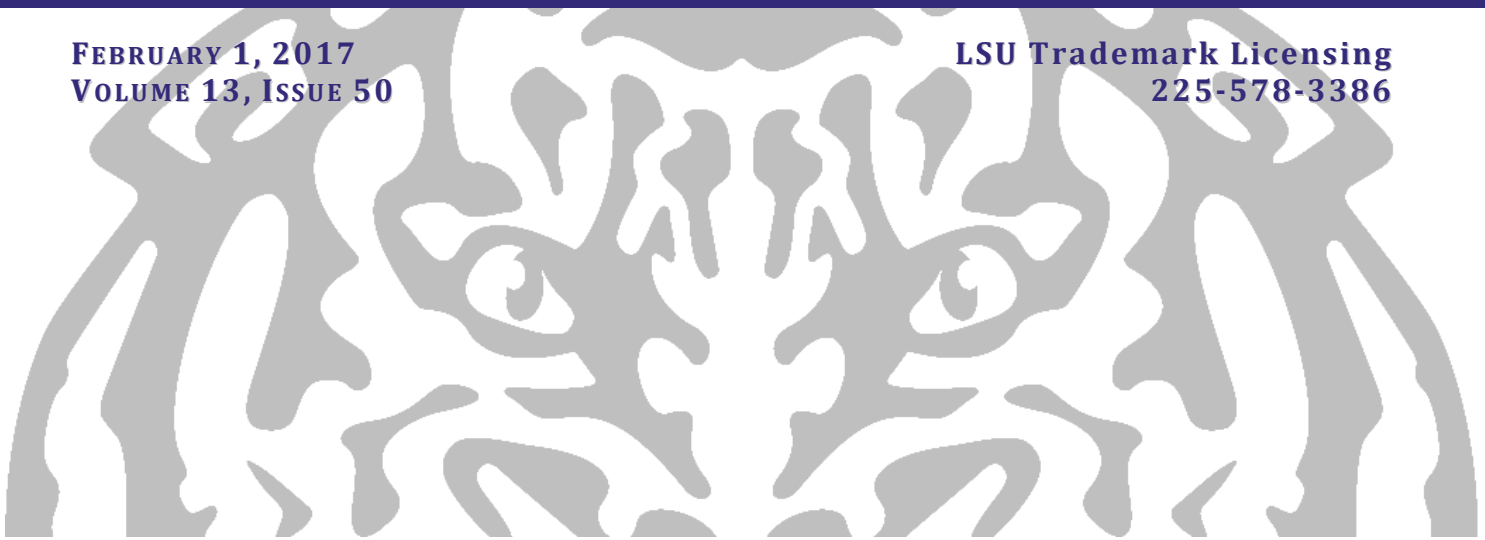


LSU TIGER TAILER NEWSLETTER

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camex
Campus Market Expo 2017
March 3-7 | Salt Lake City, UT

Dear LSU Tiger Tailer,

Happy National Signing Day! LSU Trademark Licensing hopes that the new year is going well so far for you and your store. While Coach Orgeron has brought in another top ten recruiting class of football Tigers, Coach Mainieri's baseball team will start the season against Air Force in a couple weeks. With another top 10 preseason ranking and 8 of 9 starters returning, the LSU baseball team is well positioned for another exciting season at The Box.

Upcoming Dates of Interest

LSU Baseball

Feb. 17 – vs. Air Force (opening day)

LSU Football

April 22 – Spring Game

Sept. 2 – AdvoCare Texas Kickoff vs. BYU in Houston's NRG Stadium

Sports Licensing and Tailgate Show

The Sports Licensing and Tailgate Show recently took place in Las Vegas and it continues to grow and improve each year. LSU Trademark Licensing found the show to be a great opportunity to visit with companies that focus on licensed products and many of the nearly 1900 retailer buyers at the show talked about the value of attending. For information on next year's Sports Licensing and Tailgate Show, please visit www.sportstailgateshow.com.

CAMEX

The CAMEX trade show will take place in Salt Lake City, UT on Sunday, March 5- Tuesday, March 7, 2017.

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 900 college stores and view items in more than 90 product categories produced by over 600 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!



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, 2016 through December 31, 2016 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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**.

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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, 2016 through December 31, 2016 on all LSU merchandise sold.

Apparel

- 1) Nike
- 2) Knights Apparel
- 3) Colosseum Athletics
- 4) Columbia
- 5) Royce Apparel
- 6) Top of the World
- 7) Captivating Headwear
- 8) VS PINK by 5th & Ocean
- 9) Section 101 by Knights Apparel
- 10) 47 Brand
- 11) Nike by Branded Custom Sportswear
- 12) Outerstuff
- 13) New World Graphics
- 14) Antigua
- 15) Kelley & Abide
- 16) Sideline Apparel by College Concepts
- 17) Cutter & Buck
- 18) College Vault by 47 Brand
- 19) Champion
- 20) Icon Outdoors
- 21) Fanatics Apparel
- 22) College Concepts
- 23) Image One
- 24) Tailgate Clothing Company
- 25) Peter Millar

