Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that 2016 is off to a great start for you and your store.

**Lambeau Field College Classic**
The LSU football team will open the 2016 season in the Lambeau Field College Classic against Big 10 powerhouse Wisconsin on September 3rd in historic Lambeau Field in Green Bay, WI. The Packers Pro Shop is the official in-venue retailer for game related merchandise. LSU Trademark Licensing has had some initial conversations with the Packers Pro Shop team to understand if any opportunities may exist for Tiger Tailers to sell game related merchandise in their stores. At this time, the specifics for Lambeau Field College Classic merchandise are not determined. LSU Trademark Licensing will keep you informed as more information on merchandise for this game becomes available.

**Trade Shows**
The Sports Licensing and Tailgate Show recently took place in Las Vegas and LSU Trademark Licensing had some productive visits with a number of partners at the show. The Tailgate Show has fewer exhibitors than CAMEX, but the exhibiting companies are primarily focused on licensed products rather than blank goods like school supplies, etc. Most collegiate licensees attend both the Tailgate Show and CAMEX and, if possible, we would recommend that you try to visit the Tailgate Show and/or CAMEX. Both shows have an assortment of new and existing licensees that often offer trade show ordering specials for retailers. 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](http://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 December 31, 2015 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

1) Alabama
2) Texas
3) Michigan
4) Texas A&M
5) Tennessee
6) LSU
7) Florida
8) Auburn
9) Wisconsin
10) Florida State
11) Nebraska
12) Penn State
13) North Carolina
14) Arkansas
15) Oklahoma
16) Michigan State
17) South Carolina
18) Missouri
19) Arizona State
20) West Virginia
21) Clemson
22) Louisville
23) Oklahoma State
24) Texas Tech
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 #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.
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 December 31, 2015 on all LSU merchandise sold.

### Apparel
1. Nike
2. Knights Apparel
3. VF Imagewear (Section 101)
4. Colosseum
5. Columbia
6. Captivating Headwear
7. Top of the World
8. Royce Apparel
9. 47 Brand
10. New World Graphics
11. Sideline Apparel by College Concepts
12. Nike by Branded Custom Sportswear
13. College Concepts
14. Antigua
15. Box Seat, Inc.
16. Outerstuff
17. Kelley & Abide
18. Cutter & Buck
19. College Vault by 47 Brand
20. Icon Outdoors, Inc.
21. Blue 84
22. Victoria’s Secret PINK by 5th & Ocean
23. Bayou Apparel
24. FanPrint, Inc.
25. New Agenda

### Non-Apparel
1. Logo Chair
2. Balfour
3. Rawlings Sporting Goods
4. The Northwest Company
5. Evergreen Enterprises of Virginia
6. Team Beans
7. Wincraft
8. Tervis Tumbler Company
9. Rico Industries/Tag Express
10. Fabrique Innovations
11. Boelter Brands
12. Jenkins Enterprises
13. Renaissance Imports
14. The Memory Company
15. Upper Deck Company
16. Wild Sales
17. Concept One Accessories
18. Kolder
19. Harland Clarke Corp.
20. Stockdale
21. Utz Quality Foods
22. Dooney & Bourke
23. Schutt Sports
24. United General Supply Company

### Based in Louisiana
1. Kelley & Abide
2. Bayou Apparel
3. Giraphic Prints
4. Storyville
5. Southern Marsh
6. New Orleans Famous Snow-Balls To Go
7. Highland & State
8. GameDay Foods
9. Gridiron Décor
10. 2 Bandits

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).
Strideline Socks

Strideline is passionate about socks and believes their socks are the most comfortable socks on Earth. Started in 2009 by two high school students with just their graduation money and a mission to make the highest quality athletic crew socks on the planet, Strideline has emerged as one of the leading athletic sock brands on the market.

The product development team at Strideline has built a new low-temp digital ink process of printing images on socks. Unlike standard sublimation which comes with a number of flaws and has become commonplace in the sock market, this new printing process offers sharp, vivid designs without sacrificing the athletic integrity of the sock. There is minimal distortion when the sock is stretched and the foot retains its thick, padded, sponge-like feeling.

These premium athletic crew socks are a high quality blend of Nylon, Polyester, Cotton, Spandex, and Elastic. The premium composition, compression calf, and padded foot are all designed to provide the utmost in comfort, while the supportive compression arch and patented Heel Strap holds the sock in place on a wide range of foot sizes.

