Manufacturing
- Hunter Mfg. LLP
- Hunter Safety System
- Hunters Adv
- Hunters Specialties
- Hunter's Specialties
- Hurley
- Hurricane
- Hurricane Power Bracelet
- Husker
- Hybrid Light
- Hybrid Light LLC
- Hyde

SPORTS STORES - Brands to Require UPC

- Hydrapak
- Hydrasip
- Hydration Technology
- Hydro Flask
- Hydros
- Hydroslide
- Hyper Bicycles
- Hyper Performance Wheels
- HYPER WEAR LLC
- Hyperflex
- Hyperwear
- Hy-Tek
- i am BEYOND
- I GOTCHA
- I Pure
- I&I
- I/O Bio
- I/O Bio Merino
- I/O Merino
- iArmbands
- Iberna
- iBert
- Ibex
- Ibex Outdoor Clothing
- iBike
- Ice Meister
- Ice Toolz
- Icebreaker
- ICEBUG
- IceToolz
- ICETrekkers
- ICOM
- ICON
- ICON Health and Fitness
- ICS
- ID8
- Identicator Fingerprint Systems
- iFanatic
- iGage Mapping Corporation
- Igloo
- IGLOO CORPORATION
- Igloo Products Corp.
- Ignite
- iGolf
- iGym
- iHip
- IJR - Performance Plus
- illuminITE
- ima Japan
- Image
- Image Award Ribbons
- Image Control Communications
- Image Guard
- IMAGIX
- Impact Master
- IMPACT SPORTS
- Impact2 Fitness Systems
- Imperial
- Imperial International
- Impex
- Impex Inc.
- Impulse
- IN CONCEPT, INC
- In Training
- In-Concept
- Incrediwear
- Independence
- Independent Truck Company
- Industrial Revolution
- Infini
- Infini Amuse
- Inflatable Images
- Inforce Tactical Lights
- Infusion
- injinji
- Inline
- Innate
- Innate Gear
- Inner Strength
- Inno
- Inno Racks
- Innova - Champion Discs
- Innovage
- Innovage Sport
- Innovations
- Inside Approach
- Insight
- Insignia Athletics
- Inspire
- Inspiring Teachers Pub Inc
- Insta-Bed
- Insta-bench
- Instant Fisherman
- Instant Runway
- InSTEP
- Intech
- Integral Designs
- Intellect
- Interactive Training
- International Playthings
- International Surrey Company
- Intertec
- Intex
- INTEX RECREATION
- INTEX RECREATION CORP
- Intova
- Intramatic
- Invincible Marine
- InvisaSwivel Inshore Variety Kit
- InvisaSwivel Offshore Variety Kit
- iObit
- ION Fitness
- IOSSO PRODUCTS
- iPool
- IQ Sights
- Irenew Sports
- Irish Setter
- Iron Chef America Knives
- Iron Core
- Iron Gloves
- Iron Grip
- Iron Horse
- Ironhorse
- Ironman
- Isis
- Iszy Billiards
- ITT INDUSTRIES RULE
- Ivar
- iXi
- i-Zip
- IZZO
- IZZO Golf
- J & S Inovators, Inc.
- J Fit
- J&K Outdoor Products
- J. America
- J.MORGAN'S CONFECTIONS
- j/fit
- Jabsco
- Jack Daniel's
- Jack Nicklaus
- Jack Nicklaus Apparel
- Jack Zatorski
- Jackpot
- Jacob Bromwell
- Jade
- Jade Yoga
- Jaguar
- Jakks
- Jamz Fitness
- JanSport
- Java
- Jaypro
- Jazzy Kneeling Chair
- JBL Pro Audio Publications
- JBU International
- Jed Mart
- Jeep
- Jeep Bicycle
- Jeep Bicycles
- Jeep Knives
- JEF World of Golf
- Jensen
- Jensen Marine
- Jerico
- Jessica Simpson
- Jessup
- Jessup Griptape
- Jet Pilot
- Jetboil
- Jewel Tone
- JF Sports Canada
- Jillian Michaels
- Jillian Michaels Collection by K-SWISS
- Jilong
- JIM BUOY
- JiMarti
- Jing Gong
- JM Originals
- JMC
- Jobar
- Jobri
- Jockey
- Jofit
- John Edward (HAYLO)
- Johnny Ray Sports
- Johnson
- Johnson Outdoors
- JOHNSON OUTDOORS INC.
- Johnson Pump
- JOHNSON PUMPS OF AMERICA
- JOOLA

SPORTS STORES - Brands to Require UPC

- Journey Gym
- Journey's Edge
- Jox Sox
- Joy to the World
- JP Sport
- JR Products
- JSC MARKETING INC.
- JT
- JT Sports
- JTD Enterprises
- JTUSA
- Jugs
- JUGS SPORTS
- Julbo
- JumpKing
- JumpSnap
- JumpSoles
- JumpSport
- JumpSport Inc.
- Jungle Gym
- Junk Food Clothing
- JUST DUCKY PRODUCTS LLC
- Just Pop It
- K2
- K2 Bikes
- K2 Endurance Suncare
- K2 SPORTS
- K2, LP
- Ka Bar
- Ka-Bar
- KA-BAR KNIVES
- KA-BAR-TSM
- Kaenon
- Kahara Japan
- Kahtoola
- KAKINOKI
- Kalashnikov
- Kamp-Rite
- Kanu Bike
- Kaos
- Kapitol Reef
- Karafe
- Karen Voight
- Kasey Kids
- Kashwere U
- Kaskey Kids
- KassWinns
- Katadyn
- Kathy Smith
- KAVU
- Kawasaki
- Kazam
- K-Bag
- KD
- KE Specialties
- Kee Action Sports
- KeelShield
- Keen
- Keeper Sports
- Keiser
- Kelsyus
- Kelty
- KEM
- Kenda
- Kensington
- Kent
- Kent International
- Kent RazorX
- Kent Sporting Goods
- Kentucky Horse Park
- Kentwool
- Kenwood
- Keri
- Kershaw
- Keson
- Kestrel
- Kettle Korn
- Kettlebells
- KETTLER
- KEYNET.INC.
- Keys Fitness
- Kick Push
- Kicktail
- Kid Athlete
- Kid Connection
- Kid Meteor
- Kid Sport
- Kid Trax
- Kidco
- Kidde
- Kiddimoto
- KidKraft
- Kidvest
- Kijaro
- Kikkerland
- Killerspin
- Kimber
- Kinetic by Kurt
- King Hawk
- KING PAR
- KingHawk
- Kingman
- KINGS OF KINGS
- Kink
- Kit Rae
- Kitchenette
- KL Industries
- Klean Kanteen
- Kleenbore Gun Care
- Klint
- klip
- Kloz
- Kloz Inc.
- Klutz
- Klymit
- KMC
- Kneed-It
- KNIGHT
- Knight & Hale
- Knives of Alaska
- Knog
- Kodak
- Kodiak Canvas
- Kolder
- Koller Craft
- Kolpin
- Komelon
- Kontrol Wheels
- KONUS
- Konus Optics
- Kool Covers
- Kool 'N Fit
- Kool Stop
- Koolatron
- Kool-Stop
- KOR Water
- Korney Board
- Kowa Optimed
- KPC
- Kraftware
- Krooked
- Krown
- Kruger
- Krux
- Krux Trucks
- Krypto
- Kryptonics
- Kryptonite
- K-SWISS
- KT Sports
- KT TAPE
- Kuat
- Kuji Sports
- Kulae
- Kulae Yoga
- Kulana
- Kung Yo
- Kupilka
- Kustom Kruiser
- Kwik Goal
- Kwik Goal, Ltd
- Kwik Tek
- Kwikee
- Kwikee Kwiver
- La Z Boy
- Labeda
- LA-CO Markal
- Ladderball
- Ladera
- Lady Fairway
- Lady Rocket
- Ladyfish
- Lafuma
- Lafuma Outdoor Products
- Lake Placid
- Lakemaster
- Laken
- Lala Loopsy
- Lamar Fitness
- Lamborghini
- Lamiglas
- Lamkin
- LandRoller
- Landwave
- Landyachtz
- Langnese
- lanlan
- Lansky
- Lappers
- Laser
- Laser Genetics
- LaserLyte
- LaserMax
- Lavika
- Lawson Hammock
- Layback
- LDM
- Learning Curve
- Leatherman
- Lebert
- Lee
- Legacy
- Legend
- Legend Fitness
- Legends Memorabilia Collection
- Leica
- Leisure Products
- LEKI
- LEM Products
- Lethal ProHunting
- Leupold
- Level
- Level Six
- Levy's Leathers
- Lewis N Clark
- Lews
- Lew's
- Lexage
- Lezyne
- LG
- Liberty
- Liberty Bottle Works
- Liberty Bottleworks

