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
www.LSU.com
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 Craw – 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