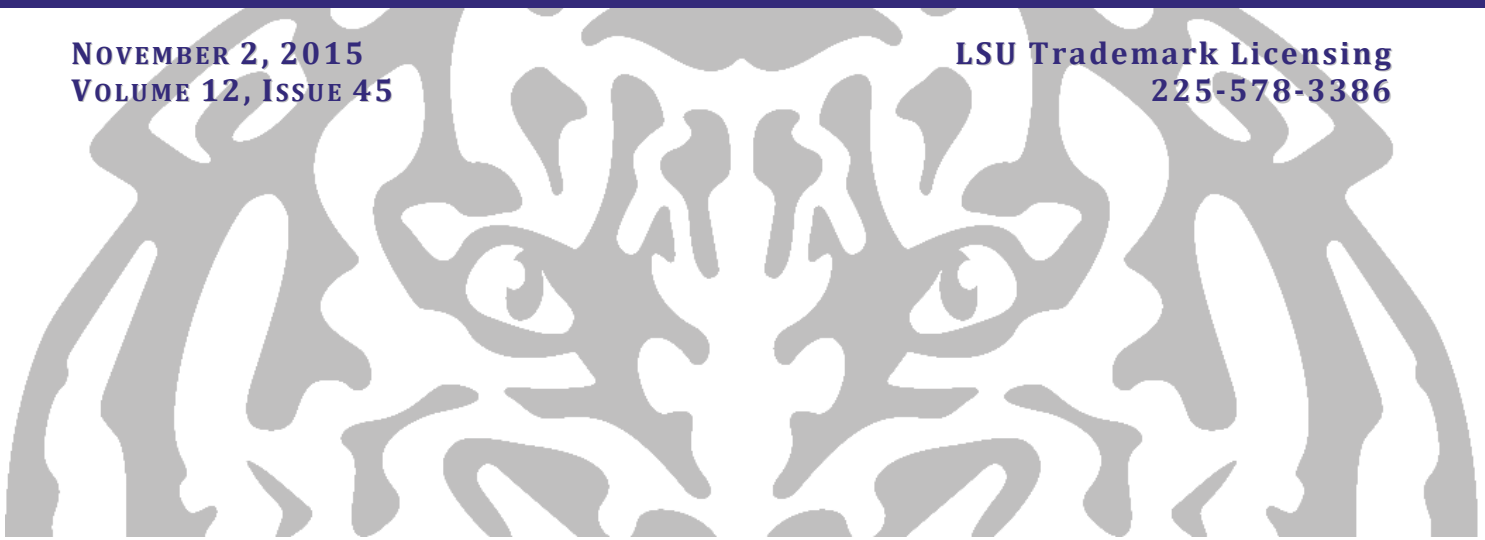


LSU TIGER TAILER NEWSLETTER

NOVEMBER 2, 2015
VOLUME 12, ISSUE 45

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
LSU's Top Licensees	3
Fat Boy USA	4
LSU Gumbo Festival Book	5
Big Sport Party Bowl	6
Walking Cane	7
New Licensees	7



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!

LSU TIGER TAILER NEWSLETTER

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, 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 TIGER TAILER 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, 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
- 21) Zephyr Graf-X
- 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 Snow Balls To Go
- 4) GameDay Foods
- 5) 2 Bandits
- 6) Giraphic 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.

LSU TIGER TAILER NEWSLETTER

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
granjanwi@gmail.com

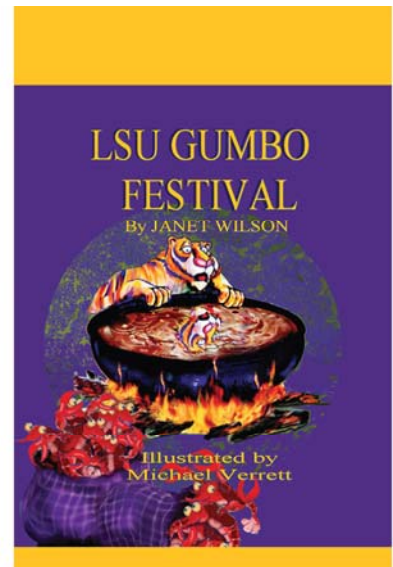
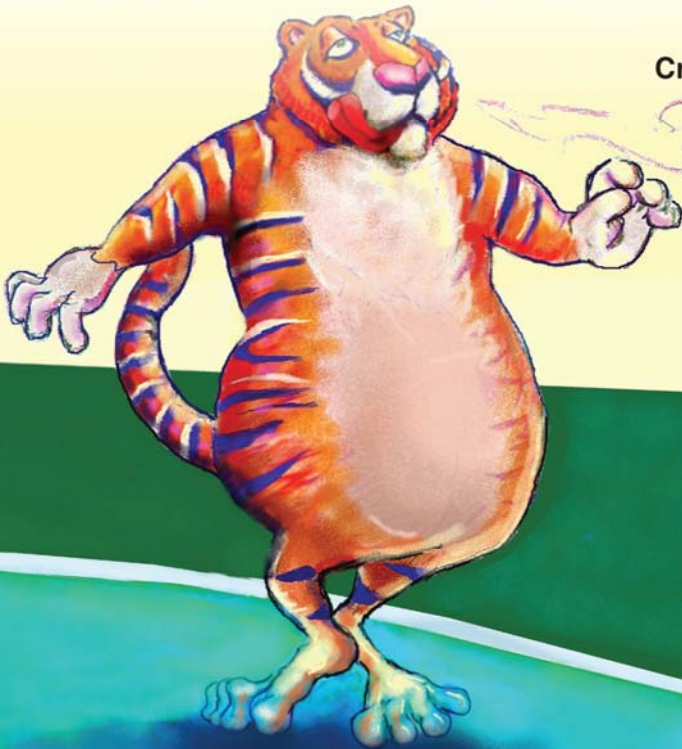
ISBN: 978-1-63177-303-7

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!"



This is a 34 page, hard cover children's book, which is the sequel to LSU Night Before Christmas. Santa and his helpers are invited to attend the LSU Gumbo Festival, which celebrates LSU's bowl win!

MASCOT
BOOKS

For ordering information please contact maria@mascotbooks.com

www.mascotbooks.com | Email: info@mascotbooks.com

560 Herndon Pkwy, Suite 120 | Herndon, VA 20170 | Phone: (703) 437-3584 | Fax: (703) 437-3554

©2015 Mascot Books. All rights reserved. MASCOT BOOKS is a registered trademark of Mascot Books, Inc.

LSU TIGER TAILER NEWSLETTER



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 TIGER TAILER NEWSLETTER

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.
Kersheh Group
LogoFit
Lulu DK Lifestyle

Pharmaceutical Specialties
Pinner Creek Group LLC dba Moveo
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.