SPORTS STORES - Brands to Require UPC

- Licensed Bows
- Licensed Products
- Licensed Products Company
- Life Fitness
- LIFE INDUSTRIES CORPORATION
- Life is good
- LifeCare
- Lifecore Fitness
- LifeGear
- Lifeline
- Lifeline USA
- LifelineUSA
- Life-Link
- Life'S Changes
- LifeSaver
- Lifesaver Bottle
- Lifesaver JerryCan
- LifeSmart
- LifeSpan Fitness
- LIFESTYLE PRODUCTS
- Lifetime
- Lifetime Brands
- Lifetime Products
- Light and Motion
- Light My Fire
- Light Weights
- Lightload
- Lightning Powder
- Lightspeed Tents
- Lija
- LIKE A BIKE
- Lilypond
- Limar
- Limbsaver
- Lime Fitness
- Lindy
- Lionel LLC
- Liquid Blue
- Liquid Boardwear
- Liquid Flow
- Liquid Force
- Liquid Gold
- Liquid Image
- Liquid Logic
- Liquid Motion
- Liquid Shredder
- Liquid Solution
- Liquid Solutions
- Liquidynamics
- Liquitex
- Lisa Waller Rogers
- Listen
- Little Earth
- Little Hotties
- Little League
- Little League Baseball
- Little Ruler
- Little Tikes
- Littlearth
- Littlearth Productions
- Littlepaw
- Littlest Pet Shop
- Live Archive
- Livestrong
- Livewell
- LJJN GAMES
- LLB
- Loaded
- Loaded USA
- Lobster Sports
- Lock Alarm
- Lock-A-Cart
- Lockdown
- LOCKUP
- Loctite
- Lodge
- Logitech
- Logo
- Logo Chairs Inc
- LOGO INC.
- LogoArt
- Lohman
- LOLE
- Lombardo
- Lone Wolf Knives
- Longer Life
- Longer Life Products
- Look Pedals
- LOOPTWORKS
- Lorpen
- Losso
- Louie Simmons
- Louis Garneau
- Louisville Slugger
- Lowe Alpine
- Lowrance
- LPGA
- LPGA Golf Glove
- Lube-N-Walk
- Lucienne
- Lucky
- Lucky Bums
- Luft
- Luhr Jensen
- Luhr-Jensen
- Lumenok Lighted Nocks
- Luxilon
- Lyman
- Lynx
- M.Y. Products LLC
- M1
- M3
- Maas Presentations
- MAC
- Mac Auto
- Mac Shelter
- MAC Sports
- MacArthur
- Maccabee Sports
- Mace
- Mace Security
- MacGregor
- Mack Dawg
- Mack's
- Mad Dog
- Mad Dog Gear
- Mad Grip
- Mad River
- Mad Rock Climbing
- Madd Gear
- Madrid
- Maestro Game Calls
- Magic Stop
- MagicBelt
- Magma
- Magma Products
- Magma Products, Inc.
- Magna
- Magnum
- Magnum Outdoor
- Magnum Research
- Mainstreet Classics
- Majestic
- Majestic Sports Brands
- MAJESTIC THREADS
- Major League Alumni
- Malibu
- Malibu Kayaks
- Mallory Marine
- Malone
- Malone Auto Racks
- Mammut
- MANCI PROMOTIONS
- Manduka
- Manhattan Portage
- ManiaK
- Mantis
- Mantis Knives
- Manzella
- Maplus
- Maranda
- Maranda Enterprises
- Marcy
- Marcy Classic
- Marcy Diamond
- Marcy Diamond Elite
- Marilyn Jordan George Freelance
- Marinco
- Marine Care
- MARINE DYNAMICS
- MARINE ELECTRICAL PRODUCT
- Marine Tex
- MarineTech Products
- Mark 1
- Marker
- MARKERS INC
- Markers Inc.
- Markwort
- Marpac
- Marshall Gas Controls
- Marshall Rand Pub
- Marsudo Arcade
- Martin
- Martin Archery
- MARTIN FLY FISHING
- Martin Kilpatrick
- Martin Mcdermott
- Martini Tees
- Martyr Anodes
- Maruman
- Marvel
- MaryKate
- Marzetti
- MAS
- Masai Fitness
- Master Cutlery
- Master Lock
- Masterglow
- MasterVision
- Match Point
- Matinique
- Matrix
- Mattingly
- Mattingly Sports
- Matzie
- Matzuo
- MAURICE SPORTING GOODS

SPORTS STORES - Brands to Require UPC

- Mauser
- Maverix
- Max Burton
- Max Fitness
- Maxam
- Maximum Fitness Gear
- Maxpedition
- Maxpedition Gear
- Maxxair
- MaxxDry
- Maxxis
- MAXXON
- Mayfair
- MBS
- MBS Mountain Boards
- MBT
- Mca Latino
- Mca Special Products
- McArthur
- McArthur Golf
- McARTHUR TOWEL
- McArthur Towel & Sports
- McArthur Towel and Sports
- McDavid
- McDermott Cues
- McFarlane
- McFarlane Toys
- McFarlane Toys Inc
- McKenzie
- McNett
- Meade
- Measure Ups
- Medalist
- MediaTote
- Medicus
- Medi-Dyne
- Mega Marbles
- MegaPex Elite
- Megaware KeelGuard
- MEGAWARE KEELGUARD INC
- Megoli Games Inc
- Meguiars
- MEGUIARS INC
- Melaimée Prod
- Mellow Out
- MELODY RANCH RECORDS
- Melon Bicycles
- Mendota Products
- Meopta Optics
- Meprolight
- Merch Source
- MerchSource
- Mercury
- Mercury Marine
- Merrell
- MERRIAM WEBSTER
- Merrithew Health & Fitness
- messingschlager
- Metropolis
- Meyerco
- MGA
- Miami Ink
- Michael Jordan Motorsports
- Michael Phelps
- Michelin
- Micro
- Micro Spikes
- MicroFire
- Microsoft
- Mid-America Bag
- Midland
- Midway
- Midwest Rake
- Midwest Sports
- Mighty
- Mighty Fine
- Miir Water Bottles
- Mikasa
- Mike Massey Billiards
- Miken
- Mile High Mountaineering
- Miles Gilbert
- MILEX
- Millet
- Millet Climbing
- Millett
- Mimic Copenhagen
- Ming's Mark
- Ming's Mark Inc
- Ming's Mark Inc.
- Mini Logo
- Mini-Logo
- Mini-Logo Skateboards
- Minimoto
- Minn Kota
- Minnesota Fats
- Minoura
- Minox
- Mio
- Miracle of Aloe
- Miracle Socks
- Mirrycle
- Miss Fanatic
- Miss Smarty Pants USA
- Mission
- Mission Athletecare
- MISSION Skincare
- Mitchell
- Mitre
- Mity-Vox
- Mizerak
- Mizuno
- Mizuno Running
- MJ Soffe
- Mjs Publishing Group
- MLB
- MLB Publications
- MLB Red Sox Lunchbreak
- MLB Red Sox Lunchbox
- Mob
- Mobiky
- Mobile Hunter
- Modena Watch
- Modern Call Products
- Modo Eyewear
- Moeller
- Moeller Marine Products
- MoGo Sport
- Mojo Decoys
- MOJO Outdoors
- Mojo Rails
- Molten
- Momentus
- Monadnock
- Monark Exercise AB
- Mongoose
- Monterey
- Montrail
- Moose
- Morada Music
- Morey
- MoRodz
- Morpro
- Morrow
- Mossberg
- Mossimo
- Mossy Oak
- Moteng
- Motor Trend Driving Sunglasses
- Motorcyclist's Butt Waxx
- MOTORGUIDE
- Motorola
- MotoVox
- Motus USA
- Moultrie
- Moultrie GameSpy
- Mountain Boy
- Mountain Boy Sledworks
- Mountain Buggy
- Mountain House
- Mountain Khakis
- Mountain Mike's Reproductions
- Mountain Mist Spas
- Mountain Sprouts
- Mountainsmith
- Mouth Call
- Move Collective
- Moving Comfort
- Moxi Skates
- Moxie Girl
- Mozie Girlz
- MPA Sales
- Mpowered Baseball
- M-Pro 7
- Mr. Herzher's
- Mr. LongArm
- Mr. Tuffy
- MRP
- MSA Safety Works
- MSE
- MSI:MOLE LISTENING PEARLS
- MSR
- MTC Marketing
- MTC Marketing, Inc
- MTech
- MTM
- Muddy Outdoors
- Mudriver
- Muela
- Muela of Spain
- Mueller
- MugWorld
- Mullaney
- Murrey
- Muscle Inc
- Mushkin Enhanced
- MUSTAD
- Mustang
- Mustang Drinkware
- Mustang International

