Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the successes enjoyed by both the Tiger and Lady Tiger basketball teams helped heat up your early spring sales. LSU became just the seventh school to put teams in both the Final Fours in the same year. This impressive feat got the Tigers faithful fired up, but it also brought in individuals who wanted to gain financially from the hot market created by the Tigers’ success.

Numerous street vendors set up tents to sell LSU merchandise in the days leading up to the Final Four. LSU Trademark Licensing worked with CLC, LSUPD, and Baton Rouge PD to visit some of these temporary vendors to ensure they were selling licensed product. While the majority of the product being sold was licensed, we did encounter some issues with knock-offs of existing Final Four designs that were printed on Gildan and Fruit of the Loom t-shirts (see pages 2-3). Some of this product even had hologram stickers that were taken off less expensive licensed product and applied to the bootleg t-shirts. Several hundred bootleg t-shirts were voluntarily surrendered by these merchants during our enforcement visits.

We appreciate those of you who assisted in our efforts to monitor and report potentially unlicensed products sold by the temporary vendors. Anytime you see potentially unlicensed product in the marketplace, we encourage you to report it to us via www.LSU.com, email, or phone.

In closing, we ask that you take a moment to review your contact information that is listed at http://www.lsu.com/lsucom/retailer.nsf/LocateLicensedProducts?OpenView. Please let us know if any changes are required.
Shoot and Score with Silver Knight's Korntoss Game

Silver Knight Sales & Marketing has recently been approved by LSU to bring their Great American Korntoss game to Tiger fans. Each game will include two goals and 4 beanbags. The base features a cooler area under the deck and beverage holders at the back of the base. The decks are interchangeable and feature team graphics as shown in the attached artwork. To learn more about this product, contact Mike DiSabato at 614-274-1141 or email him at mdisaba@columbus.rr.com.

B.S.I. Rocks a New LSU iPod Cover

As portable mp3 players continue to grow in popularity, so too does the consumer demand for customized iPod holders. B.S.I. Products, Inc. currently has two LSU iPod cover designs that have been approved by the University. The iPod covers are made of silicone and help protect the device while showing school spirit at the same time.

If you are interested in ordering this product please contact Scott Robinson at 410-381-2596 or via email at scott@bsiproducts.com.

Cuddly New Baby Doll from Import Partners

This new baby doll from Import Partners is made of vinyl and comes in a gift box. The MSRP for this baby doll wearing a LSU sleeper is $19.99. The sleeper has the words "Future Tigers Fan" stitched into the sleeper, with the LSU wordmark stitched in the middle.

The infant/toddler gift category continues to grow, and this doll could be a gift for a child, as well as another product for a collector.

Please contact Bill Fleagle for more information at 205-668-9153 or email him at bill@importpartners.net.
Hit a High Note with Pacific Direct’s Musical Pen

This new ballpoint pen from Pacific Direct is both entertaining and functional. Press the top of this ballpoint pen and you’ll hear the LSU Fight Song in high quality sound. It also features a refillable ink cartridge, rubber grip, retractable ballpoint, and long-life batteries included.

If you are interested in ordering this product please contact Pam Nagle at 360-626-6115 or via email at info@pacificdirectsales.com.

Ring Up Sales with Cell Phone Charms

These days it seems that everyone has a cell phone, and cell phone charms have become a popular way to differentiate your phone from others. Design Vision’s officially licensed LSU cell phone charms give Tiger fans the opportunity to add some school spirit to their phone. These cell phone charms can also be used for other electronic equipment such as iPods, digital cameras, and laptops.

For more information on this hot new product call Mary Ellen Stout at 972-494-5214 or email to patrickb@designvisions-usa.com.

Add Some Flavor with Barhyte’s Tailgate Mustard

Barhyte Specialty Foods has been in the mustard business since the 1970's. Since its inception, Barhyte has grown its mustard collection to include fourteen mustards and one horseradish sauce. LSU Tigers Tailgate Mustard is Barhyte’s latest product offering, and it’s sure to be a hit at tailgates, cookouts, or anytime Tigers fans crave a little extra flavor on their sandwich.

Please contact Josh Jaster for more information at 503-691-7858 or email him at josh@barhyte.com.