Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that spring is going well you and your store. LSU Athletics is enjoying one of its most successful years across all athletic programs. Recently, the Gymnastics team made the Super Six, the men’s and women’s Basketball teams made the postseason, Baseball and Softball have been ranked #1, both Track teams are ranked in the top 10 and both Tennis teams have had successful seasons. As the Tigers progress to post-season play, we wanted to advise you of the Baseball and Softball Locker Room programs so you can plan ahead. The SEC Baseball and Softball Tournament Champions Locker Room cap will be produced by Top of the World and the shirt will be produced by Box Seat Clothing. Top of the World and Gear for Sports will produce Men’s and Women’s College World Series Locker Room caps and tees. We will keep you up to date with any hot market opportunities that may develop among LSU Athletics teams in the coming weeks and months.

Notes from the Director

Many of you probably heard about the 3/31/15 passing of Dave Evans who co-owned the Tiger Town store in Shreveport with his wife. I had the good fortune of working with Dave for a number of years and always enjoyed his quick wit, retail expertise and his keen eye for finding unlicensed products in the market. I really appreciate the way Dave and Kim have always been diligent in doing things by the book at Tiger Town and Dave always made sure to make me aware when vendors were not doing things the right way or were producing unlicensed products. Dave will be missed and my thoughts and prayers go out to his family.

One of the LSU retail community’s longest tenured stores, Tyger Gifts in Metairie, recently closed up shop on 3/27/15 after 31 years. Ms. Grace, Ms. Susan and all the Tyger Gifts employees did an outstanding job in the store for a very long time. Tyger Gifts became a destination for Tiger fans to shop and talk all things LSU year round which is evident by the outpouring of fans/customers/friends on social media speaking about “their LSU shop” closing. I’d like thank the Bankston family for their years of dedication to selling officially licensed LSU products and I also wish them much success and happiness as they begin a new chapter.

2015 Fall Dates of Interest
College Colors Day Sept. 4
Gold Game Sept. 19 vs. Auburn
Homecoming Oct. 24 vs. Western Kentucky
LSU Salutes Nov. 14 vs. Arkansas

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 retail 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 March 31, 2015 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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 March 31, 2015 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) Nike</td>
<td>1) Balfour</td>
<td>1) Kelley &amp; Abide</td>
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<tr>
<td>2) Knights Apparel</td>
<td>2) Wincraft</td>
<td>2) Bayou Apparel</td>
</tr>
<tr>
<td>3) VF Imagewear (Section 101)</td>
<td>3) Logo Chair</td>
<td>3) Giraphic Prints</td>
</tr>
<tr>
<td>4) Colosseum Athletics</td>
<td>4) Northwest Company</td>
<td>4) Storyville</td>
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<tr>
<td>5) Captivating Headgear</td>
<td>5) Team Beans</td>
<td>5) GameDay Foods</td>
</tr>
<tr>
<td>6) Columbia Sportswear</td>
<td>6) Evergreen Enterprises</td>
<td>6) Highland &amp; State</td>
</tr>
<tr>
<td>7) Top of the World</td>
<td>7) Tervis Tumbler Company</td>
<td>7) Coolr Coolrz</td>
</tr>
<tr>
<td>8) Nike by Haddad Brands</td>
<td>8) Fabrique Innovations</td>
<td>8) New Orleans Famous Sno-Balls To Go</td>
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<tr>
<td>9) 47 Brand</td>
<td>9) Wild Sales</td>
<td></td>
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<tr>
<td>10) Royce Apparel</td>
<td>10) Rico Industries/Tag Express</td>
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<tr>
<td>11) Sideline Apparel by College Concepts</td>
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<td></td>
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<tr>
<td>12) New World Graphics</td>
<td>13) Private Client Group</td>
<td></td>
</tr>
<tr>
<td>13) Kelley &amp; Abide</td>
<td>14) Concept One Accessories</td>
<td></td>
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<tr>
<td>14) Antigua</td>
<td>15) Harland Clarke</td>
<td></td>
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<tr>
<td>15) Bayou Apparel</td>
<td>16) Renaissance Imports</td>
<td></td>
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<tr>
<td>16) Tailgate Clothing Company</td>
<td>17) United General Supply Co.</td>
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<tr>
<td>17) Victoria’s Secret PINK</td>
<td>18) Igloo</td>
<td></td>
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<tr>
<td>18) College Concepts</td>
<td>19) B.S.I. Products</td>
<td></td>
</tr>
<tr>
<td>19) College Vault by 47 Brand</td>
<td>20) Crocs</td>
<td></td>
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<tr>
<td>20) Champion</td>
<td>21) YETI Coolers</td>
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<tr>
<td>21) Cutter &amp; Buck</td>
<td>22) The Memory Company</td>
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<tr>
<td>22) Outerstuff</td>
<td>23) Creative Converting</td>
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<tr>
<td>23) Atlanta Hosiery Company</td>
<td>24) Russell Stover Candies</td>
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<tr>
<td>24) Peter Millar</td>
<td>25) Upper Deck Company</td>
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<td>25) Blue 84</td>
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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 a wide variety of 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](http://www.LSU.com).
**Wilton Armetale Serveware**

Cast in Armetale® Metal, these functional serveware products will perform at a high level by cooking, grilling or chilling and serving in the same piece. Fans can serve their favorite food to family, friends and guests while showing that they’re a true Tiger fan and proud of it.