SPORTS STORES - Brands to Require UPC

- Mustang Survival
- Mustang Survival Corp
- Muzzy
- M-Wave
- My Little Pony
- My U
- Mylec
- Myler
- Mystery
- Mystic
- MYSTIC REGGAE
- N.E.W. Customer Service Companies, Inc.
- Nairn
- NALGENE
- Namco America
- Nancy Lopez Golf
- Nantucket Bicycle Basket Co.
- Nantucket Bike Basket Co.
- Napier Enterprises
- NASCAR
- Nash
- NASH MFG
- Nathan
- Nathan Performance Gear
- National Design
- National Emblem
- National Emblems
- National Geographic
- National Geographic Snorkeler
- National Geographic Snorkler
- National Products
- Native
- Native Eyewear
- Native Species
- Natural Fitness
- Natural High
- Nature's Coffee Kettle
- Nautical Technology
- Nauticus
- Nautilus
- Navico
- Navionics
- Navman
- NBA
- NcStar
- NEBO Sports
- Needak\xae
- Negative One
- Neil Enterprises
- Nelco
- Nemeth
- NEMO Equipment
- NEMO Equipment, Inc.
- NeoSport
- NES Group
- Nesco
- Netpro
- Neutron Golf Balls
- NEVE
- New Archery Products
- New Babel Books
- New Balance
- New Balance Sun
- New Creative Enterprises
- New England Banner
- New England Picture
- New England Pictures
- New Era
- New Wave Enviro Products
- Newport Vessels
- Nexess
- Nextar
- Nextsport
- NexxTech
- NFL Bicycles
- Ngage
- N-Gear
- NGK Spark Plugs
- NHL
- Nick Jr.
- Nickent
- Nicklaus
- Nicole Productions Inc.
- Nicro
- Nifty
- Night Armor
- NIGHT OWL
- Night Owl Optics
- NIK Public Safety
- Nike
- Nike ACG
- Nike Golf
- Nikon
- Nikon Sport Optics
- Nikwax
- Nils
- Ninja
- Ninja Turtles
- Ninthward
- NIREO
- Nirve
- Nirve Bicycle
- Nite Ize
- Nite Lite Outdoor Gear
- Nite Owl Books
- Nitro
- Nitro Golf
- Nitrous
- NIXON
- NNG
- No Errors
- Nodor
- NOF
- Nokona
- Noodle
- Nor Cal
- NorChill Soft
- Coolers
- Norcold
- Nordic
- Nordic Track
- Norman Lures
- Norn-soft
- North American Healthcare
- North East Sports Merchandise
- North Pole
- North Star Sports
- Northern Archery Products
- Northern Game Bags
- Northern Response International
- NorthPole
- Northpole LTD
- Northstar
- Northstar Entertainment Group Llc
- Northstar Tactical
- Northwest
- Northwoods
- Not Avail
- NovaTac
- Novel Products Inc
- Now What Media
- NU Technology
- Nubax
- NuQuest
- Nutcase
- NXE
- NXT GENERATION
- NYX
- O2 Cool
- Oakley
- Oakley, Inc
- Oasis Outdoors
- Oblique
- Obrien
- O'Brien
- Obsess Less
- Ocean Kayak
- Ocean Waves
- Octane Fitness
- O'Dells
- ODI
- ODV
- Odyssey
- Odyssey Golf
- Official Signature Products
- OG
- OGIO
- OGIO International
- Oiselle
- Oiselle Running
- OJ
- OJ Wheels
- OJs
- OK Spark USA, Inc.
- Okuma
- Okuma Fishing
- Okuma Rods
- Ol Man
- Old Time Hockey
- Old Town
- Old Town Canoe & Kayak
- Old Town Canoes & Kayaks
- Old Varsity
- Old Varsity Brand
- Olight
- Olympiasport
- Omatic
- Omega
- Omega Pacific
- Omron
- ON COURT OFF COURT
- On The Edge
- O'Neal
- O'Neal USA
- O'Neill
- O'Neill Wetsuits

SPORTS STORES - Brands to Require UPC

- OnGuard
- Ono's Trading Company
- OnPar
- Ontel Products
- Ontrack
- Ontrack Sports LLC
- ONYX
- Onyx-Arctic Shield-X-System
- Opa Cove
- Opedix
- Open Country
- Open,Mind
- Optic Edge
- Optic Nerve
- Opti-Logic
- Optimum Baits
- Optimus
- Optronics
- Orage
- Oreck
- Oregon Scientific
- Organized Fishing
- Original Health Club Step
- Original Retro Brand
- Origo
- Orion Safety
- Orlimar
- Orlimar Pro Series
- Orontas
- Orvis
- Os Life Products
- Oslo
- Osobike
- Osprey
- Osprey Packs
- Ote
- Other
- Otis
- Otis Technology
- OTS
- Oury Grip
- Outback
- Outbound
- Outbound Equipment
- Outdoor Cap Co
- Outdoor Creations
- Outdoor Products
- Outdoor Research
- Outdoor RX
- Outers
- Outerstuff Ltd
- Outgo
- Outside Labs, Inc.
- Overland Equipment
- Owner American Corp
- Oxbay
- OXFORD AMERICA
- OYO
- oZoboard
- P and K Products
- P&P Imports, LLC
- P3ProSwing
- Pacadudz
- PACE
- Pace Sportswear
- Pacer
- Pachmayr
- Pacific
- Pacific Cycle
- Pacific Headwear
- PACIFIC MOUNTAIN
- Pacific Outdoor Equipment
- Pacific Outdoors
- Pacific Play Tents
- Pack Your Trash
- Packtowl
- Pactimo
- Paddleboy
- Paha Que
- Paha Que Wilderness
- Palco Sports
- Palisades
- Palisades Longboards
- Palm Springs
- Palm Springs Golf
- Palmgard
- Paloria Press/Burt Wilson
- Pangea
- PANGEA (NAXOS)
- Pangea Brand
- Pangea Brands
- Panic Attack
- Panini
- Panteao Productions
- Panther
- Panther Arms
- Panther Martin
- Panther Vision
- Paradigm
- Paradise
- Paradox
- Paragon
- Paragon - Manufactured Fun
- Paragon Innovations Co
- Paragon Innovations Company
- PARAMOUNT
- Paricon
- Paricon Sleds
- Paris
- Park
- Park & Sun
- Park & Sun Sports
- Park Tool
- ParkPower
- ParkPower by Marinco
- Parkside
- Party Animal
- Party Animal Toys
- Party King Grills
- Passport
- Past
- Patagonia
- Paul Frank
- Paulson
- Pautzke Bait
- Pavane Publishing
- PBR
- Peak Outdoors
- Peak Pilates
- Peak Vision
- Pearl Izumi
- Pedalite
- Pedco
- Pedego
- Pedros
- Pedro's
- Peekaboo
- PEEL Sports
- Peerless Handcuffs
- Pelican
- Pelican Boats
- Pelican Flashlights International
- Pelican Products
- Pelican Sport
- Peloponnese
- Penguin
- Penn
- Penny Skateboards
- Pentax
- Perception
- Perception Sport
- Peregrine
- Peregrine Outfitters
- Perfect
- Perfect Club
- Perfect Fitness
- Perfect Products Co
- Perfect Pushup
- Perfect Solutions
- Perfect Timing - Turner
- Perform Better
- Performance Fitness Systems
- Perko
- Perri's
- Perri's Leather
- Pet Brands
- Petra Industries
- Pets First
- Petzl
- PetZoom
- Pewi
- Pez Candy
- Pflueger
- PG Bikes
- PGA
- PGD
- Phantom
- Phantom Skateboards
- Phantom Truck Co.
- pHast Legs
- Phd Productions
- Phil Wood
- Phiten
- Phoebus Tactical
- Phoenix
- Phoenix Technology LTD.
- Photo File
- Pickles
- Picnic at Ascot
- Picnic Time
- Picnic Time, Inc
- PicPack
- PIEPS
- Pig
- Pig Skateboards
- PIK Products
- Pilates
- Pilates for Golf
- Pilot Automotive
- Pinemeadow
- Pinemeadow Golf
- Ping
- Ping Apparel
- Ping Pong
- Ping-Pong
- Pinhead

