

# LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing  
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### Dear LSU Tiger Tailer,

We hope your store has enjoyed successful Back to School and football seasons and that the basketball and holiday seasons will be even better.

As the holidays approach, LSU Trademark Licensing would like to request your continued assistance with our bootleg enforcement efforts by reporting unlicensed merchandise when you become aware of it. We appreciate the infringement reports we have received from retailers, and we encourage you to call or use the online reporting form on [www.LSU.com](http://www.LSU.com) when you suspect a product may not be licensed. The online reporting form is intended to give you a concise way to report unlicensed merchandise that you find, or to report bootleg products when you are approached by the people trying to sell them.

In our last newsletter we included a copy of the updated LSU artslick for your reference. Lately some licensees have attempted to submit artwork with improper references to the University or old marks that are not on the current artslick. One of the most common artwork errors that licensees make is referring to our University as LOUISIANA STATE. The University has had a policy in place for quite some time that specifically states that we must be referred to as LSU or LOUISIANA STATE UNIVERSITY.

Another issue we are always monitoring for is the use of a current student-athlete's name, image, or likeness on commercial products. This is a violation of NCAA rules and regulations and can potentially risk the student-athlete's eligibility. In the past, some publishing companies have tried to produce schedule posters with student-athlete images that are filled with sponsors and this is not approved by the University.

As you know, one of the easiest ways to tell if a product is licensed is by noting the presence of an "Officially Licensed Collegiate Products" label. The OLCP label on a product means it has been approved by the University and a royalty has been returned to LSU. At LSU, revenues generated through the sale of LSU licensed merchandise support the University's general fund and athletic programs.

The use of old marks, the term LOUISIANA STATE, student-athlete likenesses, and/or a lack of an OLCP label are a few of the tell tale signs that a product is potentially unlicensed or that a licensee produced a design that was not approved by LSU. LSU Trademark Licensing thanks you in advance for your help in reporting any potential infringement issues.

Geaux Tigers!

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## Cruise to Sales with the LSU Hummer, Mustang, and Tractor Trailer

Die-Cast Promotions (DCP), an industry leader in high-end precision die-cast model replicas, has entered the sports art product market. Cliff Gardner EVP Business Development states that “DCP set a goal to introduce the highest quality Sports Art Die-Cast™ ever sold in the US”. Cliff continues by saying that “DCP very deliberately selected LSU as one of their first four schools because of the tremendous passion of Tigers fans”.

DCP makes the largest sport art replica vehicles in the industry at 1:18 scale with the Hummer at 12” L X 5” H and the Mustang 12” L X 3” H. They have working doors – truck – hood – suspension and exacting detail inside and

outside. They also have replica tractor trailers 14”L x 3” H. They have working doors – truck – hood – suspension and exacting detail inside and outside. They also have replica tractor trailers 14”L x 3” H in full die-cast and a more moderately priced vehicle with a plastic trailer.

Contact Information:

Cliff W. Gardner  
EVP Business Development  
Die-Cast Promotions  
817.490.9949



## Fans Will Eat Up the LSU Varsity China

Varsity China introduces its Louisiana State University series of commemorative plates. Featuring the Memorial Tower, Mike the Tiger and the LSU logo, this purple transferware also incorporates oak leaves, acorns, and magnolia blossoms. Vitreous china made in the USA, the plates are microwave and dishwasher safe, making them a perfect choice for dinnerware or decorative display.

For more information on the LSU Varsity China please contact Brandy Medford at 866-532-4462 or via email at [rbmedford@varsitychina.com](mailto:rbmedford@varsitychina.com).

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## Top of the Line LSU Diaper Bag by Dad Gear

This rugged bag sets the new standard for diaper bags by not looking like one. It is designed after the classic style messenger bag. It incorporates our "hands free" approach which allows you to change, feed, and entertain your child without ever having to set the bag down. This includes a messenger bag leash which stops the bag from swinging around to the front when you bend over...a handy feature when your child is standing in front of you. It also includes a patent pending re-fillable wipes case on the front of the bag so you always have fresh wipes available without having to dig through your bag. The bag also has a separate pocket for the included changing pad to avoid cross contamination. There are 2 bottle pockets that are accessible from both inside and outside the bag for quick easy access. The inside of the bag is a light colored vinyl, this serves a dual purpose; the vinyl allows for easy cleaning by just wiping it down, and the light color allows you to find things easily.

