Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that summer is going well for you and your store. The LSU Men’s golf team had a great start to the summer by defeating USC to win the program’s fifth national championship and first since 1955. Classes at LSU are set to begin in just three weeks and the Tiger football team is training hard for the season that begins next month. Coach Miles has another talented team ready to take on the always difficult SEC West. We will keep you apprised of any important licensing updates should they arise in the coming weeks.

College Colors Day

The eleventh annual College Colors Day celebration will take place on Friday, September 4, 2015. 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.

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

CAMEX
The CAMEX trade show is coming to Houston, TX on Sunday, March 6-Tuesday, March 8, 2016. Visit www.camex.org for additional information.

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.

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, 2014 through June 30, 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) Auburn
11) North Carolina
12) Tennessee
13) Nebraska
14) Wisconsin
15) Arkansas
16) South Carolina
17) Penn State
18) Oklahoma
19) Missouri
20) Texas Tech
21) Kansas
22) West Virginia
23) Clemson
24) Arizona State
25) Arizona

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 June 30, 2015 on all LSU merchandise sold.

**Apparel**

1) Nike  
2) Knights Apparel  
3) VF Imagewear (Section 101)  
4) Colosseum Athletics  
5) Columbia Sportswear  
6) Captivating Headgear  
7) Top of the World  
8) Nike by Haddad Brands  
9) Royce Apparel  
10) 47 Brand  
11) Kelley & Abide  
12) New World Graphics  
13) Sideline Apparel by College Concepts  
14) Antigua  
15) Bayou Apparel  
16) College Concepts  
17) College Vault by 47 Brand  
18) Tailgate Clothing Company  
19) PINK by Victoria’s Secret  
20) Champion  
21) Cutter & Buck  
22) League Collegiate Wear  
23) Atlanta Hosiery Company  
24) Blue 84  
25) Nike Golf

**Non-Apparel**

1) Balfour  
2) Wincraft  
3) Logo Chair  
4) Northwest Company  
5) Team Beans  
6) Evergreen Enterprises  
7) Tervis Tumbler Company  
8) Fabrique Innovations  
9) Jenkins Enterprises  
10) Rico Industries/Tag Express

**Based in Louisiana**

1) Kelley & Abide  
2) Bayou Apparel  
3) Storyville  
4) Giraphic Prints  
5) GameDay Foods  
6) Coolf Coolrz  
7) Highland & State  
8) New Orleans Famous Sno-Balls To Go  
9) Gridiron Décor  
10) Red Stick Sports

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).
LSU TIGER TAILER NEWSLETTER

Lil Fan Baby Gear

Club Seat – Premium 2-in-1 High Back Booster Seat
- Recommended for ages 4 - 12
- Approved for the forward facing use of children 30lbs - 110lbs
- Side impact tested and approved
- Shoulder and lap belt guides for proper positioning of seat belt
- 5 - position headrest for your child’s growth and height
- Thick-cushioned air permeable covers are easily removable and washable
- Larger and wider cushioning offers maximum comfort
- Backrest can be easily detached and used as a no-back booster seat

Box Seat – Premium Slimline No-Back Booster Seat
- Recommended for ages 4 - 12
- Approved for the forward facing use of children 40lbs - 110lbs
- Adjustable shoulder belt clip for proper positioning of shoulder belt
- Seat belt guide for proper positioning of lap belt
- Thick-cushioned air permeable covers are easily removable and washable
- Larger and wider cushion offers maximum comfort

The Coach – Diaper Messenger Bag
- 13.25” high x 12.25” wide x 5.75” deep
- Pockets: large outside Velcro closure back pocket, 2 inside pockets (1 zippered)
- Insulated inside divider pocket
- Stroller straps
- Nickel-free clasps
- Magnetic front flap closure
- Removable shoulder & backpack straps
- Plastic feet on the bottom of the bag to protect from soiling
- Contrast color zippers, mesh & webbing
- Polyester jacquard fabric
- Polyester jacquard changing pad with a clear PVC no slip backing (23.5 x 16.25”)

The Trainer - Diaper Backpack
- 17” high x 13.5” wide x 7” deep
- Pockets: front pocket for changing pad, large insulated side pocket for bottle storage, outside mesh pocket, top pocket for phone or MP3 player
- Polyester jacquard fabric
- Adjustable stroller straps
- Contrast color zippers & webbing
- Web strap reinforced top handle
- Looped zipper pulls for accessory attachments
- Polyester jacquard changing pad with a clear PVC no slip backing (23.5 x 16.25”)