Non-Apparel

- 1) Logo Brands
- 2) Rawlings Sporting Goods
- 3) Northwest Company
- 4) Wincraft
- 5) Boelter Brands
- 6) Team Beans
- 7) Evergreen Enterprises
- 8) Fabrique Innovations
- 9) Wild Sales
- 10) Renaissance Imports
- 11) Tin Roof Brewing Company
- 12) Memory Company
- 13) Tervis Tumbler
- 14) Rico Industries/Tag Express
- 15) Jenkins Enterprises
- 16) Balfour
- 17) Harland Clarke Corp.
- 18) Dooney & Bourke
- 19) Kolder
- 20) Schutt Sports
- 21) Victory Tailgate
- 22) Handi-foil Corporation
- 23) Sports Licensing Solutions
- 24) Stockdale
- 25) Creative Converting

Based in Louisiana

- 1) Kelley & Abide
- 2) Bayou Apparel
- 3) Tin Roof Brewing Company
- 4) New Orleans Famous Snowballs To Go
- 5) Giraphic Prints
- 6) 2 Bandits
- 7) Woolly Threads
- 8) Red Stick Sports
- 9) Southern Marsh
- 10) Gridiron Décor

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.

Teepee Play Tent



Remember playing under the dining table with a sheet thrown over for a “roof”? The Teepee Play Tent is the NEW version of that make-do playhouse that we loved to erect and pretend it was home! And like all great playhouses, it stirs the imagination with a real door and window that opens and closes with flaps that tie. The LSU colors and logos are vividly displayed on this officially licensed play tent. The pole sleeves are made of a gold second fabric called “porthole jersey”. Both the printed jersey of the tent and the porthole are 100% polyester, sturdy, colorfast, and machine washable. The teepee is easily assembled using PVC poles which connect to a height of 72”. The width at the widest point is 75”. The Teepee Play Tent lets young Tiger fans honor their team by bringing it home where passions and imagination can flourish! Suggested Retail is \$45. Made in China and finished in the USA.

For ordering info, please contact Gina Newson at gina@sportscoverageinc.com.

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Smash'em Sports

Smash'em Sports, creator of the twist and fold pop-up helmet, is proud to present their licensed LSU pop-up helmet. Smash'em Sports pop-up helmets have the unique ability to travel with you from home to the tailgate party. Pop it up to display, and twist it down for easy travel and storage. Currently available in two sizes: The Stadium Helmet (20") and the larger (34") helmet. Each twist and fold helmet comes with built in magnets that allow for the helmet to be attached to most metal surfaces. For an informational video and additional information about the product and current line, visit www.SmashemSports.com.

For ordering info, please contact Sabrina Neiman at 406-748-3228 or sabrina@smashemsports.com.



SMASH'EM
SPORTS

Hand-Crafted Vintage Metal Wall Art

LSU Tiger Eye 23.5"x14"



LSU Classic 28"x10"



Ordering Info

Jamie@hexheadart.com | (502) 922-6573

www.hexheadart.com

High Quality Metal Wall Art

Each of our designs is forged from high quality, 18 gauge steel and hand painted with our signature vintage finishes.

Easy To Use B2B Platform

Ordering is simple on our B2B Affiliate Platform. Tracking orders is easy and there is no minimum order quantity.

Made By Hand In The USA

The Artists at Hex Head make each piece by hand at our studio in Louisville, Kentucky.

More Designs Coming Soon

Our Design Team is hard at work developing new products. Look for new LSU products very soon.



----- *Handmade* -----

HEX HEADART

Industrial  Mechanical

ARTWORK



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LSU Shadowbox and Campus Map



LSU Shadowbox

The LSU shadowbox is the perfect gift for Tiger fans! The primary LSU logo provides for a classic look for any wall, desk or shelf. With a removable back and a 1" x 5" opening at the top, you can put just about anything inside!

- Ready to hang or display
- Attachable sawtooth hook included
- 100% real wood frame
- Hand stained and assembled
- Removable back
- Great gift for family and friends
- Made in the USA
- Style: contemporary

Dimensions

Standard Size (Bottle Caps): 11.5" x 2" x 11.5" Opening Size: 1" x 5"

Large Size (Wine Corks): 11.5" x 3" x 11.5" Opening Size: 1.375" x 5"

LSU Campus Map

This LSU campus map is truly one of a kind and makes a perfect gift for grads, alumni and fans. Great to hang on a wall, stand, or place on a shelf. This item comes with a sawtooth hook to be attached and used for mounting if desired.

Dimensions

8" x 9" x .75"

For ordering info, please contact Josh Welch at 318-336-8885, josh@southerndesigns.net.



LSU Trademark Licensing Welcomes the Following New Licensees

Applied Icon
Carousel Designs
Christian Brands

Cobalt Design & Mfg. dba Hex Head Art
Copy Control Management Inc.
Delta Machinery Inc. dba Geddies
Machine Shop

Pegasus Home Fashions
Real Value LLC dba Simple Modern
Stoneworx
Varsity Brands Inc

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.