Each logo is a high quality rubber-like PVC material with ultra-fine detail. The logos all incorporate different heights on the different colors to give a very unique and interesting texture. In addition the logos are solid color all the way through. Once you see one, you will see that the quality is second to none.

Contact Information:

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## Hard Rockin' LSU Football Helmet mp3 Player

Any mp3 player can play the LSU fight song, but the ultimate in school spirit is listening to "Fight for LSU" on a Tigers mini-helmet mp3 player.

The tiny Helmet mp3 player is not only a faithful replica of an LSU football helmet, it is a state-of-the art digital audio player. As small as a golf ball, it holds 1 gigabyte of storage, enough for 240 songs. Outfitted with a built-in rechargeable battery, an FM radio, and a super-bright display that uses OLED technology, the Helmet mp3 player doesn't require any special software to operate with Windows, Mac, or Linux.

With an MSRP of \$99.99, the Helmet mp3 player is the perfect present for die-hard LSU fans, students, alumni, or tech lovers.

CONTACT: Greg Heslin - Phone - (417) 888-2917 - e-mail - [gregheslin@harbrollc.com](mailto:gregheslin@harbrollc.com).



# LSU TIGER TAILER NEWSLETTER

COLLECTOR'S LSU BASKETBALL INSTANT REPLAY DVD

## UN4GETTABLE!

It was truly a remarkable and memorable run to the Final Four for LSU's basketball teams in 2006, as both the Tigers and Lady Tigers enjoyed banner seasons. For the first time in Southeastern Conference® history, one school claimed outright league titles for both its men's and women's teams, and for only the seventh time in college basketball history, one school had both of its teams in the Final Four®.

Re-live the thrills, the drama, the heart-stopping wins and the electrifying celebrations, and watch as LSU's teams captured the imagination of the country in their march through March.

Congratulations to head coaches John Brady and Pokey Chatman, and to their staffs and to their student-athletes for creating magical memories. **It was Un4gettable!**



UN4GETTABLE is a great gift idea for your favorite LSU fans.  
Order additional copies online at [www.LSUSports.net](http://www.LSUSports.net) or call 1-800-324-3975.  
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[LSUsports.net](http://LSUsports.net)

LSU

UN4GETTABLE!

LSU MEN'S & WOMEN'S BASKETBALL 2006 JOURNEY TO THE FINAL FOUR®

DVD VIDEO

COLLECTOR'S LSU BASKETBALL INSTANT REPLAY DVD

# UN4GETTABLE!

THE REMARKABLE JOURNEYS TO THE NCAA® FINAL FOUR®  
BY THE 2005-2006 LSU MEN'S AND WOMEN'S BASKETBALL TEAMS



COLLECTOR'S LSU BASKETBALL INSTANT REPLAY DVD

DVD VIDEO

## UN4GETTABLE--Men's and Women's Basketball Commemorative DVD

UN4GETTABLE is a new DVD commemorating the Final Four journeys of the LSU men's and women's basketball teams. The DVD will feature a tribute to the unique accomplishment of the LSU basketball teams, marking only the seventh time in college basketball history that one school has sent both of its men's and women's basketball teams to the Final Four in the same season. Also celebrated will be the twin Southeastern Conference titles for the Tigers and Lady Tigers, the first time one school has won the league title outright in both men's and women's basketball in the history of the SEC. UN4GETTABLE will contain individual highlight videos for each of the men's and women's teams, documenting the Tigers' and Lady Tigers' seasons from start to finish. The DVD will also feature behind the scenes footage and interviews, giving an in-depth look at the LSU basketball programs.

For ordering information please contact Barb Birgy with WaxWorks – VideoWorks at 270-926-0008.

Visit [www.LSU.com](http://www.LSU.com) to access the most up to date list of LSU licensees.  
The licensee list is always evolving and is updated monthly.