Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that your new year has been a good one so far. The LSU Gymnastics team is again flying high this season as they’re currently ranked #2 in the country and poised for another Super Six run. Coach Mainieri’s Tigers are just a couple of weeks from opening night of another exciting season of LSU baseball.

Sports Licensing and Tailgate Show
The Sports Licensing and Tailgate Show recently took place in Las Vegas and continued its annual growth trajectory with the addition of the International Collegiate Licensing Association (ICLA) meetings in conjunction with the trade show. ICLA will alternate locations in the coming years between the Tailgate Show and CAMEX. The show featured nearly 400 exhibitors with licensed products that cater to stores selling sports related licensed products and tailgating supplies. Many buyers took advantage of the License to Buy discount program which offered incentives to place orders on the show floor. The 2019 Tailgate Show will take place on January 22-24, 2019 in Las Vegas. For more information on the Sports Licensing and Tailgate Show, please visit www.sportstailgateshow.com.

CAMEX
The CAMEX trade show will take place closer to home on Sunday, March 4-Tuesday, March 6, 2018 in Dallas.

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 over 900 college stores and view items in more than 90 product categories produced by over 500 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.

Upcoming Dates of Interest
LSU Baseball
Feb. 16-18 vs. Notre Dame
Feb. 21 vs. New Orleans
Feb 23-25 vs. Texas
Feb. 27 vs. Grambling
LSU Football
Sept. 1 AdvoCare Classic vs. Miami at AT&T Stadium in Arlington, TX

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!
IMG College Licensing (IMGCL) announced its top-selling IMGCL member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2017 through December 31, 2017 on all collegiate merchandise sold for the nearly 200 institutions in the IMGCL Consortium.

1) Michigan
2) Alabama
3) Tennessee
4) Penn State
5) Texas A&M
6) North Carolina
7) Florida
8) Michigan State
9) LSU
10) Clemson
11) Nebraska
12) Florida State
13) Auburn
14) Oklahoma
15) West Virginia
16) Arkansas
17) South Carolina
18) Arizona State
19) Oklahoma State
20) Washington
21) Louisville
22) UCLA
23) Utah
24) Texas Tech
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 #9 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, 2017 through December 31, 2017 on all LSU merchandise sold.

### Apparel
1. Nike
2. Knights Apparel
3. Colosseum Athletics
4. Columbia
5. Captivating Headwear
6. Top of the World
7. 47 Brand
8. VS PINK by 5th and Ocean
9. Royce Apparel
10. Champion by Knights
11. Nike by Branded Custom Sportswear
12. New World Graphics
13. Antigua
14. GFSI (Champion)
15. Outerstuff
16. Cutter & Buck
17. Fanatics Apparel
18. Original Retro Brand
19. Sideline Apparel by College Concepts
20. Kelley & Abide
21. Peter Millar
22. College Concepts
23. Zephyr Graf-X
24. Tommy Bahama
25. Blue 84

### Non-Apparel
1. Community Coffee Company
2. Balfour
3. The Northwest Company
4. Team Beans
5. Rawlings Sporting Goods
6. Nike
7. Logo Brands
8. Simple Modern
9. Wincraft
10. Boelter Brands
11. Fabrique Innovations
12. Wild Sales
13. YETI Coolers
14. Evergreen Enterprises
15. Memory Company
16. Harland Clarke
17. Tervis Tumbler Company
18. Jenkins Enterprises
19. Dooney & Bourke
20. Utz Quality Foods
21. Schutt Sports
22. Stockdale
23. Church Hill Classics
24. Rico Industries/Tag Express
25. Zeppelin Products

### Based in Louisiana
1. Community Coffee Company
2. Kelley & Abide
3. Bayou Apparel
4. Girraphic Prints
5. Red Stick Sports
6. Tin Roof Brewing Company
7. 2 Bandits
8. GameDay Foods
9. H&H Embroidery
10. Southern Marsh

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).
Looking for the hottest product on the market? Introducing the #1 Oven Mitt. This mitt is great for gripping a hot pizza stone or a warm tray of finger food. Because team spirit should never be put on the back burner.

- Perfect for any day, especially game day.
- 100% Cotton and machine-washable
- Easy to hang packaging

**OFFICIALLY LICENSED TEAM**
**LOGO ON FRONT AND BACK**

**AVAILABLE FOR**
- NFL
- MLB
- NBA
- NHL
- MLS
- NCAA
- US MILITARY

**FUN FACT**
99% of all cookies say they prefer the #1 Oven Mitt over traditional oven mitts.

For ordering information, please contact Randy Montgomery (941-685-0620, randy.montgomery@yourhefan.com)
Support LSU on your patio or in your yard with Imperial’s officially licensed park bench. The back and seat are constructed of sturdy pine planks, covered with LSU gold plastic sleeves for extra durability so the bench can hold up to 600 pounds. The purple sides of the bench each feature the LSU logo prominently displayed. The LSU park benches are Made in the USA and ship from Iowa. Assembled dimensions: 48”L x 24”W x 36”H. Boxed dimensions: 49”L x 10”W x 25”H; weighs 47 pounds. Ships via small parcel.

For ordering information, please contact: Ellen Sitrin (201-806-7740, esitrin@imperialusa.com)

**LSU Trademark Licensing Welcomes the Following New Licensees**

- Churchill Container Corp.
- College Vault by Columbia Sportswear by OCS
- College Vault Headwear by Original Retro Brand
- Creative Apparel Concepts Inc. (Mid-Tier)
- Ecell Global Inc.
- Exmark Manufacturing Company
- Fergo
- Foxy's Leotards
- Gulf South Animated Motion Tech Inc.
- The Pasta Shoppe
- PopSockets
- RTIC Coolers
- TailBrella
- Upper Deck Company (Hip-Sister)

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.