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](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](http://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.
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.
**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.

<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 Brands</td>
<td>2) Bayou Apparel</td>
</tr>
<tr>
<td>3) Colosseum Athletics</td>
<td>3) Rawlings Sporting Goods</td>
<td>3) Tin Roof Brewing Company</td>
</tr>
<tr>
<td>4) Captivating Headwear</td>
<td>4) The Northwest Company</td>
<td>4) New Orleans Famous Sno-Balls To Go</td>
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<tr>
<td>5) Columbia</td>
<td>5) Wincraft</td>
<td>5) Red Stick Sports</td>
</tr>
<tr>
<td>6) Top of the World</td>
<td>6) Boelter Brands</td>
<td>6) 2 Bandits</td>
</tr>
<tr>
<td>7) VS PINK by 5th &amp; Ocean</td>
<td>7) Nike</td>
<td>7) Woolly Threads</td>
</tr>
<tr>
<td>8) Champion by Knights</td>
<td>8) YETI Coolers</td>
<td>8) Giraphic Prints</td>
</tr>
<tr>
<td>Apparel</td>
<td>9) Team Beans</td>
<td>9) Southern Marsh Collection</td>
</tr>
<tr>
<td>9) Royce Apparel</td>
<td>10) Fabrique Innovations</td>
<td>10) Gridiron Décor</td>
</tr>
<tr>
<td>10) 47 Brand</td>
<td>11) Evergreen Enterprises</td>
<td></td>
</tr>
<tr>
<td>11) Champion</td>
<td>12) Rico Industries</td>
<td></td>
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<tr>
<td>12) Outerstuff</td>
<td>13) Renaissance Imports</td>
<td></td>
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<tr>
<td>13) New World Graphics</td>
<td>14) Wild Sales</td>
<td></td>
</tr>
<tr>
<td>14) Antigua</td>
<td>15) Harland Clarke</td>
<td></td>
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<tr>
<td>15) Nike by Branded Custom</td>
<td>16) Tervis Tumbler Company</td>
<td></td>
</tr>
<tr>
<td>Sportswear</td>
<td>17) Tin Roof Brewing Company</td>
<td></td>
</tr>
<tr>
<td>16) Sideline Apparel by College Concepts</td>
<td>18) Jenkins Enterprises</td>
<td></td>
</tr>
<tr>
<td>17) Kelley &amp; Abide</td>
<td>19) The Memory Company</td>
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<tr>
<td>18) New Era</td>
<td>20) Dooney &amp; Bourke</td>
<td></td>
</tr>
<tr>
<td>19) Cutter &amp; Buck</td>
<td>21) Schutt Sports</td>
<td></td>
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<tr>
<td>20) Image One</td>
<td>22) Victory Tailgate</td>
<td></td>
</tr>
<tr>
<td>21) College Vault by 47 Brand</td>
<td>23) California Innovations</td>
<td></td>
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<tr>
<td>22) Fanatics Apparel</td>
<td>24) Kolder</td>
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<tr>
<td>23) Icon Outdoors</td>
<td>25) Sports Licensing Solutions</td>
<td></td>
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<tr>
<td>24) Peter Millar</td>
<td></td>
<td></td>
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<tr>
<td>25) Bayou Apparel</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).
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.
**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@eyeblack.com or bertrand@eyeblack.com or call 877-393-2522 for more info or to place an order.
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@rrinconline.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.