

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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Dear LSU Tiger Tailer.

LSU Trademark Licensing hopes that you and your store made it through the recent winter weather without too much trouble. Thankfully, the cold weather has subsided and we are only days away from the start of another LSU baseball season. Coach Mainieri looks to have another outstanding team which should provide Tiger fans with lots to cheer about this spring.

The LSU Brand

As you may know, the LSU Board of Supervisors has initiated a re-organization review of the LSU System. The [LSU 2015](#) initiative's goal is to bring together the resources of the various units of the current LSU System to create a single, globally competitive LSU with statewide reach that is more efficient and more productive in the areas of educating its students, creating robust collaborative research, delivering effective health care, impacting economic development and conducting public service activities. One component of the LSU 2015 initiative is to develop a more consistent brand strategy across all LSU institutions.

LSU Trademark Licensing is working closely with LSU's Office of Communications and University Relations and the LSU institutions across the state to define this brand strategy. [LSU Alexandria](#) is the first institution to launch an institutional re-brand which utilizes the letters LSUA in the Geaux font in purple

and gold. LSUA Athletics will continue to use the Generals mascot and will not use the Geaux font in their Athletic brand identity.

Over the coming months, you may continue to see additional LSU institutional rebranding initiatives. We wanted to make you aware of this process which will ultimately give the LSU brand a more consistent look across Louisiana.

CAMEX

Sunday, March 9th – Tuesday, March 11th in Dallas, TX. Visit www.CAMEX.org for more info.

Thank you for your continued support of LSU through the sale of Officially Licensed Products. We appreciate the outstanding job that you do building the LSU Brand in the Marketplace.

GEAUX TIGERS!

**STAND RIGHT UP
AND ROAR**
#LSUROAR™



CLC Royalty Rankings

The Collegiate Licensing Company (CLC) announced its top-selling CLC member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2013 through December 31, 2013 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

- 1) Texas
- 2) Alabama
- 3) Michigan
- 4) Notre Dame
- 5) Georgia
- 6) **LSU**
- 7) Florida
- 8) Kentucky
- 9) Texas A&M
- 10) Nebraska
- 11) Oklahoma
- 12) Arkansas
- 13) Tennessee
- 14) North Carolina
- 15) Wisconsin
- 16) South Carolina
- 17) Florida State
- 18) Auburn
- 19) West Virginia
- 20) Penn State
- 21) Missouri
- 22) Clemson
- 23) Kansas
- 24) Louisville
- 25) Oklahoma State

Thank you for your work as an LSU Tiger Tailer!

Your efforts in selling officially licensed LSU products have served to put LSU at the #6 overall ranking in the CLC Consortium in licensing royalties generated back to the University. LSU Trademark Licensing looks forward to working with you to continue to strengthen LSU's retail presence, and we thank you for your continued support of **LSU**.

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OCJ

OCJ Apparel has combined the irresistible quality of Los Angeles designer jeans with fashionable adaptations of Tiger pride, bringing the first-ever line of premium LSU denim. OCJ Apparel's LSU denim line is elegant enough to wear on all occasions, not just during the game! These LSU jeans feature OCJ's four-way stretch denim with an authentic construction that gives a classic denim look. OCJ Apparel denim is available in boot cut, skinny, and shorts. Washes range from Deep Indigo, Varsity Fade, LSU Purple, and LSU Gold. The jeans are available from sizes 24 to 31 with an approximate inseam of 33.

For additional information please contact T.T. Nguyen at T.T.Nguyen@OCJApparel.com or at 817-386-3993.



OCJ APPAREL

Rah Rah Couture

Stadium Satchel

This chic structured silhouette handbag is a timeless classic. It features a top zip closure and double top handles with an adjustable detachable shoulder strap. Roomy with multiple interior pockets, it will keep you organized and stylish at the game or around town. Dimensions: 12" wide x 8" tall x 7" deep.

Material: Faux Leather



Game Day Shoulder Bag

This classic small carryall takes you everywhere in style. The organized interior and top zipper closure keep your essentials handy and secure. Dimensions: 14.5" wide x 10" tall x 5" deep

Material: Faux Leather



Tailgater

This sophisticated and versatile tote is perfect for campus, travel, or your pre-game festivities. Double handles fit comfortably over the shoulder, and it has a top zipper closure. Multiple interior pockets organize all your essentials. Dimensions: 18" wide x 11" tall x 6" deep

Material: Faux Leather



Campus Tote

This sleek vertical tote is perfect for your laptop, notebook, and textbooks. Double handles fit comfortably over the shoulder, and the interior pockets keep your classroom essentials easily accessible. Dimensions: 14" wide x 15" tall x 4" deep

Material: Faux Leather



Please contact Rah Rah Couture at 908-894-5007 for additional information.



RAH RAH COUTURE

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Pride & Glory Beauty Products



New LSU licensee Pride & Glory is pleased to introduce the first cohesive collegiate beauty brand with the launch of their first five products:

LSU HAND WASH: 12 oz.

This nourishing hand wash envelopes you in a clean fresh scent. The luxurious sudsing helps clean your hands thoroughly while hydrating hands with olive and sunflower seed oil extracts. Great as a gift when paired with the hand lotion.

LSU HAND LOTION: 12 oz.

This hand lotion heals and hydrates the skin instantly with rich shea butter and sesame oil. The clean fresh scent envelopes you. It helps soothe dry hands. Great as a gift when paired with the Hand wash.

LSU SHOWER GEL: 6.7 oz.

This refreshing shower gel invigorates your senses with its luxurious clean scent. This creamy formula imparts a great lather that leaves your skin soft and hydrated. Infused with shea butter, aloe, pantheonol, and olive oil to nourish and hydrate the skin while cleansing. Great as a gift when paired with the body lotion.

LSU BODY LOTION: 6.7 oz.

This light body lotion is enriched with shea butter and natural oils. It hydrates deeply while absorbing quickly. The scent is clean, crisp, and invigorating. Great as a gift when paired with the shower gel.

LSU BAR SOAP: 5 oz.

This triple milled bar soap creates a rich luxurious lather, while leaving the skin soft and smooth with shea butter. It is a nourishing non-drying bar that can be used on hands and body.



For ordering information, please call 208-629-2239.



LSU Trademark Licensing Welcomes the Following New Licensees

Acme United Corporation
The Big Game USA
College Vault by Tiedman & Formby
The Crons Brand

Judith March
Kargoyles
Lillybee
PAX Designs

Ross Sportswear
Rumble Cosmetics
STACHETATS
Wusthof - Trident

Visit www.LSU.com to access the most up to date list of LSU licensees and their contact info. The licensee list is always evolving and is updated monthly.