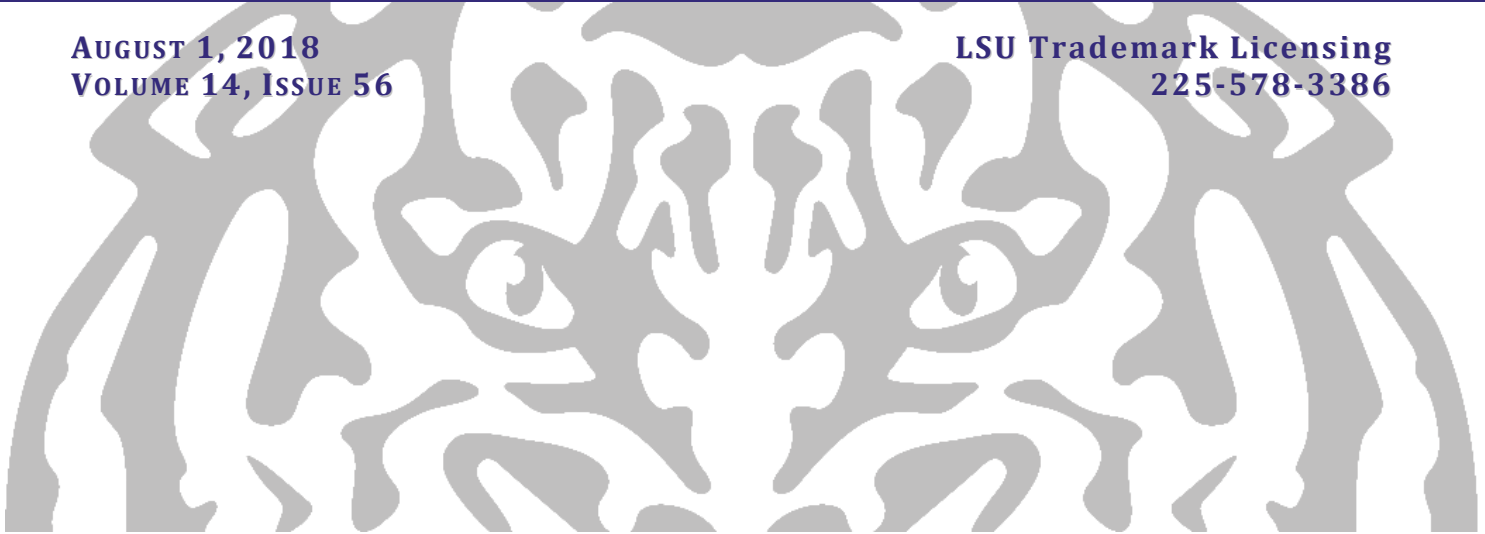


LSU TIGER TAILER NEWSLETTER

AUGUST 1, 2018
VOLUME 14, ISSUE 56

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

Contents

Updates	1
IMGCL Royalty Rankings	2
LSU's Top Licensees	3
Garage door/Front door decor	4
Luxury Clear Bags	5
Gymnastics Products	6
PopSockets	7
New Licensees	7

Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the summer is going well for you and your store. It's hard to believe we're just a few short weeks from the start of the Fall semester and the 125th season of LSU football.

AdvoCare Classic

The Tigers' season begins in AT&T Stadium in Arlington, TX on September 2nd vs. the Miami Hurricanes in the AdvoCare Classic. 289c Apparel's official 2018 AdvoCare Classic Collection can be ordered via Tim Hughey (twughey@aol.com, 214-532-6998).

College Colors Day

The fourteenth annual College Colors Day celebration will take place on Friday, August 31, 2018. 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.

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 below 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 Football

- Sept. 2** vs. Miami (AdvoCare Classic at AT&T Stadium in Arlington, TX)
- Sept. 22** vs. Louisiana Tech (**Purple Game**)
- Sept. 29** vs. Ole Miss (**Gold Game**/1958 National Championship Reunion)
- Oct. 20** vs. Mississippi State (Homecoming)
- Nov. 3** vs. Alabama (LSU Salutes)
- Nov. 17** vs. Rice (Senior Tribute/Alumni Band)

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 June 30, 2018 on all collegiate merchandise sold for the nearly 200 institutions in the IMGCL Consortium.

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

LSU TIGER TAILER NEWSLETTER

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 June 30, 2018 on all LSU merchandise sold.

Apparel

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

Non-Apparel

- 1) Community Coffee Company
- 2) Balfour
- 3) The Northwest Company
- 4) Logo Brands
- 5) Rawlings Sporting Goods
- 6) Wincraft
- 7) Team Beans
- 8) Simple Modern
- 9) Fabrique Innovations
- 10) Boelter Brands
- 11) Wild Sales
- 12) Harland Clarke
- 13) Evergreen Enterprises
- 14) YETI
- 15) Dooney & Bourke
- 16) Tervis Tumbler Company
- 17) Exmark Manufacturing Co.
- 18) Schutt Sports
- 19) The Memory Company
- 20) Church Hill Classics
- 21) Jenkins Enterprises
- 22) Rico Industries/Tag Express
- 23) Victory Tailgate
- 24) Siskiyou Buckle Company
- 25) Sewing Concepts

Based in Louisiana

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

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.

LSU TIGER TAILER NEWSLETTER

Garage Door & Front Door Decor



My Door Décor by Victory Corps provides fans with a simple way to cover a full residential garage door or front door with a stylish mural. Made from high-quality materials, these garage door and front door banners are constructed to last for many years.

Garage Door Decor is designed to be compatible with contemporary roll-up garage doors as well as flat garage doors.

