Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your store are having a great fall. The basketball and holiday seasons are right around the corner and hopefully both will lead to increased sales for your store. Additionally, the LSU football team’s season is winding down and LSU Trademark Licensing will keep you informed about bowl game licensing information as it becomes available.

LSU’s Top Licensees

We’ve added a new feature to our newsletter that we hope you will find helpful: LSU’s top apparel licensees, non-apparel licensees and Louisiana based licensees for the current fiscal year. While some of the licensees on these lists may sell in distribution channels separate from your store’s distribution channel, we hope you find it informative and useful to see which companies are selling the most LSU products overall in these categories. If you are interested in contacting any of these top licensees or the new licensees listed on page 7, you can always look up their contact information on the licensee lists at www.LSU.com.

CAMEX

The CAMEX trade show will take place from Sunday, February 22nd – Tuesday, February 24th in Atlanta, GA. CAMEX is the higher education retailing industry’s largest trade show and educational event. The show combines a strong educational program designed for retailers with the opportunity to meet attendees from over 1000 college stores and view items in more than 90 product categories from over 700 companies occupying more than 1500 booths. A lot of business is conducted during the three-day show and many vendors have trade show specials. To learn more about CAMEX, visit www.CAMEX.org, or call 800-622-7498.

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.
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, 2014 through September 30, 2014 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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’s Top Licensees

The lists below show LSU’s top overall performing licensees for apparel, non-apparel and the top Louisiana based licensees. These rankings represent royalties reported July 1, 2014 through September 30, 2014 on all LSU merchandise sold.

<table>
<thead>
<tr>
<th>Apparel</th>
<th>Non-Apparel</th>
<th>Based in Louisiana</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Knights Apparel</td>
<td>1) Logo Chair</td>
<td>1) Kelley &amp; Abide</td>
</tr>
<tr>
<td>2) Nike</td>
<td>2) WinCraft</td>
<td>2) Bayou Apparel</td>
</tr>
<tr>
<td>3) VF Imagewear (Section 101)</td>
<td>3) Evergreen Enterprises</td>
<td>3) GameDay Foods</td>
</tr>
<tr>
<td>4) Colosseum Athletics</td>
<td>4) Northwest Company</td>
<td>4) Giraphic Prints</td>
</tr>
<tr>
<td>5) Columbia Sportswear</td>
<td>5) Rico Industries/Tag Express</td>
<td>5) Coolr Coolrz</td>
</tr>
<tr>
<td>6) Top of the World</td>
<td>6) Team Beans</td>
<td>6) Storyville</td>
</tr>
<tr>
<td>7) Nike by Haddad Brands</td>
<td>7) Fabrique Innovations</td>
<td>7) New Orleans Famous Sno-</td>
</tr>
<tr>
<td>8) New World Graphics</td>
<td>8) Jenkins Enterprises</td>
<td>8) Gridiron Décor</td>
</tr>
<tr>
<td>9) Captivating Headgear</td>
<td>9) Igloo Products</td>
<td>9) 2 Bandits</td>
</tr>
<tr>
<td>10) Sideline Apparel by College</td>
<td>10) Creative Converting</td>
<td>10) Gulf South Animated</td>
</tr>
<tr>
<td>Concepts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11) Royce Apparel</td>
<td>11) Boelter Brands</td>
<td></td>
</tr>
<tr>
<td>12) Tailgate Clothing Company</td>
<td>12) California Innovations</td>
<td></td>
</tr>
<tr>
<td>13) Kelley &amp; Abide</td>
<td>13) Tervis Tumbler Company</td>
<td></td>
</tr>
<tr>
<td>14) Antigua</td>
<td>14) Renaissance Imports</td>
<td></td>
</tr>
<tr>
<td>15) Champion</td>
<td>15) Wild Sales</td>
<td></td>
</tr>
<tr>
<td>16) Blue 84</td>
<td>16) B.S.I. Products</td>
<td></td>
</tr>
<tr>
<td>17) Bayou Apparel</td>
<td>17) Kolder</td>
<td></td>
</tr>
<tr>
<td>18) Cutter &amp; Buck</td>
<td>18) Upper Deck Company</td>
<td></td>
</tr>
<tr>
<td>19) Outerstuff</td>
<td>19) United General Supply Co.</td>
<td></td>
</tr>
<tr>
<td>20) Atlanta Hosiery Company</td>
<td>20) Concept One Accessories</td>
<td></td>
</tr>
<tr>
<td>21) 5th &amp; Ocean Clothing</td>
<td>21) AES Optics</td>
<td></td>
</tr>
<tr>
<td>22) Victoria’s Secret by 5th &amp; Ocean</td>
<td>22) CSS Industries</td>
<td></td>
</tr>
<tr>
<td>23) Peter Millar</td>
<td>23) Harland Clarke Corp.</td>
<td></td>
</tr>
<tr>
<td>24) To the Game</td>
<td>24) Rawlings Sporting Goods</td>
<td></td>
</tr>
<tr>
<td>25) E5</td>
<td>25) Crocs</td>
<td></td>
</tr>
</tbody>
</table>