Wilton Armetale’s robust LSU assortment includes 16 products featuring highly polished bowls, chip & dips, multi-servers, trays and a clock. Tailgaters and grilling aficionados will love the 4 quart Chili Pot, Football Griller, Griddle, Sizzle Skillet, Vegetable Griller and the Deep Dish.

Armetale® metal, a cast aluminum alloy, was originally formulated for use in restaurants over 50 years ago. Crafted to be used every day, these products will last a lifetime. Since 1963, Wilton Armetale has been producing customized items using this patented, food-safe alloy. Continuing with that tradition, Wilton Armetale is offering these custom LSU heirlooms, embossed and cast in this durable metal that will last for generations of LSU fans to come!

For more product and ordering information, please contact:
 Jesica Wagner / Sales Specialist
Wilton Armetale
Phone: 717-928-2563
Email: jwagner@armetale.com

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**Wilton Armetale**

* a creative way to cook & serve every day™
LSU Baseball Art
by Big Catfish Studio

Baton Rouge area water color artist Judy Hanks is capturing the Golden Age of LSU Baseball in fine art prints. Her art focuses on the LSU Baseball experience from every human angle. Judy believes her art shows LSU Baseball’s fan and team culture which have been cultivated from years of successful coaching demonstrating the values of sportsmanship infused with selfless generosity and true hospitality.

For a detailed description of each of Judy’s LSU Baseball prints, please click on a print image on this page to visit that item’s page on www.bigcatfishstudio.com. For ordering information, please call 225-301-9511.
Tail Activewear

Tail Activewear is a new LSU licensee, but for over 40 years, Tail has been at the forefront of women’s active apparel, bringing fashion and performance together with distinctive, stylish looks and detailing. Tail’s focus on consistent fit and exceptional fabrications allows them to deliver quality products year after year, creating a loyal following of Tail consumers worldwide. Tail’s golf, tennis, training, yoga, and swimwear lines are all geared specifically towards the active lifestyle of today’s woman.

Image #1 (right)
• The Ultimate in Game Day Fashion! The Fan Wrap is the perfect layering piece, with 7 different ways to wear the wrap with endless styling possibilities!

Image #2 (below)
• Pieces that are comfortable for lounging, but fashionable and stylish enough to take fans anywhere they want to show their school spirit. The Fearless Jacket and Joy Capri are fashion athleisure pieces in women’s sizing from XS - XL.

For more information on the Tail Fall 2015 College & Team line, contact Customer Service at 800.876.8245 or cs@tailactivewear.com.
GOES BACK TO SCHOOL

The catstudio Collegiate Collection is a celebration of not just a name or logo, but of an experience. Together, catstudio and LSU have created an original, copyrighted design that illustrates that experience through humor, nostalgia, and dare we even say education!

Pillows (Coming Summer 2015)
- Embroidered on 100% cotton - 16"x20" (includes deluxe poly form)
- XL Pillows 30"x40" can be special ordered

Drinking Glasses (Coming Fall 2015)
- Vibrant colors on a 15 oz frosted tumbler; dish washer safe

Dish Towels (Coming Fall 2015)
- Silkscreened on 100% cotton with hand embroidered details
- Packaged in giftable organdy pouch

Join the Fun!
Ginny Ball
703.201.8200
ginny@catstudio.com

Join the adventure on /catstudiodesigns @catstudiodesigns @catstudio /catstudiodesign
Signature Tumblers

Signature Tumblers was recently licensed to produce LSU branded drinkware. Signature Tumblers’ thermal insulated tumblers are made in the USA for a lifetime of fun, and the double-walled, high quality material helps keep drinks cold or hot. Signature Tumblers are dishwasher safe and come with a lifetime guarantee. They don’t sweat and are shatterproof which makes them perfect for showing Tiger pride at a tailgate or at home. Signature Tumblers offers low minimums with just $150 opening orders and $100 reorders. Additionally, they only require purchases in multiples of 2 per design. For ordering information, please visit www.collegiatetumbler.com or call 952-746-7916.

LSU Trademark Licensing Welcomes the Following New Licensees

Big Catfish Studio  National Entertainment Collectibles Association
catstudio Inc.  Nike by Branded Custom Sportswear
College Vault by Imperial International  Origami Owl
Everlasting Images  Sideline Sneakers
LeDuc Gifts & Specialty Products dba Signature USA  Southern Collegiate Apparel
MagTrim Designs  Westbrook Sports Classics

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.