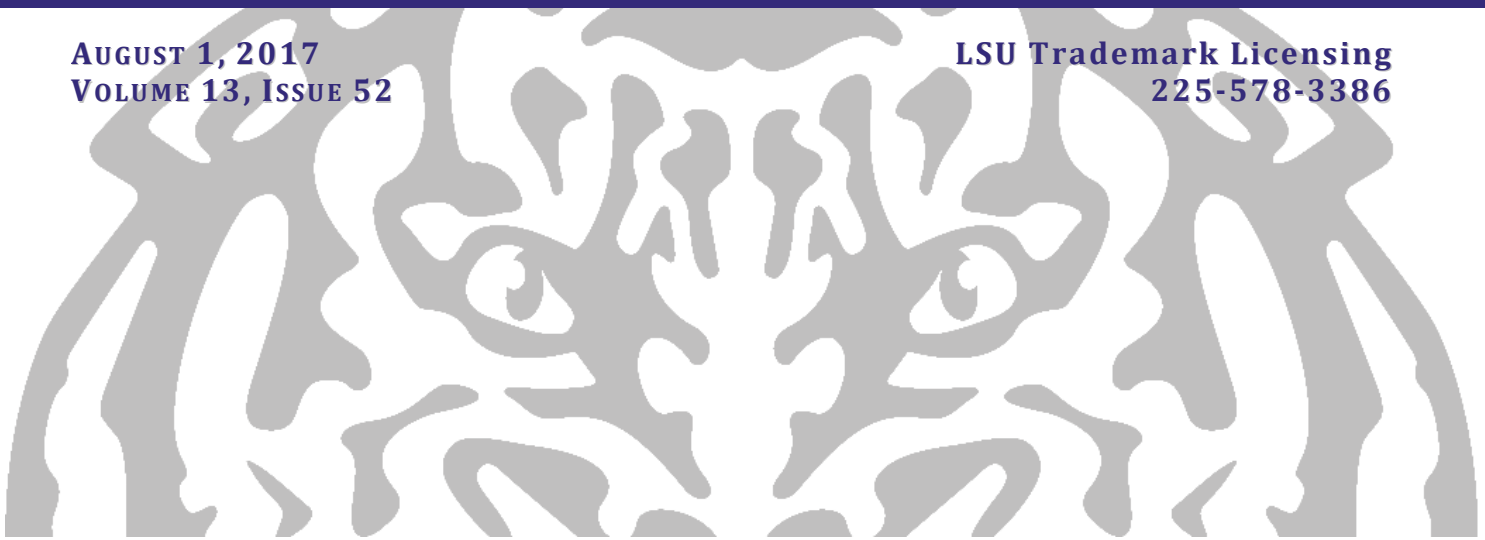


LSU TIGER TAILER NEWSLETTER

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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

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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that your summer is going well and that your Back to School preparations are going smoothly. It's hard to believe we're just under three weeks until the Fall semester begins and just over a month until the football season kicks off.

CLC is now IMG College Licensing

Since our last newsletter, LSU's licensing agency since 1991, the College Licensing Company, underwent a company rebrand and is now called IMG College Licensing (IMGCL). IMG acquired CLC in 2007 and the current WME-IMG leadership felt it was time to align the company name with the IMG brand.

While the company brand is new, IMGCL continues to serve the same role they have under the CLC moniker. IMGCL created a brief video about the rebranding: https://youtu.be/_je8IOcBL3Q

College Colors Day

The thirteenth annual College Colors Day celebration will take place on Friday, September 1, 2017. 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.

Upcoming Dates of Interest

LSU Football

Sept. 2 vs. BYU (AdvoCare Texas Kickoff)
Sept. 30 vs. Troy (Homecoming/Purple Game)
Oct. 14 vs. Auburn (**Gold Game**)
Nov. 11 vs. Arkansas (LSU Salutes)

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 products with the official game logo by obtaining an AdvoCare Texas Kickoff license via IMG College Licensing.

The Tigers will take the field this season with a new 3D TIGERS logo on the back of their helmets (see photo below). This is a great branding opportunity for a TIGERS logo that LSU licensees have access to use on products.



IMGCL Royalty Rankings

IMG College Licensing (IMGCL) announced its top-selling IMGCL member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2016 through June 30, 2017 on all collegiate merchandise sold for the nearly 200 institutions in the IMGCL Consortium.

- 1) Michigan
- 2) Alabama
- 3) Texas A&M
- 4) Michigan State
- 5) Tennessee
- 6) Florida
- 7) Clemson
- 8) LSU**
- 9) North Carolina
- 10) Penn State
- 11) Florida State
- 12) Oklahoma
- 13) Auburn
- 14) Nebraska
- 15) Arkansas
- 16) West Virginia
- 17) South Carolina
- 18) Arizona State
- 19) Louisville
- 20) Kansas
- 21) Oklahoma State
- 22) Arizona
- 23) Texas Tech
- 24) Missouri
- 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 #8 overall ranking in the IMGCL 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 June 30, 2017 on all LSU merchandise sold.