To get a better feel for the Strideline brand, their story and their retail partners, check out their Instagram and website in the links below:

Instagram: https://www.instagram.com/strideline_socks/
Website: http://www.strideline.com/

For ordering information, please contact Ian Tierney at 206-250-6624 or ian@strideline.com.
Woolly Threads

Woolly Threads™, based in Baton Rouge, LA, is an apparel company that sells a unique pullover known as the Woolly™. This small business is the brainchild of Mason Dupré and Natalie John, who was inspired by a fabric she found while travelling. Mason and Natalie researched this material to create the Woolly™, which is made unique by its reverse-loop™ material and comfortable styling.

In launching Woolly Threads™, Mason and Natalie started with a group they knew—sororities at LSU—and marketed directly to them, touring chapter meetings to present the product in person. Less than a year later, Woolly Threads™ had already outgrown its first two locations: Mason’s apartment and its first warehouse. Woolleys™ are found on more than 170 college campuses, and with a new line of collegiate licenses, this number continues to grow.

The only thing better than the Woolly Threads™ story is the Woolly™ itself. Woolleys™ feature quality, made-in-America construction for vintage comfort and effortless style. These details make the Woolly™ both casual and stylish—perfect to wear to a football tailgate, stash in your bag for a weekend getaway or throw on after a workout.

“Roam Free” and partner with Woolly Threads™.

Cotton/Polyester Blend Reverse-looped terry pullover.

For ordering information, please contact Allison Riser
allison@woollythreads.com
225-778-7018 (o)
318-512-0256 (c)
Partnering with the NBA, NHL and NCAA, Aluminati Skateboards is proud to present their custom licensed cruiser featuring original artwork for the LSU Tigers! With an innovative clear grip, Aluminati cruisers show off fans’ Tiger pride top-to-bottom on high quality, recyclable aircraft-grade aluminum decks. Aluminati Skateboards are made in the U.S.A, so fulfillment is quick!

**SPECS:**
- Length: 24 inches
- Width: 6 inches
- Aluminati Grip
- 3.25 inch Aluminati Trucks
- 78A 60 mm Aluminati Wheels
- Abec 7 bearings

For ordering information, please contact Lisa LeRose at 951-817-2796 or lisa@aluminatiboards.com.
Frame Your Game

Frame Your Game (FYG) is proud to introduce new, patented and authentic automotive products for LSU fans of all ages.

**FYG Baseball Cap License Plate Frame**
Since the early 1900’s, the baseball cap has been a staple of American culture. Frame Your Game brings the baseball cap to your car and provides fans with a subtle and unique way to show their Tiger Pride. Every FYG Cap is made in America and has the look of an authentic baseball cap.

**FYG Football Helmet License Plate Frame**
The FYG Helmet is a finely crafted license plate frame that looks like a real LSU football helmet. The FYG Helmet is completely legal in all states as it does not block out any of the license plate. Each FYG Helmet is hand finished with a high gloss automotive paint, UV protectant and a clear coat to protect against the elements.

These products use the same screws currently on your license plate to attach firmly to your car. Mounting takes less than three minutes.

**Fun Other Uses:**

**Photo Frame**
Whether in a fan cave, child’s bedroom or home office, the FYG Cap and Helmet easily mount on the wall to serve as a photo frame.

**Sports Memorabilia**
Both the Cap and Helmet are authentic, handmade, high gloss and hand finished. They make the perfect collector’s item for autographs of your favorite players.

For ordering information, please contact Frame Your Game at:
- sales@frameyourgame.com
- www.frameyourgame.com
- 949-531-9391

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**LSU Trademark Licensing Welcomes the Following New Licensees**

- Bassforms dba Nima
- CamelBak Products
- Columbia Sportswear by Outdoor Custom Sportswear
- Creative Apparel Concepts Inc. (Mid-Tier)
- DreamSeats
- Frontier Aluminum Corp. dba Aluminati Skateboards
- Gameday Ironworks
- Global Fashion Works
- Haydel's Game Calls
- iSpecialists Parts
- Rapid Brands Inc. dba Rapid Ramen
- Strideline
- Varsity Team Trading
- Woolly Threads

Visit [www.LSU.com](http://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.