Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that summer is going well for you and your store. Back to School season is upon us and the Tiger football team reports to training camp this week to prepare for the season that begins next month in Lambeau Field. Coach Miles has another talented team ready to take on the always difficult SEC West. We will provide you with any important licensing updates should they arise in the coming weeks.

Clear Bag Policy

LSU will implement a clear bag policy for all athletic events in 2016-17. The new LSU policy is consistent with the clear bag policies of the NFL, other professional organizations, and peer universities.

Only clear tote bags smaller than 12” x 6” x 12” or one-gallon plastic freezer bags will be allowed in Tiger Stadium and other athletic venues on the LSU campus this year. In addition, small handheld clutch purses will continue to be permitted into LSU venues.

All backpacks regardless of size are prohibited and any bags larger than 12” x 6” x 12”, clear or non-clear will be strictly prohibited. Exceptions will be made for approved medical needs and diaper bags (with baby). All bags will be subject to search and inspection.

Licensees such as Little Earth, Wincraft, Team Beans, MCM Group, Desden, Honour Society and Jenkins Enterprises are among the licensees approved to produce licensed LSU clear bags. Clear bags are classified in the Tote Bags product category and you can review the licensee list by product category on www.LSU.com for the full list of companies that could make clear bags.

College Colors Day

The twelfth annual College Colors Day celebration will take place on Friday, September 2, 2016. College Colors Day is a fun, casual Friday where people are encouraged to wear officially licensed collegiate products of their favorite institution. For additional information on this national collegiate celebration, please visit www.CollegeColorsDay.com.

2016 Fall Dates of Interest

College Colors Day Sept. 2
Lambeau Field College Classic Sept. 3
Gold Game Sept. 17 vs. Mississippi State
Homecoming Oct. 1 vs. Missouri
LSU Salutes Nov. 5 vs. Alabama
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 June 30, 2016 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) Florida
6) Tennessee
7) LSU
8) Michigan State
9) Florida State
10) North Carolina
11) Auburn
12) Wisconsin
13) Penn State
14) Oklahoma
15) Nebraska
16) Arkansas
17) Clemson
18) South Carolina
19) Arizona State
20) West Virginia
21) Missouri
22) Louisville
23) Arizona
24) Kansas
25) Oklahoma 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 #7 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 June 30, 2016 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>
</tr>
<tr>
<td>2) Knights Apparel</td>
<td>2) Logo Chair</td>
<td>2) Bayou Apparel</td>
</tr>
<tr>
<td>3) Colosseum Athletics</td>
<td>3) Rawlings Sporting Goods</td>
<td>3) Giraphic Prints</td>
</tr>
<tr>
<td>4) VF Imagewear (Section 101)</td>
<td>4) Evergreen Enterprises</td>
<td>4) Storyville Apparel</td>
</tr>
<tr>
<td>5) Captivating Headgear</td>
<td>5) Northwest Company</td>
<td>5) Red Stick Sports</td>
</tr>
<tr>
<td>6) Columbia</td>
<td>6) Wincraft</td>
<td>6) New Orleans Famous Sno-</td>
</tr>
<tr>
<td>7) Top of the World</td>
<td>7) Team Beans</td>
<td>7) Balls To Go</td>
</tr>
<tr>
<td>8) Royce Apparel</td>
<td>8) Tervis Tumbler</td>
<td>8) 2 Bandits</td>
</tr>
<tr>
<td>9) 47 Brand</td>
<td>9) Fabrique Enterprises</td>
<td>9) Southern Marsh</td>
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<tr>
<td>10) New World Graphics</td>
<td>10) Rico Industries/Tag Express</td>
<td>10) Highland &amp; State</td>
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<tr>
<td>11) Nike by Branded Custom Sports</td>
<td>11) Boelter Brands</td>
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<tr>
<td>12) Sideline Apparel by College</td>
<td>12) Jenkins Enterprises</td>
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<tr>
<td>Concepts</td>
<td>13) Harland Clarke</td>
<td></td>
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<tr>
<td>13) Fanatics Apparel</td>
<td>14) Renaissance Imports</td>
<td></td>
</tr>
<tr>
<td>14) Kelley &amp; Abide</td>
<td>15) Nike</td>
<td></td>
</tr>
<tr>
<td>15) Antigua</td>
<td>16) The Memory Company</td>
<td></td>
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<tr>
<td>16) College Concepts</td>
<td>17) Concept One Accessories</td>
<td></td>
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<tr>
<td>17) Icon Outdoors</td>
<td>18) Victory Tailgate</td>
<td></td>
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<tr>
<td>19) Outerstuff</td>
<td>20) Wild Sales</td>
<td></td>
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<tr>
<td>20) Bayou Apparel</td>
<td>21) Kolder Inc.</td>
<td></td>
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<tr>
<td>21) VS PINK by 5th &amp; Ocean</td>
<td>22) Utz Quality Foods</td>
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<tr>
<td>22) New Agenda</td>
<td>23) Zeppelin Products</td>
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<tr>
<td>23) Cutter &amp; Buck</td>
<td>24) Upper Deck Company</td>
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<tr>
<td>24) Blue 84</td>
<td>25) Schutt Sports</td>
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<tr>
<td>25) Champion Custom Products</td>
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</table>