- Dozens of different designs to choose from and six different sized kits for various garage door types
- Components are built to last
- UV-resistant vinyl mural holds up in outdoor conditions
- Two-person installation should take about ten minutes
- Hardware installs without screws, so it won't leave permanent marks on the garage door
- Once installed, the garage door will open and close normally

Front Door Decor covers the whole front door with a festive design. A door with one of these banners installed on it will still open and close normally.

- 36"x80" Front Door Kit
- Printed on heavy-duty vinyl
- UV-resistant mural holds up in outdoor conditions
- Hardware installs using adhesive strips

Please contact Adam Ziskin (aziskin@signzoneinc.com, 612-294-3861) for ordering information.

LSU TIGER TAILER NEWSLETTER



DOMINIE

LUXURY UNEARTHED™



D Tote

Handbag

Vino / Bucket

Messenger

Baby D



www.dominieluxury.com

(661) 222-7300

info@dominieluxury.com

The world is going clear and Dominie Luxury has got Tiger fans covered! The fashionable D by Dominie Clear Jelly Collection features a patented removable liner system.

Here's how it works: simply unsnap the liner from the handbag when attending LSU sports events to ensure compliance with the clear bags security policy. The liner should be left at home, but after the game, the liner can be snapped back into place, so fans can proudly show their Tiger colors for everyday use.

The D by Dominie Collection has a design family of 10 silhouettes, ranging in size from compact to commodious. No other clear bag can match the Dominie Luxury standard of quality and durability! While other bags are made out of crinkly, short-term PVC, Dominie Luxury bags are made with the highest quality thermoplastic polyurethane (or TPU, for short), which means it won't crack, it won't yellow, it's scratch resistant, it's velvety smooth to the touch, and it can be cleaned with a simple glass-cleaning wipe. Most importantly, TPU is environmentally friendly and Prop 65 compliant, unlike PVC, which is manufactured using more than 800 harmful chemicals.

In addition to the premium TPU construction, Dominie Luxury's leather trims are smooth and robust. Dominie Luxury stands by their workmanship with a lifetime guarantee to ensure that Dominie is the clear investment!

For ordering information, please call 855-2-LUXURY or 661-222-7300.

LSU TIGER TAILER NEWSLETTER

Gymnastics Products



Foxy's Leotards began in 1985 as an in-home solution to saving money on the expenses that accompany having two daughters in gymnastics. Foxy's has grown into a quality brand name with leotards for girls selling in hundreds of pro-shops around the world!

Foxy's Leotards is proud to manufacture all of their gymnastics leotards locally in Grand Rapids, Michigan, and they stand behind their work. Foxy's offers premium quality gymnastics products at affordable prices. Foxy's offers the best-fitting leotards for every gymnast. Their vibrant prints and styles help to keep the fun in gymnastics and dance! Foxy's Leotards' market is the female gymnast ages 4 through high school. Young gymnasts follow and aspire to compete at top ranked gymnastics programs like LSU and are eager to purchase and proudly train in their LSU licensed leotard and gym shorts.

Leotard--The LSU gymnastics leotard is purple 4-way stretch Mystique polyester/spandex fabric. The LSU logo is ink heat press 4.2" wide and 3.5" high in LSU Gold. Gymnasts like their leotard to have BLING and the LSU logo is surrounded by gold and crystal Korean Rhinestone which will be heat pressed on the purple fabric. The entire design with Rhinestones is 7" wide and 5" high. The leotard is available in 10 sizes Child 4/5, 6, 7, 8, 10, 12 Adult (for older girls) AXS, AS, AM, AL.

Gym Shorts--The gym shorts are purple 4-way stretch Mystique polyester/spandex fabric. The logo is ink heat press 3" wide and .93" high in LSU Purple and Gold. The logo is heat press attached to the lower left hand front corner of the gym shorts. The gym shorts are offered in 10 sizes Child 4/5, 6, 7, 8, 10, 12 Adult (for older girls) AXS, AS, AM, AL.

Doll Leotard--Young gymnasts love their dolls and the gymnastics leotard for dolls is very popular. The LSU doll leotard is offered in purple 4-way stretch Mystique polyester/spandex fabric. The logo is ink heat press 3" wide and .93" high in LSU Purple and Gold.

For ordering information, please contact Jill Fox (831-227-6226, jill@foxleos.com).

PopSockets



POPSOCKETS

PopSockets grips are fun accessories for mobile devices that make holding the device easier. Just expand to use and collapse to lay flat. It also works as a convenient stand. With an LSU PopSocket, fans can take better photos, watch videos on the fly, and text securely with one hand. It's a grip. It's a stand. It's a Little Life Changer. Features include:

- Offers a secure grip so fans can text with one hand, snap better photos, and stop phone drops
- Functions as a convenient stand so fans can watch videos on the fly
- Repositionable and sticks to most devices and cases
- Allows for hands-free use with [PopSockets mounts](#)
- Available in a broad range of styles and materials
- Dimensions: 1.6" x 1.6" x 0.25" and 0.9" when expanded

For ordering information, please contact Zach Minor (zminor@popsockets.com, 720-372-7477) or sales@popsockets.com.

LSU Trademark Licensing Welcomes the Following New Licensees

Asia Connection, LLC dba Blue Torrent dba BT Swim
BlueBerryBook dba Nap Cap
Bruzer Sportsgear Ltd
CID Resources, Inc. dba WonderWink
Dominie

DXRacer USA
Hewy Wine Chillers LLC dba Corkcicle
JAKKS Pacific, Inc.
New Lion Media Group
Pandora Jewelry
Timex Group USA, Inc.