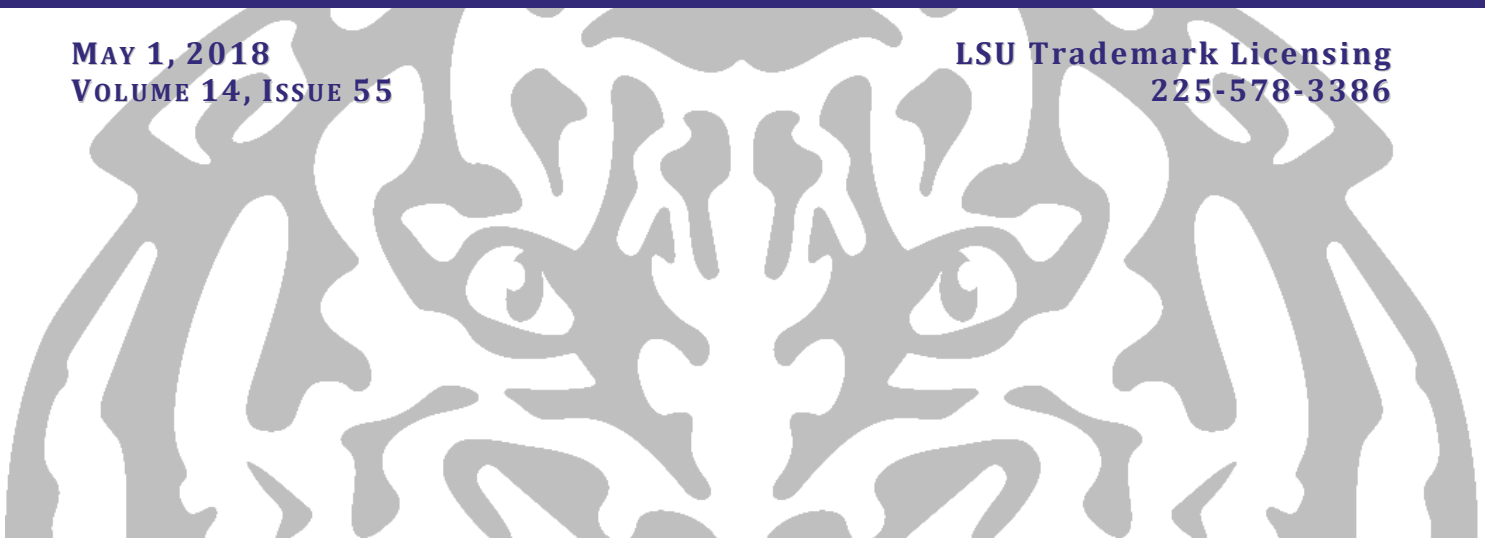


# LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing  
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### Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you're having a great spring. The LSU Beach Volleyball team has earned its second straight berth to the NCAA Championships in Gulf Shores. As a reminder, [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 designs.

### Operation Hat Trick (OHT)

[Operation Hat Trick](#) generates awareness, support and funding for the recovery of America's wounded service members and veterans. OHT pursues these goals through the sale of OHT branded merchandise, proceeds of which are distributed to selected organizations supporting the OHT mission.

OHT's exclusive headwear and apparel partner '47 has launched a new business-to-business, on-hand inventory initiative that makes LSU/OHT product available to your store without the usual production timelines and high minimum requirements. The inventory system is 100% automated and accessible via this link: ['47 B2B Website](#). The current LSU/OHT sell sheet can be found at this [link](#) and on the '47 BTB website once you register. This new system provides you with quick access to LSU/OHT product if you'd like to support OHT for Memorial Day, Independence Day, Veterans' Day or

every day.

### 125 Seasons of LSU Football

The 2018 LSU football season will mark the 125th season that the Fighting Tigers have fielded a football team. LSU began playing football in 1893 and has competed in each subsequent season with the exception of 1918 (World War I). To avoid any confusion and inaccuracies on licensed products, LSU does not wish to use the 1893 and 2018 dates in the same product design. The preferred reference is "since 1893". The LSU 125 Seasons logo on the left will be used extensively by LSU Athletics to celebrate this historic milestone throughout the 2018 LSU football season. This logo is currently available to all LSU licensees for use on officially licensed products.

