

LSU Tiger Tailer Newsletter

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LSU Trademark Licensing
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LSU Trademark Licensing

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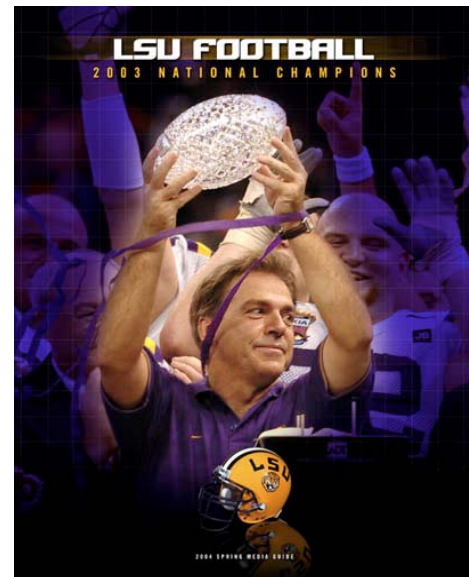
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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that this latest newsletter finds you well. With Football season right around the corner, this is an exciting time to be an LSU fan, and it is our hope that this season will be a profitable one for each of your retail stores.

Fan excitement and interest is at an all time high, and over 98% of season ticket holders have renewed their seats for 2004. This fall will present an OUTSTANDING opportunity for each of your retail stores to generate incremental sales on LSU products.

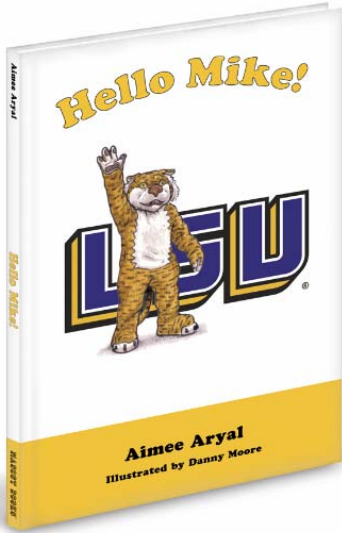
Following the 2003 National Championship football season, the retail market exploded with products to commemorate the National Championship. As retail sales were steady throughout the state, they were also impeded by a saturation of product into the marketplace that flooded nearly every street corner in Baton Rouge and surrounding areas of Louisiana.



We encourage you to make well informed buys, search the current LSU licensee list for products you are interested in carrying, and look for unique items that will set your store apart in the marketplace. Building strong relationships with your key vendors can go a long way in the growth of your overall business.

If you haven't already, consider joining The Collegiate Exchange today to start placing orders online. Learn more by visiting www.clc.com.

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Mascot Books Introduces LSU Children's Book

Mascot Book, a company located in Chantilly, Virginia, has put together a hardcover book for children. The book follows Mike the Tiger as he encounters various locations and events on the LSU campus.

LSU is very excited about the high quality and the outstanding artwork

of this distinctive book.

We encourage you to contact Mascot Books at **703-437-3584** to find out how to order this book for your stores. You can also send them an email at info@mascotbooks.com.



Hartland Creates Commemorative LSU Figurines

Hartland Collectibles, a name that is synonymous with collectible sports statues, has created LSU figurines to commemorate the 2003 National Championship football team.

Located in Shreveport, Louisiana, Hartland put together an LSU Running Back and a Receiver for this program. The figures stand approximately 7.5" in height, and the

uniforms capture every unique detail of the LSU football uniform.

We encourage you to contact Sam Brock at **318-208-9434** or by email at sbboxoffame@aol.com to learn more about this unique product.



Back to School ideas for the Youth Market

One area of products that has been further developed within Collegiate Licensing is in the school supplies category. Companies like John F. Turner, Four Point Products, Mighty-Mac, [Collectible Concepts](#) (see [images & description on the next page](#)) and numerous other licensees have developed these products to a higher level, producing items of good

quality with very competitive price points.

Take a look at your LSU licensee list and contact some of these School Supply companies today to get a start on the upcoming 2004-2005 school year.

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Collectible Concepts has a unique listing of licensed LSU items that are perfect for the Back-to-School crowd. Here is a description of the products, going in a clockwise order starting with the top left:

- USB Pen drive that can be used to store computer files.
- Fanbana – a hand-held, self rolling banner.
- Satin wall scrolls.
- Megaphone caps.
- Lapel pins.
- Flashlight with 2 “D” batteries included.
- USB Pen drive that doubles as an MP3 player.

You can contact Collectible Concepts at 215-491-1075 (Attn: Lyn Lipschutz). You can also visit them on the web at www.collectibleconcepts.com.



Important Trademark Licensing Information

- LSU Trademark Licensing encourages you to continue to use the licensee list when looking for products to carry in your stores. Please contact our office if you need an updated list at any time by emailing us at trademark@lsu.edu. We are planning on having the licensee list available on LSU.com within the next 6 months, and will alert you once it is available.
- Please keep an open eye for products that do not carry the OLCP (Officially Licensed Collegiate Product) label, which should appear as a hologram or in a Blue & Red logo (examples shown below). Please contact our office if you are seeing products without the proper labeling attached.



Important Trademark Licensing Information (cont.)

- With football season coming up, you can expect to meet vendors that are selling products which are not licensed. Please forward those people to our office (see contact info on the bottom left of Page 1 of this newsletter) so that we can discuss LSU's licensing policies.
- LSU Trademark Licensing is continuing to discuss possible "themes" (specifically colors) with the Athletic Department for events during the upcoming 2004-2005 season. Once we have information on this topic we will communicate it to you immediately.
- Please make sure that, when you are placing orders with your licensed vendors, the logos shown below are not being offered on any LSU products. If you are finding vendors that are including these marks on product, please alert our office by email (trademark@lsu.edu) or telephone (225-578-3386):