SPORTS STORES - Brands to Require UPC

- Pinkalicious
- Pinnacle
- Pinnacle Sports
- Pinzon
- Pipe-Light
- Piper Gear
- Piranha
- Pistil
- PISTIL Designs
- Pit Wheeler
- Pitstop
- Pivot
- Plan B
- Plane Truth
- Planet Bike
- Planet Earth
- Plano
- Plano Molding Company
- Platypus
- Playcraft
- Playcraft Sport
- Playmate
- Playsafe
- Playseat
- Playseats
- PLB Sports
- Plexus
- Pline
- P-Line
- PLUM PICTURES & BNS
- PMI
- PNI
- PNI, Corp
- POC
- Pocket Products
- Pocket Radar
- PocketToolX
- Pod Australia
- Point Blank Hunting Calls
- point6
- Poker Champ
- Poker Pool
- Polanik
- Polar
- Polar Bear Coolers
- Polar Bottle
- Polar Heart Rate Monitors
- Polar Pure
- Polar Trax
- Polara
- PolarHeat
- Polaris
- Polarmax
- Polaroid
- POLART
- Pole Mountain
- Poleish Sports
- POLY
- POLY ENTERPRISES
- Polyflex
- Polyform US
- Polygram Usa Video
- Poly-Planar
- Pony
- Poof
- Pool King
- PoolMaster
- Poorboy Skateboards
- Pop War
- Port a Pit
- Portland Design Works
- Posey
- POSITIV
- POSITIV by SkateOne
- Potable Aqua
- POW
- Powderidge Snowshoes
- Powell
- Powell Golden Dragon
- Powell Peralta
- Powell
- Powell Skateboards
- Powell-Peralta
- Power Balance
- Power Charge
- Power Grips
- Power Plate
- Power Pro
- Power Socks
- Power Systems
- Power Taping
- Power Trainer
- PowerBait FW
- Powerbilt
- PowerBilt Golf
- PowerBlock
- PowerGlove
- PowerLine
- PowerLung
- PowerMadd
- Powerstrider
- Powertec
- Powertec Fitness
- Powerwinch
- PowerZone
- PPA International
- PPW Toys
- Practecol
- Pradco
- prAna
- Precept
- Precious Moments
- Precise
- Precision Navigation
- Precision-Pak
- Precor
- Premier
- Prepro
- Press Pass
- PRESSMAN TOY
- Prestigez
- Pride Golf Tee
- Pride Professional Tee System
- PrideSports
- Primacare
- Primal Wear
- PRIMARY by SkateOne
- Prime Products
- Primedia
- Primetime Trading
- Primitive Graffiti Pubns
- Primo Fitness
- Primos
- Primos Boost Series
- Primos Hunting
- Primos Series
- Primus
- Prince
- Prince Sports
- Prince Sports, Inc.
- Prince Squash
- Prince/Ektelon Sports, Inc.
- Princess
- Princeton Tec
- Priority Imprints
- Prism
- Prism Kite Technology
- Prism Kites
- Prism Semi Platinum
- Pro Active
- Pro Band Sports
- Pro Defender
- Pro Down
- Pro Ears
- Pro Feet
- Pro Fit
- Pro Mariner
- Pro Performance Sports
- Pro Shot
- Pro Specialties
- Pro Specialties Group
- Pro Sports Eyewear
- Pro Sportsman
- Pro Wellness
- ProActive
- PRO-ACTIVE ENTERTAIN DVD
- ProActive Sports
- ProActive Sports Trunk It
- Procrastination
- Procter & Gamble
- Pro-FAN-ity by Littlearth
- Professional Bull Riders
- Professionals Choice
- Profile Design
- Pro-Fit
- ProForm
- Profreshener
- ProGold
- ProGrip
- Prohands by Gripmaster
- Project
- Proline
- ProMark
- Promate
- Promax
- Promotional Partners Worldwide
- Pro-Pull
- ProRac
- ProScent Paper
- Prosimmon
- ProSource
- ProSource Fitness
- Prospec
- Prospec Electronics
- Prospector
- Prospero Art
- Protec
- PRO-TEC
- Pro-Tec Athletics
- Protech-N-Walk
- Protective Technologies
- Pro-Tector
- Proto Paintball
- Protoco Enterprises