### Upcoming Dates of Interest

#### **LSU Spring Commencement**

May 11-12, 2018

#### **LSU Baseball**

May 22-27 SEC Tournament

June 1-4 NCAA Regionals

June 8-11 NCAA Super Regionals

June 16-27 College World Series

#### **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.**

**GEAUX TIGERS!**

## 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, 2017 through March 31, 2018 on all collegiate merchandise sold for the nearly 200 institutions in the IMGCL Consortium.

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

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**.

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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, 2017 through March 31, 2018 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) VS PINK by 5<sup>th</sup> and Ocean
- 8) Nike by Branded Custom Sportswear
- 9) 47 Brand
- 10) Royce Apparel
- 11) Champion by Knights Apparel
- 12) Fanatics Apparel
- 13) GFSI (Champion)
- 14) Antigua
- 15) New World Graphics
- 16) Cutter & Buck
- 17) Original Retro Brand
- 18) Sideline Apparel by College Concepts
- 19) Outerstuff
- 20) Kelley & Abide
- 21) Peter Millar
- 22) College Concepts
- 23) Tommy Bahama
- 24) Zephyr Graf-X
- 25) Icon Outdoors

### Non-Apparel

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

### Based in Louisiana

- 1) Community Coffee Company
- 2) Kelley & Abide
- 3) Bayou Apparel
- 4) Red Stick Sports
- 5) Tin Roof Brewing Company
- 6) Giraphic Prints
- 7) 2 Bandits
- 8) GameDay Foods
- 9) Southern Marsh
- 10) Fleur Design Studio

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).

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## TPA Beach Supply Chairs and Umbrellas



Summer is almost here and TPA Beach Supply has a variety of licensed LSU beach and patio accessories in stock:

### 8 ft Patio Umbrella (top left)

- 8 ft diameter patio umbrella
- Polyester waterproof fabric
- 1 1/2 inch powder coated 2 piece pole
- Crank up/down feature
- Tilt feature
- Fits both standard and tall patio tables

### 6.5 ft Beach Umbrella (bottom right)

- 6.5 ft diameter umbrella
- Polyester waterproof fabric
- 1 1/4 powder coated 2 piece pole
- Pole pointed for easy sand access
- Tilt feature

### Deluxe Aluminum Beach Chair (top middle)

- Sturdy lightweight aluminum frame
- Durable nylon/ PVC backed fabric
- Wooden armrests
- Dual Cup holders
- Convenient carrying strap
- 225 lb weight capacity

### 7 Position Beach Chair (top right)

- Sturdy metal frame
- Durable nylon/ PVC backed fabric
- Adjusts to 7 positions
- Convenient carrying strap
- 225 lb weight capacity



For ordering information, please contact David Layne (606-922-3796, [davidlayne99@yahoo.com](mailto:davidlayne99@yahoo.com))

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## Nima Sports Bluetooth Speakers



The ultimate portable speaker, the NIMA LSU Baseball is packed with the latest in Bluetooth technology, featuring the industry-leading standard for high quality, efficient audio delivery. The NIMA Baseball speaker's premium material design, coupled with its genuine baseball leather finish, adds a new level of team pride for any Tiger fan looking for a complete audio experience. NIMA's Bluetooth Baseball speaker delivers clear, organic natural sound with deeper bass than other speakers. It connects wirelessly to a smartphone, tablet or other Bluetooth enabled device to listen to music, videos or games anytime, anywhere. NIMA also sells various sizes of an authentic looking [LSU Football Helmet Bluetooth speaker](#). For ordering information, please contact: Ruby Davis (949-415-5185, [ruby@nimausa.com](mailto:ruby@nimausa.com))

## LSU Trademark Licensing Welcomes the Following New Licensees

Bass-Mollett Publishers Inc.  
Brand Castle, LLC  
Dalyn Corporation dba Luxury Sports Rugs  
Dr. Seuss by Spirit Products  
Elite Fan Furnishings  
Fluffy Puppies Inc. dba In Dog We Trust  
G and R Enterprises dba Designs by Chad & Jake

Johnnie-O  
Martin's Woodworking, LLC dba Coinhole  
Rampion USA Inc. dba 2UNDR  
Scentsy Inc.  
Seamus Golf, Inc  
Soul to Sole Footwear  
The Sports Vault Corp.

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.