Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the fall is going well for you and your store.

**NCAA Compliance Information**
The LSU football team has had an outstanding season and excitement is high for the upcoming LSU basketball season. Both programs have superstar players and we wanted to remind you that no university can sell items that include an individual student-athlete’s name, picture or likeness (NCAA Bylaw 12.5.1.1 (h)). This Bylaw also prohibits universities from selling items that include a recognizable nickname for a current student-athlete.

If vendors contact your store to try to sell items with an individual student-athlete’s name, picture, likeness, nickname or any other associative graphics and phrases, please contact Brian Hommel (bhommel@lsu.edu) so LSU can address any trademark and NCAA compliance issues with the items. We appreciate your understanding and assistance with LSU’s compliance with NCAA Bylaws to ensure that LSU student-athletes’ eligibility is not at risk.

**Sports Licensing and Tailgate Show**
The Sports Licensing and Tailgate Show will take place in Las Vegas from Sunday, January 24-Tuesday, January 26, 2016. The show features over 350 exhibitors with licensed products that cater to stores selling sports related licensed products and tailgating supplies. Their License to Buy discount program offers incentives to place orders on the show floor. For more information on the Sports Licensing and Tailgate Show, please visit www.sportstailgateshow.com.

**CAMEX**
The CAMEX trade show is coming to Houston, TX on Sunday, March 6-Tuesday, March 8, 2016. 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 nearly 1000 college stores and view items in more than 90 product categories from over 650 companies. 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 retail marketplace.

GEAUX TIGERS!
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, 2015 through September 30, 2015 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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.
**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, 2015 through September 30, 2015 on all LSU merchandise sold.

**Apparel**
1. Knights Apparel  
2. Nike  
3. Columbia Sportswear  
4. VF Imagewear (Section 101)  
5. Colosseum  
6. Top of the World  
7. Captivating Headwear  
8. Royce Apparel  
9. New World Graphics  
10. Sideline Apparel by College Concepts  
11. Nike by Branded Custom Sportswear  
12. Outerstuff  
13. Blue 84  
14. Victoria’s Secret PINK by 5th & Ocean  
15. Cutter & Buck  
16. Kelley & Abide  
17. Icon Outdoors  
18. Antigua  
19. Peter Millar  
20. Tailgate Clothing Company dba T-University  
22. Original Retro Brand  
23. G-III Sports  
24. New Era Cap Company  
25. Bayou Apparel

**Non-Apparel**
1. Logo Chair  
2. Rawlings Sporting Goods  
3. Team Beans  
4. WinCraft  
5. Rico Industries/Tag Express  
6. Tervis Tumbler Company  
7. The Northwest Company  
8. Boelter Brands  
9. Jenkins Enterprises  
10. The Memory Company  
11. Panini America  
12. Fabrique Innovations  
13. Wild Sales  
14. Kolder, Inc.  
15. Creative Converting div. of Hoffmaster Group, Inc.  
16. California Innovations  
17. Team ProMark  
18. Marketing Results  
19. Stockdale  
20. B.S.I. Products  
21. Harland Clarke Corp.  
22. Promoversity  
23. Siskiyou Buckle Co.  
24. United General Supply Co.  
25. Renaissance Imports

**Based in Louisiana**
1. Kelley & Abide  
2. Bayou Apparel  
3. New Orleans Famous Sno-Balls To Go  
4. GameDay Foods  
5. 2 Bandits  
6. Girraphic Prints  
7. Gridiron Decor  
8. Storyville  
9. Gulf South Animated Motion Tech  
10. Routh Illustrations

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).
Fat Boy USA Beanbag and Lamp

**LSU Tigers Fatboy® Original Beanbag**
The new LSU Tigers Fatboy® Original beanbag is perfect for dorm rooms, living rooms, media rooms, offices or tailgating parties. This beanbag is both a perfect leisure chair for one or an intimate snuggle sofa for two. Other features of the LSU Fatboy® Original beanbag include:

- Fun and multifunctional school spirited lounge beanbag perfect for reading, studying, watching TV, cuddling, and relaxing.
- Created by Finnish award-winning designer Jukka Setala.
- Filled with virgin polystyrene beads; cover crafted from a durable nylon with protective coating for stain and water resistance.
- Easy to clean with damp cloth and mild soap.
- Measures 70 inches long by 55 inches wide by 8 inches high.