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).
30 OZ TUMBLER
WITH LID

20 OZ TUMBLER
WITH LID

CAN / BOTTLE JACKET
WITH RUBBER SEAL

ORDERING INFO
sales@gametimesidekicks.com or (865) 806-4761

DURABLE
Food grade, 18/8 Stainless Steel won’t rust or give you a metallic taste. It’s BPA free and shatter proof.

WON’T SWEAT
Double walled means your cold drink won’t sweat on a hot summer day. No ruined furniture or sloppy puddles here.

STAYS HOT/COLD
Double wall, vacuum insulated means your drink will stay hot or cold for a surprisingly long time.

PREMIUM LOGO
Your favorite logo isn’t slapped on with a sticker. It’s direct printed for maximum quality and durability.
Clear bags by Little Earth

Little Earth has a number of stylish clear bags available so your store can provide customers with options that comply with the new Tiger Stadium clear bag policy:

**101309-LSU Clear Crossbody Carryall (above left)**
- 100% PVC - 30D
- 11.5" H  11.5"W  5.5" D
- Features zipper, adjustable crossbody strap, and 6.5" x 4.5" snap-out mini wristlet.

**101311-LSU Clear Stadium Tote (above right)**
- 100% PVC - 30D
- 11.5" H  11.5"W  5.5" D
- Features zipper and double shoulder strap.

**101317-LSU Clear Waist Pack/Crossbody (center right)**
- 100% PVC - 30D
- 5.25" H  8"W  2.5" D
- Converts from waist pack to crossbody.

**101312-LSU Clear Envelope Purse (bottom right)**
- 100% PVC - 30D
- 6.5" H  10"W  .5" D

For ordering info:
orders@littlearth.com
1-800-545-3784
Bluetooth speaker by NIMA Sports

The NIMA LSU helmet is a wireless, Bluetooth-enabled portable speaker that pumps out unbelievable sound. The NIMA helmet provides mobile device charging, impressive play time, integrated speakerphone and offers wireless pairing between two speakers for left and right stereo. Press and hold the battery button to wirelessly connect the NIMA speaker with a mobile device. The NIMA Helmet also includes a line in for non-Bluetooth devices so fans can use their speaker with any device used with headphones. Simply plug one end into the AUX port on the speaker and the other into a device.

The NIMA LSU helmet has the same dimensions as a regulation football helmet with a footprint of 12.5” wide and 9” high and weighing in at 7.4 pounds. The wireless range is 30 feet and it’s compatible with Apple, Android, tablets and laptops.

Everything about NIMA is a leap forward in technology and design. It's been engineered from the ground up for pure performance. The craftsmanship called 'NIMA' was designed for high fidelity, absolute bass, treble and midrange purity.

For more information, please contact:
(949) 398.4328
Warren@nimausa.com
GO FIGHT WIN

The BlenderBottle® Collegiate Collection

AVAILABLE IN SEVERAL POPULAR SCHOOL LOGOS AND COLORS

The World’s Best-Selling Shaker Cup™ now shows a little more school spirit. The new BlenderBottle® collegiate collection features officially licensed logos and colors from some of the most popular collegiate institutions. Like all BlenderBottle® brand shaker cups, the Classic™ features premium materials, a leak proof guarantee, and the BlenderBall® wire whisk for mixing healthy shakes on the go.

PERFECT FOR: PROTEIN POWDERS, SMOOTHIES, PANCAKE BATTER, SCRAMBLED EGGS, FIBER DRINKS, DRESSINGS, MEAL REPLACEMENTS, NUTRITION SUPPLEMENTS, AND MORE

Lyndi Miller | lmiller@blenderbottle.com | 801.235.9448
LSU Trademark Licensing Welcomes the Following New Licensees

American Screen Manufacturers
Bruzer Sportsgear
Collectible Canvas
Copia Partners
Mojo Licensing
OGIO International
Premiums Promotions & Imports
Rock 'Em
SG Merchandising Solutions
Sourcebooks Inc. dba Put Me In The Story
Tin Roof Brewing Company
Tommy Bahama
Vineyard Vines
Wear Ovation

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.