SPORTS STORES - Brands to Require UPC

- Protraxx
- Pro-Troll Fishing Products
- PSE
- PSG
- PT Cruiser
- PT/PRO
- Pugg
- Pull Bouy Inc
- Pulsar
- Pulse
- PUMA
- Puma Apparel
- Puma Golf
- Puma Golf NA
- Punisher Skateboards
- Pura
- Pure Boxing
- Pure Brands
- Pure Champ
- Pure Comfort
- Pure Energy
- Pure Fitness
- Pure Fix Cycles
- Pure Fun
- PURE grips
- Pure Karma
- Pure Life Ministries
- PURE LLC
- Pure NRG
- Pure Orange
- Pure Solid Perfect
- Pure Strength
- PureSpin
- PurifiCup
- PUROSOL
- Purple Coyote Corp
- Push Up Pro
- Putnam Juvenile
- Putt Trainer
- Putter Around The House
- Puttmark
- Pyle
- Pyle Sports
- Pyour
- Pyramat
- Pyramex
- Pyramex Safety
- Pyramid
- Qelectric
- QODA Golf
- Quagmire Styles
- Quaker Boy
- Quality Archery Designs
- Quantum
- Quantum Fishing
- Quantum Fitness
- Quicker
- Quickies
- Quik Chair
- Quik-Stik
- QUOLF GOLF
- Qwik-Fold
- R2
- R3
- Race Face
- Rack'Em
- Racor
- RAD Sportz
- Radha Pub
- Radians
- Radiate Skateboard
- Rage
- Rage Broadheads
- Railz
- Rain Wedge
- Rainbow
- Raindance Spas
- Rainier Lacrosse
- RAINLEGS
- Raleigh
- Raleigh America
- Ram
- Ram Mount
- RAM Mounts
- Ram-Line
- Rand
- Rand International
- Randal
- Randall Trucks
- Range Klear
- Rapala
- Raptor
- Raskullz
- Rattler
- RAVE Sports
- RAVX
- Raw Family
- Rawlings
- Rawlings Sporting Goods
- Ray-Ban
- Raymarine
- Razor
- RazorX
- RC2
- RCBS
- Reaction
- Reactor Tactical Gear
- Ready 2 Fish
- Ready to Fish
- Real
- Real Avid
- Realm Cycles
- Realtree
- Realtree Outfitters
- REARWARD / SCHEMA
- Rebuilders of the Foundations of America
- RecoFit
- Recon Instruments
- RecZone
- Red Cup Pong
- Red Ledge
- Red Star
- ReDecisions Institute
- RedEye Golf
- Redfeather
- Redfeather Snowshoes
- Redfield
- Reebok
- Reebok - Gaiam
- Reebok, NFL Equipment
- Reebox
- Reef
- Reflex
- Regal Connection
- Regent
- Rehydrate
- Reins Fishing
- Rejuvenation
- Relax Blend
- Relaxher
- Releira
- Reliable
- Reliance
- Reliance Products
- Rema
- Rema Tip Top
- Remainder
- Remedy
- Remington
- Repel
- Retail Sales Solutions LLC
- Re-think it, Inc.
- Retrieve Health
- Retrospec Bicycles
- REUDO
- Reusch
- Reusch Snowsports
- Reusch Soccer
- Revere
- Revgear
- Revision Military
- Reynolds Cycling
- Rheopaipo Australia
- Rhino
- Rhino Fishing
- Rhino Play
- Rhino Rack
- Rhinox
- Rhode Gear
- Ribzwear
- Richard Jackson
- Rico
- Rico Industries
- Rico Tag
- Ricochet Horse Spray
- Ricta
- Ricta Wheel Dynamics
- Ricta Wheels
- Rid Odor
- Riddell
- Ridgeway by Kelty
- Rife
- Rifleman
- Riflemen
- Rig Rite
- RIG RITE MANUFACTURING
- Right Grip
- Rightline Gear
- Rio
- RIO Adventure
- RIO BEACH
- Rio Brands
- Rio Creations
- Riot Kayaks
- Rip Curl
- RIPIT
- RIP-IT
- Ritchie
- Ritchie Navigation
- Rite Edge
- Rittenhouse
- Rival
- Rivalry
- Rivendell
- Rivercreek Books Inc
- River's Edge
- Rivers West
- Riviera
- Rj Sports
- RL FLO,MASTER
- Roadmaster
- Roadpro
- Robic
- RoboCup

SPORTS STORES - Brands to Require UPC

- Rock Concepts
- Rock Creek
- Rock Sauce
- Rockboard Scooters
- Rockconcepts, Inc.
- Rocket Pole
- Rocket USA
- Rocketlok
- RockShox
- Rocktape
- Rockwell
- Rocky
- Rocky Mountain
- Rocky Mountain Sunscreen
- Rocky Mounts
- RockyMounts
- Rod Carew Baseball
- Rod Saver
- Rokinson
- ROKK
- Rol Dri
- Roland Products
- ROLATAPE
- Rol-Dri
- ROLL IN
- Roller Derby
- Roller Racer
- Rollerblade
- Rollerbones
- Roloff
- Rome Industries
- Rooster Tail
- Ropeworks By Rene'
- Rose Point
- Ross
- Rothco
- Round File
- Royal
- Royal Case
- Royal Collection
- Royal Robbins
- Royal T.
- RPS
- RST Marine
- RT Edge
- Rubbermaid
- Rubena
- Ruckus
- Ruger
- Ruger Pepper Spray
- Ruggedized Miniature Reflex
- RUKO
- Rule
- RumbaTime
- Rumi
- Runners World
- Rush Creek
- RusseL BigL Big AthL Bigetic
- Russell Athletic
- Russell NCAA
- Russell Outdoors
- Russian Information & Business
- RWS
- RYDERS
- Ryders Eyewear
- S and B Pub
- S.R. Smith
- S2H
- S4 Optics
- Saber Bands
- Sabona
- Sabona of London
- Sabre
- Safariland
- Safariland Duty Gear
- Safariland Restraints
- Safe Journey
- Safeguard
- Sage
- Saloman
- Salomon
- Salomon Skiing bags
- Salomon Skiing Body Protection
- Salomon Skiing Poles
- Saltstick
- Salvat
- Sam Bat
- SAM Medical Products
- Samsonite
- San Angelo
- San Diego Hat Company
- Sandbell
- Sandeen
- Sandpiper of California
- SandTwister
- Saniflo
- Sanitation Equipment Limited
- Santa Cruz
- Santa Cruz Skateboards
- Santa Cruz Skateboards
- Sanyo
- Sapien Arms
- SAPO
- Sara Lee Household and Beverage
- Sarah Peyton
- Saranac
- Saranac Gloves
- Saris
- SATORI
- Satori Movement
- Saturnian I
- Saucony
- Savasa
- Savasa for Women
- Sawyer
- SAWYER\xae
- SAY
- Sbyke
- SC Sports
- Scapegoat
- Scarpa
- Scene Weaver
- Scene Weavers
- Scent Blocker
- SCENT SHIELD
- Scent Web
- Scent-Lok
- Sceptor
- Schiek
- Schmeisser
- Schmidt & Bender
- School Fanatic
- Schrade
- Schutt
- Schutt Sports
- SCHWALBE
- Schwinn
- Scientific Anglers
- Scooter Doodle
- ScooterX
- Scorch
- SCORE RIGHT
- Scorzie
- SCOTT
- Scott Archery
- Scott USA
- Scottish Christmas
- Scotty
- SDS Skateboards
- SE
- Sea Choice Products
- Sea Deck
- Sea Doo
- Sea Eagle
- Sea Striker
- Sea to Summit
- Sea Window
- SEAC
- Seachoice
- SeaDoo
- Sea-Doo
- Seaguar
- Seahorse
- Seal a Meal
- Seal Line
- SeaLand
- SealLine
- SEARCH AND RESCUE
- SeaSense
- Seasonal Design
- Seasonal Designs
- Seastar
- SeaStow
- SeaTeak
- Seattle Sports
- Sebile
- SECTION 101 by Majestic
- Sector 9
- Secure-It
- Security Engineered Machinery
- SecuriX
- SeeMore
- Sega of America
- Sega of America, Inc.
- Seiko
- Seirus Innovation
- Seismic
- Select
- Select Sport America
- Selfish
- Selle Italia
- Selle Royal
- Sem Fronteiras Pr Ltd
- SENTER
- Serengeti
- Serfas
- Sergio Tacchini
- Serious USA
- Serta
- SEVEN Game Tables
- Seven Sons
- Seven Sons