**LSU Tigers Fatboy® Lamp**
The LSU Tigers Fatboy® Edison the Petit lamp and Cooper Cappie lampshade is the brightest, most spirited addition to the Fatboy® family of collegiate lifestyle products. It will light up dorm rooms, media rooms, and tailgate get-togethers. The LSU Tigers Edison the Petit is portable and rechargeable, so it can be taken anywhere at any time. The Edison comes with a Fatboy® Cooper Cappie lampshade decorated with LSU logos. With LED technology, the lamp lights up from head to toe in three different settings which illuminates the LSU logos to show true Tiger spirit! Other features include:

- This petit school spirited lamp provides a gentle yet powerful light source that can be taken just about anywhere - indoors or out.
- It comes with 3 different shades of LED light and will glow for up to 6 hours on the highest power. The battery and charger are included.
- The outer part is made of a robust polyethylene material making it splash resistant and UV stabilized; easy to clean with lukewarm water and neutral soap.
- Measures 9.8 inches by 6.3 inches.

Act now and get 15% off your first order. For more information please contact Fatboy USA at 972-304-6020, kmorrison@fatboyusa.com
LSU GUMBO FESTIVAL

by Janet Wilson
grantjanwi@gmail.com


The people attending had not a care as the aroma of gumbo permeated the air.

Enjoying the festivities, Gumbo strutted around. His head swelled with pride, no hat could be found.

Amidst all the gaiety, there stood a black pot. Gumbo had a revelation right there on the spot.

He looked in the caldron, and what did he see? Crawfish a’swimming, “Oh, no, then they’ll add me!”
The Sport Snacking System that will make YOU the MVP of ANY PARTY!

**BIG SPORT PARTY BOWL**

**GAME PLAN:**
- Build-A-Bowl™ Your Way
- Holds Up to 4 Snacks Plus 4 Dips
- All Accessories are Removable
- Awesome Wrap Around Graphics
- Amazing 3½ Gallon Capacity
- The Perfect Gift for All Fans
- Great for Tailgates and Parties
- Learn more at bigsportgifts.com

bigsportgifts.com

Represented by **Cliff Price & Company**
2100 N. Stemmons Frwy #1860 • Dallas, TX 75207 • Phone: 214.744.4438

Big Sport™ Gifts is a Division of Design Masters Associates® • Big Sport™ Party Bowl and Accessories Pictured Above Sold Separately • Snacks Not Included
LSU Walking Cane

Now Tiger fans can show their support on game day or everyday with the officially licensed LSU Tigers walking cane. College Canes are premium American made products. Each cane is assembled utilizing the VA Hospital Compensated Work Therapy program. The CWT program enables veterans with both physical and mental disabilities to recover and regain independence, self-esteem and stability. You can find out more about this great program at http://www.va.gov/health/cwt/.

College Canes features include:

1. Adjustable height range of 31.5" to 39.5"
2. Durable UV and scratch resistant coating
3. Proprietary anodized finish
4. Weight capacity of 250lbs
5. Made in U.S.A.

Please contact Joe Shorb (269-993-3545, info@collegecanes.com) for more information.

www.collegecanes.com

LSU Trademark Licensing Welcomes the Following New Licensees

College Vault by Adventure Furniture
Fan Feet
Fashion Concepts Inc. dba Fredrick Martin
Fatboy USA
Float-U
GG Millwork Contracting dba Key Largo Adirondack

Home Team Studio Inc.
Jim Kelly Inc.
Kershe Group
LogoFit
Lulu DK Lifestyle

Pharmaceutical Specialties
Pinner Creek Group LLC dba Movo
Pyramid America
Ruffneck Wear Inc.
Stone Armory

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.