Dear LSU Tiger Tailer,
LSU Trademark Licensing hopes that the spring is going great for you and your store. The LSU beach volleyball team will participate in the program’s first-ever berth in the NCAA Beach Volleyball Championships later this week. Additionally, the Tigers baseball and softball teams are again enjoying successful seasons. LSU Trademark Licensing will provide you with relevant licensing information as these Tigers teams progress in the postseason.

NCAA licensees have obtained the rights to produce products featuring NCAA championship events and some licensees have already obtained artwork approvals for NCAA Beach Volleyball Championships and College World Series designs.

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!

Upcoming Dates of Interest
LSU Baseball
May 23-28 SEC Tournament
June 2-5 NCAA Regionals
June 9-12 NCAA Super Regionals
June 17-28 College World Series

LSU Football
Sept. 2 vs. BYU AdvoCare Texas Kickoff
Sept. 30 vs. Troy (Homecoming/Purple Game)
Oct. 14 vs. Auburn (Gold Game)

AdvoCare Texas Kickoff
Coach O’s Fighting Tigers will open the 2017 campaign on September 2nd against the BYU Cougars in NRG Stadium. BYU will bring a strong team, storied history and a large, passionate fan base to the matchup in Houston.

Similar to licensing programs for bowl games, licensees will have the opportunity to produce game related products by obtaining an AdvoCare Texas Kickoff license via the Collegiate Licensing Company.

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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 March 31, 2017 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) Penn State  
9) Clemson  
10) Florida State  
11) Auburn  
12) Nebraska  
13) Arkansas  
14) Oklahoma  
15) North Carolina  
16) West Virginia  
17) South Carolina  
18) Arizona State  
19) Oklahoma State  
20) Texas Tech  
21) Ole Miss  
22) Kansas  
23) Missouri  
24) Arizona  
25) Washington

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, 2016 through March 31, 2017 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) Logo Brands</td>
<td>1) Kelley &amp; Abide</td>
</tr>
<tr>
<td>2) Knights Apparel</td>
<td>2) Balfour</td>
<td>2) Bayou Apparel</td>
</tr>
<tr>
<td>3) Colosseum Athletics</td>
<td>3) Northwest Company</td>
<td>3) Tin Roof Brewing Company</td>
</tr>
<tr>
<td>4) Columbia</td>
<td>4) Rawlings Sporting Goods</td>
<td>4) New Orleans Famous Sno-Balls To Go</td>
</tr>
<tr>
<td>5) Captivating Headwear</td>
<td>5) Boelter Brands</td>
<td>5) Red Stick Sports</td>
</tr>
<tr>
<td>6) Top of the World</td>
<td>6) Wincraft</td>
<td>6) 2 Bandits</td>
</tr>
<tr>
<td>7) VS PINK by 5th &amp; Ocean</td>
<td>7) Team Beans</td>
<td>7) Giraphic Prints</td>
</tr>
<tr>
<td>8) Royce Apparel</td>
<td>8) Fabrique Innovations</td>
<td>8) Southern Marsh</td>
</tr>
<tr>
<td>9) Champion by Knights Apparel</td>
<td>9) Evergreen Enterprises</td>
<td>9) Woolly Threads</td>
</tr>
<tr>
<td>10) Nike by Branded Custom Sportswear</td>
<td>10) YETI Coolers</td>
<td>10) Gulf South Animated Motion Tech</td>
</tr>
<tr>
<td>11) 47 Brand</td>
<td>11) Renaissance Imports</td>
<td></td>
</tr>
<tr>
<td>12) Outerstuff</td>
<td>12) Wild Sales</td>
<td></td>
</tr>
<tr>
<td>13) Fanatics Apparel</td>
<td>13) Tin Roof Brewing Company</td>
<td></td>
</tr>
<tr>
<td>14) Antigua</td>
<td>14) Tervis Tumbler Company</td>
<td></td>
</tr>
<tr>
<td>15) Kelley &amp; Abide</td>
<td>15) Rico Industries/Tag Express</td>
<td></td>
</tr>
<tr>
<td>17) Cutter &amp; Buck</td>
<td>17) Memory Company</td>
<td></td>
</tr>
<tr>
<td>18) Champion</td>
<td>18) Jenkins Enterprises</td>
<td></td>
</tr>
<tr>
<td>19) Sideline Apparel by College Concepts</td>
<td>19) Schutt Sports</td>
<td></td>
</tr>
<tr>
<td>20) College Vault by 47 Brand</td>
<td>20) Dooney &amp; Bourke</td>
<td></td>
</tr>
<tr>
<td>21) Icon Outdoors</td>
<td>21) Sports Licensing Solutions</td>
<td></td>
</tr>
<tr>
<td>22) Image One</td>
<td>22) Kolder</td>
<td></td>
</tr>
<tr>
<td>23) New Era</td>
<td>23) Victory Tailgate</td>
<td></td>
</tr>
<tr>
<td>24) Bayou Apparel</td>
<td>24) Zeppelin Products</td>
<td></td>
</tr>
<tr>
<td>25) G-III Leather Fashions</td>
<td>25) TPA Beach Supply</td>
<td></td>
</tr>
</tbody>
</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).
Lit Coolers and Tumblers

