

# LSU TIGER TAILER NEWSLETTER

FEBRUARY 3, 2005  
VOLUME 1, ISSUE 4

LSU Trademark Licensing  
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## LSU Trademark Licensing

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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the start to 2005 has been a good one for you and your business. We look forward to working with you over the coming year to assist your store in creating ways for you to increase your presence in your area marketplace.

Speaking of 2005, the University is excited about the possibility that this will be a great year for LSU Athletics.

The LSU Lady Tigers basketball team is putting together one great performance after another, and they are primed for another run at the Women's Final Four.

The LSU Baseball and Softball programs both have a great deal of talented veterans returning, and are each primed for trips to the CWS.

The 2005 home Football schedule is one of the most exciting in the country, and should lead to a great deal of fan interest leading up to and continuing through the season.



In preparation for this fast paced and exciting year, LSU Trademark Licensing would like to encourage you to attend the **CAMEX show in New Orleans from February 26 thru March 3.**

CAMEX is known as the premier trade show for collegiate retailers. The show combines a strong educational program designed for retailers with the opportunity to meet and view products from over 700 companies. The fact that the show is in New Orleans this year only adds to the idea that this is a great opportunity.

To learn more about CAMEX, visit [www.CAMEX.org](http://www.CAMEX.org), or call 800-622-7498.

## Contents

2005 CAMEX Market.....	1
New Hologram from CI.....	2
Supporting Licensed Artists...	2
Anne Peden Jewelry.....	3
Road Trip Signs.....	3
College Gum.....	3
Tailgate Table.....	3

The Collegiate Exchange is an On-Line Tradeshow with resources that can assist your business 365 days a year. To learn more, visit [www.clc.com](http://www.clc.com) and click on [The Collegiate Exchange](#) link.

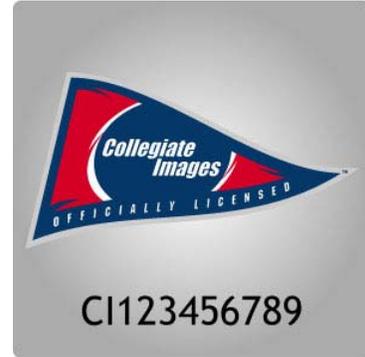
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## Collegiate Images Implements New Hologram System

Collegiate Images, the company that serves as LSU's agent for the licensing of moving and still images, has developed a security hologram program. The system is very similar to the CLC hologram that is affixed to LSU licensed apparel and non-apparel items.

The hologram, which will be in use in early 2005, will guarantee that home videos, DVDs, computer games and other products that contain licensed collegiate still and moving images adhere to the company's stringent image and quality standards. The logo will be digitally imprinted and affixed on product packaging and the actual products. In addition to a distinguishing holographic element, each new product features a unique serial number that allows CI to track the product's origin.

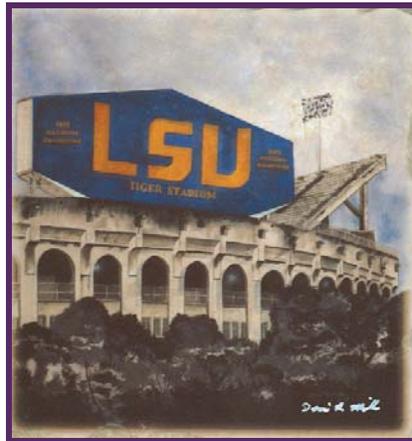
This is one of many steps by CI to fulfill its mission of cleaning up unauthorized product in the collegiate marketplace and establishing "authentic" media consumer products with retailers like you.



## LSU Continues to License High Quality Artwork

LSU Trademark Licensing has put forth a great deal of effort in the last year in an attempt to work more closely with artists interested in producing LSU artwork. We are very excited about the artists that are currently working with the University, and we will continue to look for ways to build on the relationships with these unique and talented men and women.

LSU Trademark Licensing asks that you and your store continue to assist us in supporting artists licensed by LSU. You can find a current listing of licensed artists on the Licensee list that is updated monthly on [www.LSU.com](http://www.LSU.com). Pictured below, in order clockwise starting at the left, are prints by JBJ Creations, Donnie Miller, Don Davis (new LSU licensee), longtime LSU artist Jack Jaubert, and Doug Hess.



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## Anne Peden Jewelry Creates Unique Style with LSU Jewelry

Anne Peden Jewelry, a business that specializes in unique beaded bracelets, necklaces, earrings, and other specialty items has put together an outstanding line of LSU products.

Each piece of Anne Peden jewelry has a style that stands alone, and the combination of the LSU logo and the

vibrant colors will help to make these products stand out on the shelves.

To inquire about carrying products from Anne Peden, you can call 1-800-896-0895, or you can send an email to [infoapj@bellsouth.net](mailto:infoapj@bellsouth.net). You can also find other helpful information on her web site at [www.annepedenjewelry.com](http://www.annepedenjewelry.com).

## Road Trip Signs Offers a New Sign for Today's LSU Fan

Road Trip Signs has created a stylish electronic LED sign that lets the diehard LSU fans show their true colors on the road or at the home.

Each sign is 8" X 11" and weighs only 3 lbs. The solid state design uses a cigarette lighter power adapter or a standard wall jack for its power

supply, and the suction cups on the back can be removed if it is being displayed somewhere other than a car window.

To learn more about this fan friendly product, visit their web site at [www.Roadtripsigns.com](http://www.Roadtripsigns.com), or give them a call at 866-473-8747 x 11.



## College Gum Gives LSU Fans Something to Chew On

College Gum, a self-proclaimed "Breath of Fresh Air" in the collegiate marketplace, has designed a collection of LSU packaged gum. The mint flavored gum is of a very high quality, and the purple and gold packaging is very eye catching.

To learn more about this product, contact College Gum at 866-592-5787. Their web site is [www.collegegum.com](http://www.collegegum.com). You can also send an email to [general@collegegum.com](mailto:general@collegegum.com).

## Logo Inc. Lets LSU Tailgaters "Eat On the Field"

Logo Inc. has put together a new product that should appeal to almost every LSU fan. The product is a "Tailgate Table" that looks like a Football field. This fun and unique table is made for indoor and outdoor use, and stands over 29" tall.

To learn more about this item, along with the many other LSU items that Logo Inc. currently produces, contact them at 888-959-3030, or visit them at [www.logoinc.us](http://www.logoinc.us).

