

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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Dear LSU Tiger Tailer,

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LSU Trademark Licensing has been very busy over the last 3 months working to improve our operations. One of our biggest projects has been the updating of the LSU Trademark Licensing web site – www.LSU.com.

For the last 2 years, www.LSU.com has been a place where you, the retailer, can post your store name and contact information. One of our primary goals in updating the site has been to make the site more “functional,” with the hope the site will give you a chance to access more information that is important to your daily business.

One of the additions to the site that LSU TL is very excited about is the “Enforcement Form” link. The form is intended to give you a concise way to report unlicensed merchandise that you find, or to report bootleg products when you are approached by the people trying to sell them.



Another aspect of the updated web site that we are very excited about is our ability to post new Licensee Lists on a monthly basis. Throughout the site you will find information, including this newsletter, giving you the ability to refer back to it as you need to during the year.

We encourage you to take a look at the site, and please don't hesitate to email us at trademark@lsu.edu with comments and suggestions on how we can improve www.LSU.com in the future.

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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.

The Collegiate Exchange gets Updated Web Site

Speaking of new web sites -- The Collegiate Exchange, the online Tradeshow for Officially Licensed Collegiate Products, has a brand new web site. The web site is designed to provide a "tradeshow" like environment without the costs of traveling. It also presents your store with a wide array of products that can make your business more efficient.

To register on the site, go to www.thecollegiateexchange.com. Look on the left column and find the button that reads "Retailers Register Here" (see image at right). The process is quick, easy, and free.

During the first quarter of the new fiscal year, LSU was the #2 selling University on The Collegiate Exchange. We are very excited to see that certain LSU retailers have found the site to be beneficial to their business, and we encourage you to visit the site if have yet to do so.



2004 Licensing Enforcement Efforts in Full Swing

During the first quarter of the 2004-2005 fiscal year, LSU Trademark Licensing has been actively engaged in enforcement efforts on behalf of the University. Below is a listing of some of the activities that the University has made an effort to attend:

- Enforcement efforts were conducted by LSU at the following football games: **Oregon State, Mississippi State, Georgia.**
- CLC has conducted enforcement efforts at the following LSU Football games: **Oregon State, Georgia, Florida.**
- LSU has also had a representative at the following Baton Rouge activities: **Holly Days, Baton Rouge Business Expo.**

While we have found very little infringing merchandise up to this point in the 2004-2005 fiscal year, we do expect to see more substantial problems as the end of the Football season approaches. Please continue your efforts and assist us by reporting unlicensed merchandise when you become aware of it, and we encourage you to use the new online reporting form on www.LSU.com.



New Youth Mark Being Added to LSU Art slick

In keeping with the theme of "NEW," LSU Trademark Licensing is in the process of adding a new logo to the current art slick that is made available to the LSU licensees. The logo is one that was created by John Barron of Pin University, who uses this mascot on his Gameday pins (www.pinuniversity.com) LSU subsequently purchased the logo from Mr. Barron, and we feel this is the right time to place the mark out there to be used on various licensed products.

If you are interested in seeing this mark used on products in your store, we encourage you to work with your current licensees and ask them to get the updated artwork through Logos on Demand (<http://www.logosondemand.net/clc/>). **Initially, the logo will need to be used in its entirety as LSU Trademark Licensing works with your store to build the identity and brand of this mark in the marketplace.**



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Sweet Charlottes Develops LSU Line of High Quality Chocolates

Sweet Charlottes of New Orleans, a producer of chocolates in Louisiana since 1990, has put together a line of chocolates that incorporate the LSU brand.

The chocolates are of the highest quality, and Sweet Charlottes is very interested in locating dealers that are

interested in retailing this outstanding item.

We encourage you to contact Sweet Charlottes at 985-875-2222. You can also send them an email at sales@sweetcharlottes.com. All of this information is available on their website www.sweetcharlottes.com.



Seasons Jewelry Puts Together Unique Line of LSU Jewelry

Seasons Jewelry, a leading supplier of Interchangeable jewelry, has a wide selection of LSU items which are great gift ideas for the upcoming holiday season.

Located in Springfield, Tennessee, Seasons Jewelry offers an assortment of bracelets, slides, charms, klusters,

watches, and watch bands.

You can contact Seasons Jewelry toll free at 866-382-0737, or by email at seasonsjewelry@aol.com. You can also find more product pictures (similar to the ones shown below) on their site: www.seasonsjewelry.com.



Teams Beans Offers Fans Chance to Become "LSU Santa"

Team Beans, also known as Forever Collectibles, is a leading marketer and manufacturer of collectibles, novelty and promotional products in the collegiate marketplace.

This holiday season Team Beans is offering a few unique gift items. Included in this selection is a "Santa Hat" (pictured at left), a mini mascot

rivalry figuring set, and a 4" mini Mike the Tiger bobble head.

You can contact Team Beans at 732-967-1177, or you can send them an email at info@forevercollectibles.com. You can access all of this information at www.forevercollectibles.com.