LSU Trademark Licensing appreciates the efforts of all the outstanding businesses that have partnered with the University as licensees. Their hard work and innovation helps to keep the LSU retail market fresh with fantastic LSU products for Tiger fans of all ages. The LSU licensee lists, complete with every company’s contact information, can be found at www.LSU.com.
Duck Commander and LSU have teamed up with this officially licensed duck call. This premium encapsulated acrylic call is 4.5” tall and made from acrylic cast rod which is cut to precision, highly polished and finished off with a brushed aluminum band. As with all of Duck Commander's calls, it is custom tuned.

Willie and Jase Robertson were celebrity guest pickers on ESPN College Gameday at LSU on Saturday, October 25, 2014 and the Duck Commander LSU duck call made a cameo appearance as seen in the photo above. Please call 318-387-0588 to place an order for your store.
May the Eye Be With You: And now with this unique indoor/outdoor team display item it can be – all you need is a door. The GAMEDAY Door Disk is great for dens, offices, kitchens, or kids’ rooms. It actually makes ANY door look better. On game day, it is recommended that fans hang the Door Disk on their front door and do their part to “HELP THEIR TEAM WIN!”

The GAMEDAY Door Disk is a durable 20” disk with a foam backing to help protect doors from damage and comes with an easy to attach 22” hanger that fits most standard residential doors. The front of the disk displays a high quality, fade-resistant vinyl decal in a bold graphic design. Since the product is also water-resistant, it is very outdoor friendly.

To order, please contact George McCullough (LSU Class of ’76) with GAMEDAY Designs, LLC at 225-936-9972 or email HelpYourTeamWin@gmail.com.

Decals printed and installed by Vivid Ink, Baton Rouge & New Orleans

*The GAMEDAY Door Disk has been found to be as or more effective than all other things that you think might help your team win. This would include lucky shirts, hats, socks or any other lucky item or any Gameday ritual or tradition known to man.
Posters Are Back! Team Spirit Store offers Tiger fans the very best in LSU home and office art decor. Combining the world-class talents of the TSS artists and the iconic marks and colors of LSU, these high quality 24” x 18” posters are perfect for any LSU fan, student or alumni who loves to display their Tiger spirit.

Give Them a Card They’ll Really Keep! Fun and full of LSU spirit, the Team Spirit Store Tiger Card Collection features some of the cutest and most spirited 4” x 6” greeting cards and invitations available to Tiger fans. Available in cost-saving 5 and 10 card bundles which include envelopes.

Product and Supplier Features:
- No Minimum Buys
- 10% off First Re-Order
- High Quality Digital Print Process
- Exclusive Designs
- Orders Ship Within 3 Business Days
- Made in USA

For questions and ordering information, contact Eric Petersen at 208.440.4312 or eric@teamspiritstore.net.
Golf Hitting Mat

Tiger fans can improve their golf swing while showing off their LSU pride with Sports Licensing Solutions’ golf hitting mats. The 20” x 17” mat is designed to last as it is made of durable vinyl and a realistic turf that won’t peel off or shed. The LSU golf hitting mat comes with a removable rubber tee that accepts a wooden tee and it also features recessed “cups” to hold balls and tees. The mat can be anchored down in all four corners with wooden tees to keep the mat in place. The hitting mat is great for left and right handed golfers and saves lawns from unsightly divots.

For contact information, please contact Richard Greenberg at 678-802-3834 or richardg@fanmats.com.

LSU Trademark Licensing Welcomes the Following New Licensees

2 Bandits  Forsythe Licensing
40 Days  Friedmans' Premier System, Inc
B Unlimited  Gameday Designs
BBC International  Grace and Lace
College Concepts (Star Wars)  Henson Decorative Metal
Dearborn Brand  Icon Outdoors
Dooney & Bourke Inc.  KB Covers Inc.
Fast Asleep  Knights Apparel Inc. (Star Wars)
The Fine Companies  My Support Mailbox
Pelican Products Inc.
PPG Architectural Finishes Inc.
Pro-Mart Industries Inc.
Smith - Clay Inc.
Tomgal LLC dba Robin Ruth
Trademarx LLC dba Team Towels
Trident Trading 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.