SPORTS STORES - Brands to Require UPC

- Rainmate
- Rainwear
- SevenStrand
- Sevylor
- ShadeLogic
- Shake Weight
- Shakespeare
- Shape
- Sharper Image
- Shaun White Supply Co.
- Shaw Marine
- SHE Outdoor Apparel
- Shebeest
- ShedRain
- ShelterLogic
- Sherpa Chair
- Sherpak
- Sherpani
- Sher-Wood Hockey
- Shield
- Shields Marine Hose
- Shift3
- Shimano
- ShipShape
- Shock Doctor
- Shock1 Sports
- Shockles
- Shooters Ridge
- Shoreline
- Shoreline Marine
- Shorty's
- Shotloc
- Shotshell
- Shuffle Tech
- Shuffle Zone
- Shuoying & Abgymnic
- Shurhold
- Shut
- Sibling Rivalry
- Sidas
- Side-B
- Sidelines Sports
- Siemens
- Sierra
- Sierra Designs
- Sierra International
- SierraComfort
- Sig Sauer
- SIGG
- Sightmark
- Sightron
- SIGMA
- Signaltone
- Signature Sports
- Silca
- Silva
- Silver
- Silver Flight
- Silver Skateboard Trucks
- Silver Truck Co.
- Silver Truck Company
- Silverback
- Sima
- Simmons
- Simms
- Simoniz
- Simran International
- Sims
- Sinagtala Educational Resources
- Sinus
- SISKIYOU
- Siskiyou Automotive
- Siskiyou Sports
- Sitka
- Sitka Gear
- SixSixOne
- Sk8 Dice
- SK8 Mafia
- Skate Mental
- Skate One
- SKB
- SKB Corp.
- SKB Corporation
- SKC /Skytek
- Skechers
- SkegShield
- SKI-DOO
- Skids
- Skincom
- Skinlt
- Skins
- SkippyFiSH
- Skirt Sports
- SKLZ
- Skorpion
- SKS
- SKS Germany
- SKS-Germany
- Skullcandy
- SKWOOSH
- Sky Enterprise USA
- Sky Pole
- SKY RECORDS (RYKO)
- SkyCaddie
- Skyndex
- SlamMan
- Slastix
- Slave
- Slazenger
- Slenderton
- Slendertone
- Sligo
- SLiME
- Slimy Grimy
- Slip,not
- Slopecycle
- Slotline
- SLS3
- Slumberjack
- Slumberland Records
- Slushy Magic
- SMA
- Smart Air Beds
- Smart Bottoms
- Smart Gear
- Smart Health
- Smart Socks
- smartdogs
- SmartReloader
- SmartSwing
- SmartWool
- Smith & Wesson
- Smith & Wesson Flashlights
- Smith and Wesson
- Smith House Press
- Smith Optics
- Smith Optics Elite
- Smokehouse Products
- Smooth Fitness
- Snack This
- Snafu
- Sneaker Balls
- Snow Angel
- Snow Sliders
- SnowBear
- Snowchuck
- SnowStoppers
- SoccerEdge
- Sockwell
- Sof Sole
- Soffe
- Soft Air
- SoftAir
- Softmed
- Softride
- Softspikes
- Sog
- SOG Specialty Knives & Tools
- Solace Kneeling Chair
- Solace Plus Kneeling Chair
- SolaDyne
- Solar Tronics
- Sole
- Sole Fitness
- Solhuma
- Solio
- SolLight
- Sol-Light
- Solo Sports
- SolRX
- Solstice
- Sonartec Golf
- Sonax
- Sonflower Pub
- SonicAbs
- Sonocaddie
- Sonoma
- Sony
- Sony Computer Entertainment
- Sore No-More
- Sorinex
- SoSpenders
- Soulei
- Source Outdoor
- Source Outdoors
- South Asia Books
- South Bend
- Southern Crime Council
- Sowelu Publishing
- Sowerwine Golf
- Soybu
- Spalding
- Spanish Suite
- SpareHand
- Sparehand Systems
- Spark Games, LLC
- Spaulding
- Spec Ops
- Speck Products
- Spectre Industries
- Spectrum
- Speed Demons
- Speed Metal
- Speed Racer
- Speed Stik
- Speed Trap
- Speedfeed
- SpeedLaces
- Speedo
- SpeedStixx
- Speedtech Instruments
- Spenco

SPORTS STORES - Brands to Require UPC

- Spider Guard
- Spider Man
- Spiderman
- Spider-Man
- Spiderwire
- SPIG
- Spinmade
- Spinmaster
- Spinner
- Spirit
- Spirit Fitness
- Spirit Whispers Pr
- Spirtfire
- Spitfire
- SpongeBob
- Spongex
- Sport Dog Brand
- Sport Elec Fitness
- Sport FX
- Sport Specific Performance
- Sport Supply Group
- Sport-Brella
- Sportcraft
- SportEAR
- Sport-Elec Fitness
- SportFX
- SportHill
- Sportin' Scarves
- Sportline
- Sportlock
- SPORTOGO
- SportRack
- Sports & Leisure
- Sports Attack
- Sports Collector's Guild
- Sports Cool
- Sports Coverage
- Sports Coverage Inc.
- Sports Hoop
- Sports Images
- Sports Instruments
- Sports LogoLights
- Sports Sensors
- Sports Sensors, Inc
- Sports Tutor
- SportsArt Fitness
- Sportsgear
- SportsLine
- SportsLine Distributors
- Sportsman Supply
- Sportspower
- SportsStuff
- Sportstar Athletics
- SPORTTIME
- Sportube
- SPORTZ
- SPOT
- Spotlight
- SPRI
- Spring Swings
- Springfield
- SPRINGFIELD MARINE CO
- Sprint Eight
- Sprinttech
- SPV UK
- Spy Optic
- Spy Optics
- Spyder
- Spyder Paintball
- Spyderco
- Spypoint
- Square Two
- Square Two Golf
- SRAM
- SRC
- Srixon
- SSI
- SSI GOLF
- S-SP-LEFTY
- St. Croix
- St. Croix Rods
- St. Pierre Manufactu
- Sta Tru
- Stackhouse
- Stadium Associates
- Stag Outdoor Products
- StairMaster
- Sta-Lube
- Stamina
- Standard Horizon
- Stanley
- Stans-No Tubes
- Stansport
- Star brite
- STAR POLISH
- Star Trac
- StarBrite
- Starbury
- Starlite
- Starting Time
- Stay Covered
- Steadfast
- Stealth Cam
- Stealthcam
- Stearns
- Stedi Stock
- Steelers Wholesale
- Steelex
- Steelflex
- Steelworks
- Ste-Genevieve Pr
- Steiner
- Steiner Sports
- Step Ahead
- Step Ahead Sportswear
- Stereo
- Stereo Skateboards
- SteriPEN
- Sterling Rope
- Stern Pinball
- Stern Pinball, Inc.
- Stick Doctor
- Stick-e
- Stick-e Brands
- Sticky Bumps
- Stiga
- Sting Ray
- Stitches
- Stockdale
- Stoeger Air Rifles
- Stohlquist
- Stoltz Industries In
- Stonewear Designs
- Stoney Point
- StopFlats
- Storm
- Stott Pilates
- Stove Top
- StowMaster
- Straight Line
- StrapGear
- Street Flyers
- Street Surfing
- StreetGlow
- Stren
- Strength Trainer
- Strida
- Strider
- Strider Sports
- Striiv
- Strike King
- Strike King Lure Company
- Strike Master
- StrikeMaster
- Striker Sports
- Stroops
- Structured Solutions LLC
- Stryker
- Stuburt
- Stud Bar
- Stunt Studios
- STX
- STX Field Hockey
- STX Golf
- STX Lacrosse
- Style Eyes Optics
- Style Pasifika
- Sub Genus
- Sublime
- Sufix
- Sugar
- Sugar Skateboard Co.
- Sugo
- Suisse Sport
- Summit
- Summit Treestands
- Sun Company
- Sun Glo
- Sun Mountain
- Sun Pleasure
- Sun Technologies
- Sunbuster
- Suncloud
- Sundog
- Sundog Eyewear
- Sunice
- Sunline
- Sunny Health & Fitness
- Sunny Health & Fitness (SJTT9)
- Sunsei
- Sunsweet
- Super Bright
- Super Pogo
- Super-Brella
- SuperGirl
- Superior
- Superman
- Supermats
- SureFire
- Sureshot GPS
- Surf One
- Surfco Hawaii
- SurfShelf
- SurfStow
- Surftech
- Suunto
- Suunto USA, Inc.
- Swabplus
- Swagman
- Swagman Bicycle Carriers
- Swallow
- Swamp People
- Swarovski
- Swarovski Optics
- Swarovski Optik
- Sweat GUTR
- Swede-O