Apparel

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

Non-Apparel

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

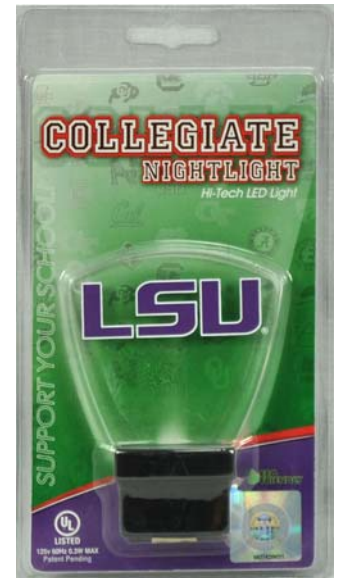
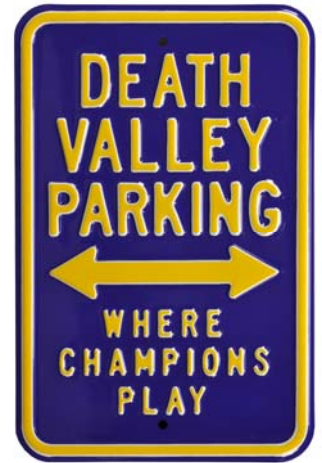
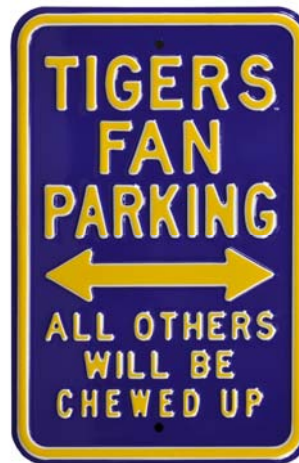
Based in Louisiana

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

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Authentic Street Signs



Street Signs (top five images above)

✓DEEP EMBOSSED HEAVY DUTY STEEL –No plastic, styrene, aluminum, tin or particle board replicas! These are actual Street Signs, machined in a real Street Sign Factory and made from strong 18-gauge steel. The classic style embossed letters and automotive grade enamel paint finish give the signs a unique, vintage look that adds a cool nostalgia to any room. These signs make a statement as the full size street signs are 3' and the parking signs are 12" x 18". Only the best quality for Tiger fans!

✓UPGRADE YOUR HOME/GARAGE/MAN CAVE - They look great anywhere and fans will be proud to hang these on their walls. No frustration, simple wall hanging with two drilled holes - one on each side for fast, easy display.

Magnets (four images above shown on black diamond plate metal)

Authentic Street Signs' officially licensed, premium grade solid steel LSU SUPER MAGNETS - Prime Indoor/Outdoor Use - for car, home, or office! - Perfect gift for any Tiger fan!! These 4" magnets can hold a stack of 20 sheets of paper to the fridge--we've tested them!

LED Nightlight

✓ENERGY SAVINGS THAT SAVE MONEY!!! - with these hi-tech LED 0.5 watt lights, fans will spend less than 48 cents a YEAR (based on national average kWh) even if they leave them plugged in the whole time! In fact, it would take 120 of these night lights to equal the power usage of one 60 watt light bulb.

For ordering information, please call 618-349-8878 or email authenticorders@frontiernet.net.



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Eye Black Decals



LSU Eye Black (3 pair pack)

Fan favorite.
High quality at a great cost.
Thin, breathable, durable material.
Low minimum (24 units).

LSU Glitter Eye Black (2 pair pack)

Eye black strips with a glitter finish.
Simple peel and stick application and removal.
The eye-catching look and style of glitter without the usual mess.
Low minimum (24 units).

LSU Game Day Nail Decals

High-gloss, full coverage nail decals.
Self-adhesive.
Easy application and removal. Simply peel, stick, trim, and show your LSU pride.
Low minimum (24 units).



Email joe@eyebblack.com or bertrand@eyebblack.com or call 877-393-2522 for more info or to place an order.

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R and R Imports' Fidget Spinners



Fidget spinners are a hot trend and make a great point of sale item. These plastic fidget spinners feature the LSU logo so fans can show off their Tiger pride anywhere they go. The spinners are durable, fun, easy to carry, and provide a smooth spin to help with focus and deep thought. The product is printed in the USA. Size: ~3"; Weight: 2.1 oz.; Material: Plastic, Metal.

For ordering information, please contact Corban Battaglia at 276-706-0463 or corban@rrinonline.com.

LSU Trademark Licensing Welcomes the Following New Licensees

Community Coffee Company

Epicurean

Fanouflage LLC

Fiery Furnace dba GameDay Cookware

Jon Hart Design Company Inc.

Legend Grills

Lokai Holdings LLC

Mogavero Investments dba Boulder Designs

MoldRite Products Inc.

Pro-Mart Industries Inc.

Radioactiv dba Logo Lights

Strikeforce Bowling LLC

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.