

# LSU TIGER TAILER UPDATE

October 5, 2006 LSU Trademark Licensing - 225.578.3386

## Allowable Items in Tiger Stadium

### The Following Items are allowed at entry to Tiger Stadium



#### **Stadium Seats (maximum 16" wide)**

(Photo taken from page 76 of the 2006 LSU Fan Guide)

Dear LSU Tiger Tailer:

LSU Trademark Licensing is sending this update to remind you that all stadium seats must be 16" wide or less in order to be allowed inside of Tiger Stadium. This season a number of fans have questioned why the University would license stadium seats that do not comply with Tiger Stadium policy. We believe that stadium seats have multiple uses outside of Tiger Stadium, and therefore we do allow LSU licensees the freedom to produce these seats in various sizes.

LSU would like to ensure that fans purchasing stadium seats are making informed buying decisions and are aware of whether it is within the Tiger Stadium policy. If your store currently sells stadium seats, LSU Trademark Licensing recommends making your customers aware of which seats are "Tiger Stadium Friendly" and which seats are not.

We have included a listing of manufacturers that are currently licensed to produce stadium seats with LSU logos. When placing future stadium seat orders with these licensees, we recommend that you keep Tiger Stadium policy in mind.

Geaux Tigers!



#### **LSU Trademark Licensing**

330 Thomas Boyd Hall

BR, LA 70803

225-578-3386 [trademark@lsu.edu](mailto:trademark@lsu.edu)

[www.LSU.com](http://www.LSU.com)

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## LSU Stadium Seats/Cushions Licensees (as of 10/1/06)

**Academy Awards** – Jay McLaughlin – 843.661.5622

**B.S.I. Products Inc.** – Scott Robinson – 410.381.2596

**Classic Products Corp.** – Bob Gudorf – 260.484.2695

**Encore Group dba Team Reflections by Xpres** – Lou Valente – 336.768.7400

**Four Point Products** – Linda Devlin – 800.456.6603

**H & H Embroidery and Promotions** – Melanie Guy – 225.928.4004

**Hunter Manufacturing** – Shannon Hisle – 859.254.7573

**Jardine Associates** – Theresa Tally – 401.667.3800

**KCA Enterprises** – Jim Jackson – 615.792.2664

**Logo Inc.** – Bill McCauley – 901.323.0100

**Midwest College Marketing Group** – Martha Bates – 734.433.5444

**Neil Enterprises** – Crissy Ocheltree – 847.549.7627

**North Pole LLC** – Cheryl Cantwell – 636.390.5704

**R & D Specialty Company Inc.** – Connie Boettner – 714.985.0270

**Rivalry Distributing** – Stephen Crow – 586.598.8121

**RWL Inc.** – Maggie Rothschild – 818.906.2069

**Signature Designs** – Mary Hardin – 706.278.3757

**Spirit Products Ltd.** – Manon Camacho – 978.372.2022

**Tchotchke's** – Bonnie Bellingham – 858.793.5322

**Wincraft Inc.** – Sherry Otterness – 507.453.6513