SPORTS STORES - Brands to Require UPC

- Sweet Fiber
- Sweetskinz
- Swiftwick
- Swimovate
- Swimways
- SwingAway
- SwingRite
- Swingyde
- Swinkey
- Swish Suits
- Swiss Arms
- Swiss Gear
- Swiss Military Hanowa
- SwissGear
- Swivel-eze
- Swix
- Swobo
- SyncaSwing
- Syndrome
- Synergy Intl of the Americas Ltd
- T Tool
- T.R.U. Ball
- T.Z. Case International
- Table-Mate
- TAC Force
- T-A-C Training and Conditioning Equipment
- Tachikara
- TACO Metals
- TacStar
- TacStar Industries
- Tacstar Tactical Accessories
- TactEdge
- Tactical Force
- Tail Devil
- Tail Wags Helmet Covers
- Tailgate 29 Chef
- Tailgate Golf
- Tailgate Toss
- Takara
- Talon
- Talus Outdoor Technologies
- Tandem Sport
- TANDEM SPORTS
- Tanfoglio
- TAP
- TapouT
- Targ-Dots
- Target
- TARGET LINE
- Tartan
- tasc Performance
- Tasco
- Taurus
- Taylor Made Products
- TAYLOR N A
- TaylorMade
- Tazlab LLC
- TC Timer
- T-Core
- TDC Games
- Teak Isle
- Team Apparel
- Team Beans
- Team Effort
- Team Effort Inc
- Team Golf
- Team Pro Mark
- Team ProMark
- TEAM PROMARK, LLC
- TEAM PROMARK, LLC.
- Team Realtree
- Team SD
- Team SD Tactical
- Team Sports America
- Team USA
- TEARepair
- Tech 4 O
- Technocel
- Tecmo
- Tecomate
- Teeter Hang Ups
- Tehama
- Tekk
- Tekk Fitness
- Teknor Apex
- Teko
- Telebag
- Teleflex
- Teleflex Marine
- Telescope Casual
- Temple Press (UK)
- TEMPO
- Tempress
- Ten Point
- Ten-Eighty
- Tenergy
- Tennex
- TenPoint
- Tensor
- Terminator
- Termite
- Terramar
- Terry Precision
- Teton Sports
- Teva
- Texan Classics
- Texpport
- TG
- T-H Marine
- T-H MARINE SUPPLIES INC
- Thane
- That's My Ticket
- The Airball Grabber
- The Allen Co.
- The Allen Company
- The Art of Storage
- The Bar
- The Beam Store
- The Bean
- The Biggest Loser
- The Bike Shop
- The Booklegger
- The CLUB
- THE COLEMAN COMPANY, INC.
- The Diploma Mill
- The Emblem Source, LLC
- The FIRM
- The Floppy
- The Game
- The Highland Mint
- The Licensed Products Co.
- The Licensed Products Company
- The Mako Group
- THE MEMORY COMPANY
- The Miracle Straw
- The National Society For The Study Of Education
- The Net Return
- The North Face
- The Northwest Company
- The Other Edge
- THE PARTY ANIMAL, INC
- The Pressure Positive Company
- The Sharper Image
- The Shred Sled
- The Smart Golfer
- The Soccer Shot
- The Step
- The Topps Company
- The United States Playing Card Co.
- The Unscooter
- The Wet Set
- The White Ball
- The Wise Company
- THE WISE COMPANY, INC.
- The Wright Blind
- Theeve
- Theeve Titanium Trucks
- Thera Band
- Thera Cane
- Thera-Band
- ThermaCELL
- Thermarest
- Therm-a-Rest
- Therm-ic
- Thermo Serv
- Thermor
- Thermos
- THERMOS LLC
- Thermoskin
- Thetford
- Think
- Thinksport
- Third Drawer
- Third Eye
- THOMPSON
- THOMSON
- Thrasher
- Threat
- THREE60 GEAR
- Threshold
- Thruster
- Thule
- Thunder
- Thunderbolt Customs
- TIDE RIDER
- Tie Down
- TIE DOWN ENGINEERING
- Tifosi
- Tiger Cub Golf
- Tiger Shark
- Tiger Shark Golf
- TigerSharp
- Tilley
- Tilley Endurables
- Timber Ridge
- Timbuk2
- Time Machine
- Timex
- Tink's
- Tip
- Tippmann
- Tipton

SPORTS STORES - Brands to Require UPC

- TITAN
- Titan Security Products
- Titan Spas
- Titec
- Title Boxing
- TITLE Classic
- TITLE MMA
- TITLE Platinum
- Titleist
- TKO
- TMAS
- TNG
- Todd
- Todd Enterprises
- Toebock
- ToeSox
- TOGU
- Toko
- Tom Anderson
- Tomahawk
- TOMARA Equestrian
- Tommy Armour
- Tommy Bahama
- Tone Fitness
- Tonino Lamborghini
- Tonka
- Tony Hawk
- Tony Hawk's Boom Boom Huckjam Series
- Tony Little
- Tools4Boards
- Top Dog
- Top Flite
- Top Gun PSE Archery
- Top of the World
- Topeak
- Top-Flite
- Topline
- Topperscot
- Topps
- Topps Football
- Topps Series 1
- Tops Knives
- Torfino
- Torqeedo
- Total Body Tubing
- Total Gym
- Total Resources International
- Total Tackle
- Touch
- Tour CG
- Tour De France
- Tour Edge
- TOUR Hockey
- Tour Links
- Tour Tempo
- Tourgrip
- TourLinks
- TourSticks
- Toy Machine
- Toy Story
- Toymith
- TOYTECH
- TP2000
- Trac
- Tracey Lynn
- Tracker
- Tracker Trucks
- Tracks
- TracMe
- TracRac
- Trademark
- TRADEMARK GAMES
- Trademark Global
- TRADEMARK HOME
- Trademark Poker
- Traditions
- Traffic Skateboards
- Trail-A-Bike
- Trailflex
- Trail-Gator
- Trainer
- Trainermat
- TRAK Kayaks
- Trakker
- Trango
- Transformers
- TransomShield
- Transworld
- Tranz X
- Travaco
- Travel Chair
- Travelchair
- Travel-Guard Mask
- TravelJohn
- TravelSox
- Travis Mathew
- Tread
- Treadmill Doctor
- Tree Hugger
- Tree Spider
- Trekker Caddy Company
- Trekmates
- Trespass
- Tri Flow
- Tribeca
- Tribeca Gear
- Trigger Point Performance
- Trigger X
- Trijicon
- Triker
- Trikke
- Trilogy
- Trimline by Nautilus
- Trio Golf
- Trion
- TRION Fitness
- Trion:Z
- Triple 8
- TRIPLE THREAT
- Triskelion Publishing
- Triton
- Triton/Stockdale
- Triumph Sports
- Triumph United
- Trius
- Trophy Ridge
- Troy Barbell
- Troy Industries
- Tru Grit
- TRUCK RECORDS
- True Adventure Gear
- True Grit
- True Utility
- TrueStrike
- TRU-Fire
- TRUGLO
- TRUGLO WATCH
- Trumark Slingshots
- Truativ
- TRX
- TSD
- TSD Sports
- TSD Tactical
- TSG
- TSL Sleds
- TSL Snowshoes
- Tubbs
- Tubbs Snowshoes
- Tubtrugs
- TUFF
- Tuff Products
- Tuffo
- Tufo
- Tum Yeto
- Tumbl Trak
- Tungsten
- Tunnel Visions
- Tunturi
- Turbo Tent
- TurfCordz
- Turkey Calls
- Turkey Decoy Cover
- Turning Point Propeller
- Turning Point Propellers
- Turtle Fur
- Tusa
- TWIN ENTERPRISES INC.
- Twins
- TWIST
- Twist of Fate Pub
- Twisted Products
- Twister Power Necklace
- TwistTee
- TYR
- TYR Ironman
- TYR Sport
- TYR SPORT INC
- U.S. Divers
- UCO
- UCS
- UFC
- UFC Ultimate Fighting Championship
- Uflex
- Ugi Fitness
- UHC
- Uhlsport
- UKArms
- Ultega
- Ultimate Body Press
- Ultimate Dealer Button
- Ultimate Direction
- Ultimate Fighting Championship
- Ultimate Straight
- Ultimate Survival Technologies
- UltimateHand
- Ultra Paws
- Ultra Pro
- Ultra-Fab Products
- Ultrak
- Ultrak L10
- Ultrasonic
- UMAREX
- U-Mark
- Unassigned
- Uncle Mikes
- Uncle Mike's
- Under Armour
- Underarmour
- Undercover

