Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the holiday season was a good one for both you and your business. It was certainly another good holiday season for the LSU football team who pummeled the Notre Dame Fighting Irish 41-14 in the Allstate Sugar Bowl. The Tigers had their second consecutive 11-2 season and finished with a #3 national ranking.

LSU Trademark Licensing worked with The Collegiate Licensing Company’s enforcement personnel and the New Orleans Police Department to protect the university’s marks and deter the sale of unlicensed merchandise. Our combined efforts in New Orleans resulted in the seizure of 1185 unlicensed products in the city and around the Superdome. We will continue to work hard in 2007 to stop the sale of unlicensed merchandise and we continue to encourage you to report any potentially unlicensed merchandise via www.LSU.com.

LSU Trademark Licensing would like to remind you about the CAMEX show in Orlando from March 25-27. 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.
Zelosport Finger Football Game—A New Twist on an Old Favorite

Zelosport Finger Football was created around the age-old concept of flicking a folded piece of paper across a tabletop until any portion of the triangle-shaped football hangs over the table's edge for a touchdown. Six points is awarded for the touchdown and the player then kicks an extra point through his opponent's "finger goal posts."

Zelosport's version has a high gloss, durable playing surface designed very much like a real football field. The actual size is 2'x4' and fits easily on most kitchen or dining room tables.

The paper football has been replaced by two very different objects. A one inch plastic "slider" with a small ball bearing inside is flicked down the playing surface for runs, passes, touchdowns and 2 point conversions. For kicking field goals, a three inch foam football is included. Also included with the game are two dice used by the defense to determine the play required by the offensive player, 8 plastic washers and a ball marker to mark the line of scrimmage and the score, down and plays completed, as well as a set of rules.

The football game you receive comes rolled up in a tube. The playing field must be placed on a table or hard, flat surface before play is possible. After play, the game may be rolled up and placed back in the tube for safe storage.

For more information contact Spud Alford at 706-888-6065 or visit www.zelosport.com.

Point and Click With the LSU Baseball Cap Computer Mouse

Many LSU fans use a computer every day and Mouse Smart’s new LSU baseball cap computer mouse is the perfect way for any computer user to show their Tiger pride. This Advanced 800 epi mouse features high resolution optical scanning technology and the mouse’s USB connection makes installation a snap. It is easy to scroll vertically and horizontally with the click of a button. Also, one click of the scroll wheel gives immediate access to a website.

For more information, please contact Mouse Smart directly at 908-424-0200 or email customerservice@mousesmart.net
DSMB Collectibles’ LSU Wind Spinners

DSMB Collectible’s new LSU wind spinners are made of 18 gauge steel and have a powder-coat with a double clear-coat finish for a vibrant reflection. As they spin they change shapes and seem to pulsate in the sunlight. All spinners come in LSU gold or purple and smaller spinners are available for football, baseball or basketball. The smaller spinners attach to the bottom of the tiger head spinner so LSU fans can support their favorite team during each season. Completely laser cut, these new innovative wind spinners are made for the outdoors and are backed with a 2-year warranty against rust. These exceptional wind spinners will definitely catch the eye of true Tiger fans.

For more product information and a demonstration video, visit www.inspirationalcollectibles.com. You can also contact Michael Berry with DSMB Collectibles at 337-543-4218 or 337-344-7564.

Relive the Excitement With Everlasting Images’ Sugar Bowl Panorama

Everlasting Images’ Sugar Bowl Panorama poster is the perfect way for any Tigers fan to relive the 41-14 Sugar Bowl victory vs. Notre Dame. MSRP for the poster is $29.95-$39.95. There are also several framing options to enhance the look of the poster. Frames are available in black, deluxe cherry, and a specialized deluxe cherry frame with a Sugar Bowl pin and ticket display. The MSRP for the framed posters is $89 and $129.

For ordering information contact Everlasting Images at 800-937-0987 or stadiumviews@yahoo.com.
Infringing Schedule Poster Discovered

LSU Trademark Licensing would like to make you aware of a company who is attempting to sell sponsorships on an infringing LSU football schedule poster that is using University marks and current LSU student athlete likenesses. These posters ARE NOT APPROVED by LSU, infringe on University trademarks, and violate NCAA regulations. We have included an image of one of the schedules from last season as well as a current sponsorship proposal for a 2007 schedule poster. LSU, CLC, and a number of institutions have had issues with this company and numerous cease and desist letters have been sent. The company has ignored these C&D’s and all affected parties are currently assessing their legal options to address this issue. In the meantime, we are advising businesses that these infringing posters are NOT APPROVED and potentially risk some LSU student athletes’ eligibility.

If you wish to associate your business with LSU Athletics we recommend contacting LSU Sports Properties at 225-578-7169 to find out which sponsorship opportunity is right for your business.
LSU has agreed to strengthen its licensing relationship with Nike by entering into an exclusive agreement for the jersey and performance apparel product categories. This agreement has been in negotiations for over a year as both sides worked through some potential concerns for existing licensees and most importantly for LSU retailers and fans. LSU is one of only a handful of institutions that has finalized such an agreement with Nike and we believe this is an outstanding opportunity to grow the LSU licensing program. Here is a list of some of the particulars of the agreement and feel free to contact us for more details:

- LSU has granted exclusive rights to Nike in the jersey and performance apparel product categories effective 7/1/07.
- The exclusive rights do not apply to youth and toddler sizes, baseball jerseys, or performance apparel golf/polo shirts.
- Existing orders are not impacted and current licensees retain rights in these product categories until April 30, 2007 with a 60 day depletion period of inventory.
- Nike will sublicense to Knights Apparel which authorizes them to produce and sell jerseys to the retail accounts that Nike does not currently sell to.

**“Exclusive” Licensed Articles:**

**Jerseys/Uniforms (excluding youth):**
1. Authentic and Replica Football Jerseys;
2. Authentic Men’s and Women’s Jerseys and Shorts, Replica Men’s Basketball Jerseys and Shorts;
3. Authentic and Replica Shooting Shirts/Tear-away pants.

**Performance Apparel (excluding youth):**

**“Non-exclusive” Licensed Articles:**

**Jerseys/Uniforms:**
1. Replica Women’s Basketball Jerseys and Shorts; 2. Replica Hockey Jerseys; 3. Replica Baseball Jerseys; 4. Replica Jerseys-other; 5. Vintage/Throwback Jerseys - Hockey, Baseball and other (i.e. non Football or Men’s Basketball); 6. Fashion Jerseys - Hockey, Baseball and other (i.e. non-Football or Men’s Basketball)

**Performance Apparel:**
1. Golf/Polo Shirts

As always we encourage you to contact Brian Hommel (225-578-7237, bhommel@lsu.edu) with any questions or concerns.

**LSU Kaleidoscope from Campus Neon**

This LSU themed Kaleidoscope is filled with a variety of brightly colored purple and gold beads that create dynamic changing patterns when the lower chamber is turned (see photo). The LSU primary logo is also visible in black in front of this colorful purple and gold backdrop. The Kaleidoscopes are 7 3/8” tall by 1 5/8” wide and are available with either the LSU primary mark or the LSU Primary Athletic Mark adorning the outside.

For ordering information please contact Scott Metcalf with Campus Neon at 641-423-5105.

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.