The Sideline – Diaper Sling Bag
- 17” high x 13” wide x 7” deep
- Pockets: 2 concealed & 1 side mesh, front zipper pocket, outside insulated pocket for bottle storage, outside pocket for changing pad, 2 inside pockets
- Polyester jacquard fabric
- Polyester jacquard changing pad with a clear PVC no slip backing (23.5 x 16.25”)

For ordering info, contact customercare@lilfan.com.
LSU TIGER TAILER NEWSLETTER

INTRODUCING...

12" x 30" Premium Quality Pennant

THE FORCE IS STRONG WITH THIS ONE

12" x 30" Premium Quality Pennant

YOU UNDERESTIMATE THE POWER OF LSU

3' x 5' Deluxe Flag

28" x 40" 2-Sided Vertical Banner

Can Cooler

1" Bottle Opener Key Strap

1" Lanyard

11" x 17" Multi-Use Decal Sheet
4-Cut to Shape Decals

4" x 4" Perfect Cut Decals

USE THE FORCE LSU

Trissa Bertrand
Collegiate Sales Specialist
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Nate Wohlfeil
Retail Sales Specialist
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Graphics Subject to Change
1124 W. 5TH STREET, WINONA, MN 55987 | 800.533.8006 | WINCRAFT.COM
Big Game USA Footballs and Coasters

In a time when much of our country’s football fabrication is outsourced abroad, Big Game USA keeps it right here at home, making footballs for American fans in the place where their favorite sport truly lives. Big Game USA produces between 300-500 footballs by hand each day in their Dallas factory. The quality craftsmanship of Big Game USA footballs has led to the production of both commemorative and collegiate regulation footballs. Today, no other company ships more FBS college game balls than Big Game does.

1906 LSU Football (top right)
Handmade with authentic hide and equipped with a microchip near the laces, this new gametag™ technology allows fans to trace their LSU Football from inception to completion. Each ball also features the distinct purple LSU logos on one of the pebbled leather panels. This ball utilizes the same design and quality as the official game balls used by the Tigers on Saturdays in Death Valley.

Autograph Ball (below)
Featuring a vibrant LSU logo among four smooth white panels, this top of the line football is perfect for fans seeking the autographs of their favorite Tigers.

Football Leather Coasters (bottom right)
These LSU football leather coasters help fans beat the opponent – water rings. The coasters are made from the same leather and feature the same logos as the official LSU game ball used on the field. They soak up any condensation and protect counter tops like the LSU line protects the quarterback. Each set comes with four coasters.

For more information, please contact Sarah Kaiser at 972-292-0700 or skaiser@biggameusa.com.
Selfie Stick with Bluetooth Remote by The Fanatic Group

The Fanatic Group’s new LSU selfie stick with Bluetooth remote works with all compact point and shoot digital cameras that have a self-timer and tripod socket. This lightweight and easy to carry device helps to capture photos or videos in hard to reach places.

The selfie stick is made with aluminum alloy and plastic material and includes a non-slip soft form handle, key ring and wristlet. The seven section leg with quick release clamps provide fast and easy set-up and the adjustable ball head and thumb screw locks for 180 degree angle shooting.

This ingenious device extends to 3.5 feet, retracts to 8.7 inches and weighs in at 4 oz. It is suitable for mobile phones 2.2-3.3 inches and is compatible with the following devices:
- iPhone 5s, 5c, 5, 4s, 4
- iPad 3, 2, Mini, with retina display
- iPod touch: 4th generation or newer
- Android phones

For ordering information, please call 732-512-1777.
Sleefs

SLEEFS is a brand new LSU licensee but has been designing and selling arm sleeves for several years now. SLEEFS arm sleeves are great for baseball, basketball, football and tons of other outdoor activities. They provide light compression for muscle support as well as UV protection (SPF 50+).

SLEEFS LSU licensed products are in partnership with Operation Hat Trick. OHT generates awareness, support, and funding for the recovery of America’s wounded warriors, both active service members and veterans.

For more information on SLEEFS, please contact them via email: wholesale@sleefs.com or phone: 844.475.3337.