SPORTS STORES - Brands to Require UPC

- Undercover Canopy
- Undercover Chair Shade
- Underwater Kinetics
- Unica Household
- Unicord
- UNICORN
- Uniden
- Unified Marine
- Uniforce Technologies
- Unimax
- UNIONBAY
- Unique
- Unique Sports
- Unit
- Unit Skateboard
- Unit Tool
- United
- United Cutlery
- United States Handba
- Univ of British Columbia
- Universal
- Universal (ECM & Island)
- Universal Fitness
- Universal Studios Home Entertainment
- UNK
- UNK NBA
- Unknown Publisher - Being Researched
- Uno
- UPI Marketing
- UPI Marketing, INC
- UPI Marketing, Inc.
- Upper Deck
- Upper Deck Authenticated
- uPro
- Urban Mover
- Urban Rebounder
- Urban Trend
- US Army Sunglasses
- US DIVERS
- US Games
- US Open CourtBlu
- US PeaceKeeper
- US Weight
- USA DVD
- USA Helmet
- USA Sports Inc.
- UTG
- UTG Pro
- UTG SPORT
- Uvex
- UZI
- Vac Rac
- Valent BioSciences Corporation - Pramex Nets
- Valeo
- Valley-Dynamo
- Valterra
- ValueMat
- Van Dessel
- Vance Integral Edition Inc
- Vanguard
- Vapur, Inc
- VAR
- Variflex
- Vaude
- Vaught Sports
- Vault Case
- VDO
- Vedante
- Velo
- Velo Transit
- Velocity Fitness
- Velotak
- VenTerra
- Ventura
- Venture
- Verde
- Vero Vellini
- Verso
- Vertec
- Vertical
- Vesi Sportswear
- VESTRON VIDEO
- Vetta
- Vexilar
- VEXILAR INC.
- Vexor Self Defense Pepper Spray
- Vforce
- VIA
- VIBRACHECK
- Vibro-Belt
- Vicious Fishing
- Vicore Fitness
- VICTOR
- VICTORiA
- Victorinox
- Victorinox Swiss Army
- Victory
- Victory Bicycles
- VICTORY MULTIMEDIA
- View Swimming Gear
- Viewloader
- Viking
- Viking Cues
- Viking Sports
- Vineyard Vines
- Viper
- Viper Archery Products
- Viridian
- Viridian Green Laser Sights
- Visa
- Visiball
- Vision
- Vision Fitness
- Vlsm
- Vista
- Vitalsox
- Vitesse
- Vittoria
- Vivendi Entertainment
- Vivitar
- VL
- VL Heavy Metal
- VL Maxis
- VL Orion
- V-Line
- VM Global
- VMC
- Voit
- Volcom
- Volkl
- Volkl Tennis
- VOmax
- Vox Racing
- VP Components
- VREDESTEIN
- V-Swing
- Vurtego Pogo
- Vuze
- Wagner
- Wahl
- Wai Lana
- Waikiki Aloe
- Wailana
- Wald
- Wald MFG
- Walker
- Walker Bay Boats
- Walkers Game Ear
- Walker's Warehouse
- WallJammer
- Walls
- Walther
- Warmers
- Warne Scope Mounts
- WARNER HOME VIDEO
- Warrior
- Water Bobble
- Water Gear
- Water Sports
- Waterbox
- Waterfowl Wading Systems
- Watergeeks
- WaterRower
- Watershot Inc.
- Watersnake
- Waterway Plastics
- Wave Pro
- Wayfinder
- Waypoint
- WDP
- We Sell Mats
- WearEver
- WeatherRite
- Weaver
- Webster & Maroon
- Weems & Plath
- Weems and Plath
- WeeRide
- Weider
- Welcom
- Welcom Products
- WELL
- Wellgo
- Wellington
- Wellington Cordage
- WELLZHER
- Wenger
- Wenzel
- WE'RE PEOPLE
- Wesbar
- Weslo
- West Coast Novelty
- Western Filament
- Weston
- Westport
- Westrick
- Wetline
- WGP
- Wham-O
- Wham-O Inc.
- Wheeler
- Wheels Manufacturing

SPORTS STORES - Brands to Require UPC

- Whetstone
- Whetstone Cutlery
- Whetstone Knife
- Whiptide
- Whistler
- White Lightning
- White Sierra
- Whitecap
- WHITECAP INDUSTRIES
- Whitewater
- Whitmor
- Whitney Design
- WHO! International Designs
- Wicked Ridge
- Wideview Scope Mount
- Wiffle
- WIFFLE BALL INC
- Wigwam
- Wild Game Innovations
- Wild Outdoors
- Wild Sales
- Wild Sports
- Wildgame Innovations
- Wildlife
- Wildlife Artists - CamoWild
- Wildlife Research
- Wildview
- Willapa Marine
- William Henry Studio
- William Joseph
- Williams Golf
- Williamson
- Williamson Lures
- WILLIE&MAX(ウィリー & マックス)
- Wilson
- Wilson Golf
- Wilson Sporting Goods
- Wilson Staff
- Wince
- Winchester
- Winchester Tents
- Wincraft
- WinCraft Incorporated
- Wind Chill Entertainment
- Wind N Go
- Wind 'N Go
- Windline
- Windmill
- WindPaddle Sails
- Windward Pub & Pr Hawaii
- WINGERS
- WingMagic
- Winmau
- Winn
- Winner International
- Winning Edge
- Winning Edge Designs
- Winning Streak
- Winning Streak Sports
- Wipperman
- Wippermann
- WIRTHCO ENGINEERING INC
- Wise
- Wise Company
- Wishbone
- Witz Sport Cases
- Wizards of the Coast
- Wondershade
- Woodland Whisper
- WoodMaster Pellet Grills
- Woods
- Woods N Water Inc
- Woodworm
- Woody Wax
- Woolrich Elite
- Workman
- Workman Cycles
- World Cup
- World Industries
- World Jerseys
- WorldWise Imports
- Worr Paint
- Worth
- WOW Sports
- WOWOW
- Wright & McGill
- Wright and Ditson
- Wright McGill
- WTB
- WWE
- Wyandotte Leather
- X Factor
- X Factor Sports
- X Games
- X Rocker
- X2O
- X-Bionic
- xBoard Illuminators
- Xcel
- Xcite Bike Inc.
- Xco
- Xenith
- X-Factor
- X-Force
- Xgames
- X-GAMES
- Xhilaration
- XLAB
- Xlider SG
- XMark Fitness
- XO Athletic
- XP Apparel, LLC
- Xprotex
- Xscape
- X-Socks
- X-System
- Xterra Fitness
- Xtreme Pong sports
- XTREME RESEARCH
- X-Treme Scooters
- XtremeMac
- Xuron
- Xvest
- XZipit
- Yakima
- Yakima Bait
- Yakima Products
- Yaktrax
- Yamaha
- Yamuna
- Yamuna Body Rolling
- YAYLABS!
- YBIKE
- Yepp - GMG
- Yoga Accessories
- Yoga Direct
- YogaDirect
- Yogitoes
- Yonex
- Young Gun
- Yukon
- Yukon Charlies
- Yukon Charlie's Snowshoes
- Yukon Gear
- YUKON RECORDS
- Yum Lures
- Z Flex
- ZANheadgear
- Zap
- Zeal Optics
- Zebco
- Zed
- Zefal
- Zeikos
- Zeiss
- Zelosport
- Zen Awakening
- Zenscope Entertainment
- Zenga
- Zensah
- ZEP-PRO
- Zero
- Zero Degrees
- Zero Friction
- Zero Motorcycles
- Z-Flex
- Zike
- Zinetic
- ZipFy
- Zippo
- ZipVac
- Zipway
- Zizzle
- Z-Lite
- Zobha
- Zodi Outback Gear
- Zodiac
- Zoggs
- Zoic
- ZON
- Zoo York
- ZOOM
- Zoom by Zodiac
- ZOOT
- ZOOT SPORTS
- Zorrel - Insect Shield Apparel
- Zumba
- Zumba Fitness
- ZUME GAMES
- Zumba
- Zumba Fitness
- ZUME GAMES