

LSU TIGER TAILER NEWSLETTER

AUGUST 1, 2014
VOLUME 10, ISSUE 40

LSU Trademark Licensing
225-578-3386

LSU Trademark Licensing
330 Thomas Boyd Hall
Baton Rouge, LA 70803
225-578-3386
trademark@lsu.edu
www.LSU.com

Contents

Updates	1
CLC Royalty Rankings	2
Tiger Stadium Replica	3
LSU Guitar and Guitar Strap	4
Zephyr Mission Belt	5
New Licensees	5

Dear LSU Tiger Tailer.

LSU Trademark Licensing hopes that you and your store are having a great summer. The school year is almost upon us and the Tigers play their first football game at the end of the month in the AdvoCare Texas Kickoff in Houston's NRG Stadium. This matchup with Big 10 powerhouse Wisconsin will give the Tigers a tough test in this nationally televised game.

AdvoCare Texas Kickoff Licensees

The AdvoCare Texas Kickoff game is treated like a bowl game in which LSU licensees have to apply to the AdvoCare Texas Kickoff to obtain rights to produce products for the game. The following companies have obtained a license for the AdvoCare Texas Kickoff game as of the writing of this newsletter:

Bayou Apparel (225-928-8080)
Giraphic Prints (225-923-2434)
Rawlings Sporting Goods (314-819-2839)

College Colors Day

The tenth annual College Colors Day celebration will take place on Friday, August 29, 2014. College Colors Day is a fun, casual Friday where people are encouraged to wear officially licensed collegiate product of their favorite institution. For additional information on this national collegiate celebration, please visit www.CollegeColorsDay.com.

2014 LSU Football Dates of Interest:

- **AdvoCare Texas Kickoff**
August 30th vs. Wisconsin
- **Gold Game**
September 20th vs. Mississippi St
- **Homecoming**
October 25th vs. Ole Miss

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!



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 June 30, 2014 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) Florida
- 7) Kentucky
- 8) LSU**
- 9) Florida State
- 10) Texas A&M
- 11) North Carolina
- 12) Auburn
- 13) Oklahoma
- 14) Nebraska
- 15) Arkansas
- 16) Wisconsin
- 17) Tennessee
- 18) South Carolina
- 19) Penn State
- 20) Missouri
- 21) West Virginia
- 22) Kansas
- 23) Clemson
- 24) Oklahoma State
- 25) Louisville

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 #8 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**.

LSU TIGER TAILER NEWSLETTER

Tiger Stadium Replica with South End Expansion



Introducing the first and only photo-realistic Tiger Stadium replica. This incredibly accurate model of Death Valley includes the 2014 South End expansion and will look perfect in any man cave, office or kid's bedroom. The 7" x 7" x 2.5" model comes mounted on a walnut finish plaque and is produced using the most advanced 3D printing technology available. All ZVerse products are designed and manufactured in the USA.

For additional information please contact sales@zverse.com or call 803-764-0353.

LSU TIGER TAILER NEWSLETTER

LSU Rocks with College Guitars' LSU Guitar and Guitar Strap



LSU#1



Brack Davis 859-273-2737 www.collegeguitars.com
bdavis@collegeguitars.com



CGS-LSU Strap



Wall Hanger

Each guitar comes with an all metal wall hanger. The perfect way to display your instrument!

Each LSU College Guitar is a fully functional and playable instrument featuring a spruce top and mahogany back and sides. The real rosewood injected resin radiused fingerboard with nickel silver frets gives this instrument perfect playability. Standard features also include a 6-pin rosewood bridge, adjustable truss rod and sealed die-cast tuners.

The fully bound necks and bodies in officially licensed LSU colors and logos make this guitar the definitive centerpiece for any Tiger fan.

Each College Guitar comes with a Universal Guitar Hanger that will fit on a standard wall or a slat wall. The hanger is adjustable to orient to the left, right, or center so fans can show off their trophy at any angle.

Guitar Features:

- 39" Concert Size
- Adjustable Truss Rod
- Steel Strings
- Covered Chrome Tuning Machines
- Radiused Rosewood Fretboard
- 10 Year Warranty
- 6-Pin Rosewood Bridge
- Universal Guitar Hanger

Tiger fans can further show their team spirit while playing their LSU guitar by strapping on this Officially Licensed CollegeGuitars™ LSU guitar strap! These 2" twill web weave straps are soft, durable and made of high quality 100% white cotton with direct to garment printing. Each strap comes with sewn-on double thick cowhide leather ends and is easily adjustable from 31" to 54" with the convenient nylon buckle. **MADE IN THE USA!**

Strap Features:

- Durable yet soft 100% white cotton webbing
- 2" wide with direct to garment print of the LSU logos
- Genuine Cowhide Leather Ends
- Easily adjustable length from 31" to 54"

For ordering information please contact Brack Davis at bdavis@collegeguitars.com or call 859-273-2737

LSU TIGER TAILER NEWSLETTER

Zephyr-Mission Belt

Tiger fans can make a fashion statement with this innovative Zephyr-Mission Belt that was featured on an episode of the TV show Shark Tank. These high quality LSU belts are perfect for any occasion from attending a Tiger game, at the office, on the town or just relaxing at home. The ratcheting system with ¼” adjustments instead of the traditional 1” adjustment holes allows for the best fit for the fluctuating waist line to have the perfect fit all the time. Since there are no adjustment holes in the leather, this belt gives a unique and sleek look compared with belts currently in the market. The Zephyr-Mission belt also has interchangeable buckles and leathers to choose the optimal color combination for each fan. The quality made release lever is intuitive and smooth to operate. Not only will Tiger fans look good, they will feel good knowing that for every belt purchased, Mission Belts donates \$1 to [Kiva](#), a non-profit micro-lending organization.

For ordering information, please contact Zephyr at 888-282-0994 or customerservice@zhats.com.



LSU Trademark Licensing Welcomes the Following New Licensees

Ahead LLC
Champion Custom Products (Star Wars)
Chant LLC
College Classics by Wildcat Retro Brands
CTI Industries Corp.
Dr. Seuss by College Kids
Fanz LLC
Fortun Foods Inc.

Highland Graphics Inc.
Jewelpop Inc. dba Kameleon Jewelry
Lisa Paige LLC DBA Chewbeads
MDgolf.ca Inc.
New Orleans Famous Sno-Balls To Go
Private Client Group
RW Watches Limited
Shrin Corporation DBA Coverking

Solvar Limited
Sun Hill Industries Inc.
TeamHeads
Wear For Fun Inc.
Whirlpool Corporation
Wise Company
ZVerse Inc.

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.