

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the holiday season has been a good one for both you and your business. It was certainly a good holiday season for the LSU football team who defeated the Miami Hurricanes 40-3 in the Chick-fil-A Peach Bowl. The Tigers had an outstanding 11-2 season that included a SEC Western Division Championship, SEC Championship Game appearance, and a decisive Chick-fil-A Peach Bowl victory.



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Both the SEC Championship and Peach Bowl took place in Atlanta’s Georgia Dome where LSU Trademark Licensing worked with The Collegiate Licensing Company’s enforcement personnel and the Atlanta Police Department to protect the university’s marks and deter the sale of unlicensed merchandise. Our combined efforts at these events resulted in the seizure of over 700 unlicensed shirts (depicted in the photo to the right) around the Georgia Dome. We will continue to work hard in 2006 to stop the sale of unlicensed merchandise and we encourage you to report any potentially unlicensed merchandise via www.LSU.com.

In preparation for the new year, LSU Trademark Licensing would like to let

you know about the **CAMEX show in Houston from March 3 through March 7.**

CAMEX is known as the premier trade show for collegiate retailers. The show combines a strong educational program designed for retailers with the opportunity to meet attendees from over 1100 college stores and view products from over 700 companies. To learn more about CAMEX, visit www.CAMEX.org, or call 800-622-7498.

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D'JAC Pops Up With LSU "Jock in the Box"

LSU licensee D'JAC (dba Fanatics Unlimited) has created a LSU Jack in the Box that is the perfect gift for any little Tiger.

The Jock in the Box features solid tin construction, embossed LSU Tigers logo on the front and rear panels, high gloss enamel finish, metal musical movement that plays "Hey Fighting

Tigers", and a high quality stuffed puppet featuring LSU's football helmet and jersey. D'JAC has produced a high quality product that has retro appeal, interactive participation, and reliable performance.

To learn more about this product, contact Chuck Bajnai at 804-739-2392 or email him at csbaj@comcast.net. This product's website is www.jock-in-the-box.com.

SwampFly's New LSU Heat Packs

From the Pacific Northwest, SwampFly has just come out with their multi-use Gameday Heat Packs. The LSU heat packs are reusable, portable, and can be instantly heated to a toasty 129 degrees. They stay warm for over an hour, and are reusable by boiling the heat pack for just 3 to 5 minutes. Since they are made of vinegar, salt, and water, the heat packs are 100% non-toxic. Six heat packs come with each package: two circular, two large rectangular, and two small rectangular heat packs.

SwampFly will be at the CAMEX show in Houston and plan on including the heat pack in buyers' gift bags at the show. If you are



interested in learning more about this unique item, contact David Thiele at 206-409-7401, or email him at david.thiele@hotmail.com.



Take A Step Up With The Alumni Group

The Alumni Group's new LSU step stool is a great gift for any Future Graduate.

It is crafted from wood with a folding back for easy storage. The step stool is available in either a white or natural finish that highlights the full color LSU logo. It measures 12" wide, 7" deep, and

13" tall, and comes individually boxed with no assembly required. To learn more about this product, contact Dick Wurzburg 210-691-5370. You can email him at dick@alumngroup.com.

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Score a TD With Saturnian 1's Fun Gripper Football

New LSU licensee Saturnian 1 is set to score with their Fun Gripper football. One touch is all it takes to understand why Fun Gripper™ footballs are so enthusiastically played with by kids of all ages.

The patented Fun Gripper™ non-slip PVC polyester-nylon substrate surface is permanently heat bonded to nylon fabric and other unique materials. This technology, soft durable construction, and vibrant colored nylon fabric make grasping, throwing, tossing, flinging, and catching easy and

secure for the smallest hands. Perfect spirals are the rule for this soft ball that flies further and catches easier than foam footballs. It adds an extra level of control and confidence that children have never experienced with other active products. It's made Saturnian I toys among the safest, highest quality, and most desirable for kids and their parents. The football has a butyl bladder with standard inflation valve.

For more information on the Fun Gripper football call Mark Sassak at 734-453-6411 or email him at sat1sport@aol.com.

New Tailgating Products Served Up By Ceranima

Ceranima has designed an entire line of new LSU tailgating products that are sure to be a hit with Tigers fans. From hand painted dishes, trays, and platters, to aprons, picnic baskets, bulletin boards, and kitchen accessories, this new line features something for every LSU tailgater. The design drawings on these products are all related to Mike the Tiger and feature him in a number of fun poses.

For more information on this new line of products call Dana Tisdale at 205-453-1897 or email her at becky@ceranima.com.



The Collegiate Exchange is an On-Line Tradeshaw with resources that can assist your business 365 days a year. To learn more, visit www.clc.com and click on the [TCE Tradeshaw](#) link.