Lit Coolers – Available in 22 QT (12” x 9½” x 12”), 32 QT (13½” x 11 x 13½”) and 52 QT (21” x 11 x 13½”)
- Deepest cooler in its class, allowing most large bottles to stand upright.
- Heavy duty rotational molded construction — this cooler is built to last.
- Built-in anchor points mean no accessory is needed in order to attach a ratchet strap hook or tie down.
- 2.5 inch thick lid and easy release rubber seal to ensure the contents stay chilled and easily accessible.
- Oversized rubber feet provide greater ground clearance, preventing heat exchange from surfaces.
- 5-Year cooler warranty, 1-Year LED liner warranty, 100% waterproof.

Integrated Ice Legs - 1 lb. each equals 4 lbs. of ice; cools walls instantly. Ice Legs cool the wall of the cooler to 28°, making ice retention 30% better than similar coolers.

Lighted Night Sight® liner – Patented technology that fully illuminates the contents of your cooler. Liner is replaceable, and rechargeable - stays charged for over 6,000 cooler openings, will run continuously for approximately 30 hours.
Logo plate window - lights up from the inside illuminating the logo.

Lit Tumblers – Available in 20 oz. and 30 oz. sizes. Screw in, leak proof lid = no more spilled drinks. Slim base fits most cup holders.

Lighted Night Sight® sleeve – With a push of a button on the no-slip rubber grip, you can instantly bring the light to the party.
Logo Plate Window – Lights up logo panel.

For ordering info, please call 844-822-7421 (toll free) or email sales@litcoolers.com.
STRETCHED CANVAS PENNANTS
REAL ART FOR REAL FANS

Features:
- HD Quality Printing 600 DPI
- Kiln Dried Solid Wooden Frames
- No MDF or Chemically Treated materials
- Superior Packaging & Damage Prevention
- Handcrafted in the USA
- Patented in USA and Canada
- Anti-Counterfeit Protection
- Multiple Sizes Available
- Exclusively By Collectible Canvas

Available in
- 8.5” x 20”
- 12.75” x 30”
- 25.5” x 60”

All Frames 1.5” thick

Ordering Information
Sales@collectiblecanvas.com
Ph: 262.444.1432

Multiple Designs Available

Collectible Canvas - w146s6450 Tess Corners Dr. #5 Muskego, WI 53150
Every barrel has a story. Whether having been used to age some of the world’s finest wines or harvested from forests Napoleon cultivated for warship lumber, each barrel has an origin and history all its own. Every one made by hand is truly a work of art all its own. At Timeless Etchings, these barrels are turned into unique and beautiful pieces that preserve their nature and are deliberately crafted to showcase the story each one has to tell. Cutting-edge lasers burn images that are crisp, rustic, and nostalgic.

**Wine Barrel Clock** – 24” diameter, 20 lbs. Produced from the ends of barrels. This solid Oak show piece still has the character marks and stains from its former life. With the varying grain patterns, every clock is truly unique and different from the next, making for a one-of-a-kind piece.

**Barrel Stave Wall Mount Bottle Opener and Wine Bottle Opener** – 12” x 2.75”. Produced from the arched sides of the barrels called staves. All of the character marks and wine stains are retained giving a rustic yet classy feel. Decorative metal strips are cut from the barrel hoops that hold the barrel together and attached to every opener.

**Barrel Stave Coaster Sets** – 3.5” x 3.5”. These are truly unique items. Produced from the staves, each coaster is painstakingly milled to lay flat on your table. Every coaster has a bottle opener built into the bottom for convenience. All of the character marks and wine stains are retained for not only a unique look but also a cool conversation piece.

**Barrel Stave Bottle Opener** – 2” x 4”. Produced from the staves, each opener features detailed laser engraving burned into the wood. Every opener has a magnet placed on the backside so you can display your opener on a fridge or grill. Character marks and stains are retained giving every opener a story of its own.

**Barrel Stave Bottle Stops** – 2” x 4”. Produced from the staves, these pieces not only help keep your favorite bottle fresh, but also is a conversation piece at any event. Character marks and stains are retained on these items for a unique and one-of-a-kind feel.

For ordering information, visit [www.timelessetchingsco.com](http://www.timelessetchingsco.com) or call 541-561-9311.
LSU Trademark Licensing Welcomes the Following New Licensees

Chrome Domz
Game Day Products LLC
Johnnie-O
Knits R Us

Kyboe US Inc.
Montana Decoy dba Smash'em Sports
Outdoor Recreation Company of America (ORCA)
Sign Zone Inc.

Sporn Company dba Bixler Collegiate
Timeless Etchings
Audrey Morris Cosmetics
Winner Soles

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.