

# LSU Tiger Tailer Newsletter

APRIL 1, 2004  
VOLUME 1, ISSUE 1

LSU Trademark Licensing  
225-578-3386



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Dear LSU Tiger Tailer,

The purpose of a newsletter is to provide you with current information on issues regarding LSU Trademark Licensing. Following the incredible success of the 2003 National Championship, we are looking for more ways to connect to our Brand Builders in the marketplace – you and your retail store.

Our goal will be to put out newsletters with information that will benefit your business, and to also include important information that is relevant in Trademark Licensing today. For example, LSU Trademark Licensing just returned two weeks ago from a Licensing conference in San Antonio. This as an opportunity for our office to share some of the things we have learned, like new trends you might want to consider in the near future for your store.

Please take some time to read through this information, and feel free to contact our office with any questions and/or comments.

**Thank you for your continued support of LSU, and the tremendous job that you do building the LSU Brand in the Marketplace.**



## **LSU Trademark Licensing**

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If you haven't already, consider joining The Collegiate Exchange today to start placing orders online. Learn more by visiting [www.clc.com](http://www.clc.com).

## 2004 ICLA Winter Symposium



The 2004 ICLA Winter Symposium was held in San Antonio, Texas in conjunction with CAMEX. The conference was a great opportunity for LSU Trademark Licensing to hear what was going on at other Universities, along with getting a chance to meet and discuss licensing issues with many of our current Licensees.

Please take some time to read below to find out the pertinent information that we gathered during this year's conference.



Shown above is a "Onesie" from Heavenly Buddies.

### Popularity of Kids Products on the Rise

According to a number of licensees that spoke at this year's conference, Kids products are continuing to be a market that is being requested, and an area where they expect to see the largest overall growth this coming fall.

Below are a few of the kids' categories where the licensees expect to see the most growth:

- Kids leotards for girls
- One-fit fitted caps for YOUTH & INFANTS.
- High Quality jumpers for Infants.

These products are ones where the licensees are seeing immediate success. LSU feels that you should begin to see stronger growth as the categories further develops in the next year.



Women's Cardigan Vest from Sara Lynn Toggs.

### Demand for Women's Product is still Strong

A number of the licensees that spoke at the conference continued to discuss the strongest trend of the last 12 months – that of Ladies fashion.

Many companies currently producing Ladies products are now branching out in their product offerings, and you can expect to see more products that fit women who aren't in the 18-22 age groups.

As you probably already know, Pink is this year's "trend" color, and it will be all over many of the new products that will be popping up in your store this coming fall.

You can expect to see this "Pink" trend continue for a time, but other colors (ie. various shades of orange, purple, yellow, etc.) should also increase as the trend develops over the next year.

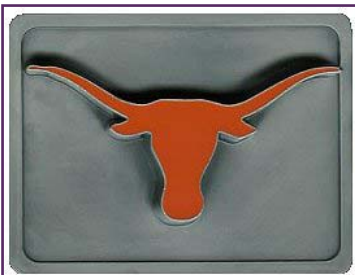
### University of Texas Opens Women's Only Bookstore

The University of Texas Bookstore has created a "Women's Only" standalone bookstore. The store is 2600 sq. feet, and is directly next door to the UT Bookstore.

Companies like Russell, Social Awareness, Nike, Anderson Jewelry, Fossil, and Glitter Gear have helped the store put together a great line of Ladies products for the store.

One unique concept that they have included in this store is a Clinique Makeup counter, identical to the ones found in area malls. The concept has been huge for the store, generating 10% of their sales.

Currently, the store is working to fill three areas that they have had demand for: 1. Plus size products (M&W); 2. Maternity clothing; 3. Active wear.



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## Information on a few LSU Licensees with Unique Products

**Murdock Country Creations** → Murdock has a very unique selection of hand-painted glass ornaments and glassware. All of these products are produced in the U.S., and the detail and colors are magnificent. **Contact info:** Phone – 207.225.2477; [www.murdockcountrycreations.com](http://www.murdockcountrycreations.com).

**Fossil** → Fossil continues to have an outstanding collection of LSU watches, and they have put together an excellent National Championship watch for both Men & Women (**Sample shown to the right**). **Contact:** Jennifer Bostur – 972-699-4962; [www.fossil.com](http://www.fossil.com).

**Specialty House** → Offers a tremendous line of kids clothing, from Infant thru Youth size large. They do t-shirts, sweatshirts, bottoms, micro-fleece, and have an entire collection of infant items. **Contact:** Leslie Visentin – 800-320-9982; [www.specialtyhouse.ca](http://www.specialtyhouse.ca).

**Concept Sports** → Concept has created a wide selection of men's and women's sleepwear and active wear. They have a great web site with images of all of the products that they offer. **Phone:** 800-284-4288; [www.collegeconcepts.com](http://www.collegeconcepts.com).

**College Buddies** → Great selection of infant onesies, rompers, blankets, and other childrens items (**Baby sweater shown to the right**). **Contact info:** Barbara Rizzo; Phone – 713.412.4012; [www.heavenlybuddies.com](http://www.heavenlybuddies.com).

**Troy Fashion Inc.** → Troy has a line of female clothing called "Pastel." They have a selection of apparel that includes very unique tank tops, hooded jackets, mini skirts, shorts, and reversible pants. **Contact:** Robert Glazer – 201-223-1620; [www.troyfashion.com](http://www.troyfashion.com).

**Heritage Metalworks Inc.** → Heritage has put together a very nice selection of items commemorating the 2003 National Championship. They are offering coffee mugs, money clips, wind chimes, and wooden boxes (**Sample shown to the right**) with a pewter LSU logo. **Contact:** Steve Ballor – 480-834-9144; [www.pewter.com](http://www.pewter.com).

