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As good as it is for Under Armour to have Brady's face in commercials, Nike (NKE) will occupy the most real estate on his body, thanks to its exclusive uniform contract with the NFL.



In terms of name recognition and access to the major professional leagues' intellectual property, no other apparel company can touch that swoosh. For now, that is.



"Nike has the best arsenal of endorsements," Wilsey Asset Management analyst Chase Wilsey said. "It definitely helps with that brand recognition. We've definitely seen the whole sports activewear area appreciate over the last couple of years."



Say what you will about the NFL's drop in TV ratings this season, the Super Bowl is still the king, and Nike is its tailor.



More information on TheStreet's guide to trading in the month of February can be found here:



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