

# LSU TIGER TAILER NEWSLETTER

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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the hot summer is going well for both you and your business. The Back to School season is in full swing and LSU football is right around the corner. Anticipation is continuing to build for what could be a very exciting season for the Tigers.

On September 1, 2006 (the first week of classes and the day before LSU's home opener vs. ULL), the Second Annual College Colors Day Celebration will take place across America.

### What is College Colors Day 2006?

College Colors Day 2006, which coincides with both "back to school" on campus and the kick-off of the college football season, seeks to celebrate and promote the traditions and spirit that drive collegiate athletics by encouraging fans, alumni and students across the country to wear apparel of their favorite college throughout the day of September 1, 2006. In a nutshell, it is a fun, casual Friday where people are encouraged to wear officially licensed collegiate product of their favorite institution.

If you are interested in College Colors Day signage for your store and for additional information on this national collegiate celebration please visit [www.collegecolorsday.com](http://www.collegecolorsday.com).



### Gold Game Reminder

This season's Gold Game will take place on September 30<sup>th</sup> vs. Mississippi State. Fans will be encouraged to wear gold during this game so you can expect demand for gold apparel to be high leading up to the 30<sup>th</sup>.

### Smack Apparel Update



The United States District Court Eastern District for Louisiana recently granted Summary Judgement in favor of LSU, Ohio State, Oklahoma, USC and CLC holding Smack Apparel liable for intentional trademark infringement based on its use of the recognizable and historic colors of some of the nation's most powerful collegiate athletic teams. The press release with the case's specifics can be found on page 2 of this newsletter.

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## LSU's updated artslick


### LSU TIGERS



<b>PRIMARY MARK</b>		<b>PRIMARY ATHLETIC MARK</b>		<b>PRIMARY INSTITUTIONAL MARK</b>	
1		2		3	
<b>SECONDARY MARKS</b>					
5		6		7	
8		9		10	
11		12		13	

COLOR INFORMATION										
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE* is a registered trademark of PANTONE, Inc.										
SCHOOL COLORS	PANTONE COLORS									
LSU PURPLE LSU GOLD ADDITIONAL LOGO COLORS LSU DARK GOLD LSU GRAY LSU BLACK WHITE	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">PANTONE 268</td> <td style="width: 33%;">MADEIRA 1122</td> <td style="width: 33%;">RA 2430</td> </tr> <tr> <td>PANTONE 123</td> <td>MADEIRA 1024</td> <td>RA 2558</td> </tr> </table>	PANTONE 268	MADEIRA 1122	RA 2430	PANTONE 123	MADEIRA 1024	RA 2558			
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PANTONE 123	MADEIRA 1024	RA 2558								
THREAD COLORS	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">GS/SULKY 1195</td> <td style="width: 33%;">GS/SULKY 1024</td> <td style="width: 33%;">GS/SULKY 1327</td> </tr> <tr> <td>MADEIRA 1087</td> <td>RA 1283</td> <td>BLACK</td> </tr> <tr> <td>BLACK</td> <td>WHITE</td> <td>WHITE</td> </tr> </table>	GS/SULKY 1195	GS/SULKY 1024	GS/SULKY 1327	MADEIRA 1087	RA 1283	BLACK	BLACK	WHITE	WHITE
GS/SULKY 1195	GS/SULKY 1024	GS/SULKY 1327								
MADEIRA 1087	RA 1283	BLACK								
BLACK	WHITE	WHITE								

VERBIAGE	GENERAL INFORMATION
LSU @ Louisiana State University™ LSU Tigers™ Fighting Tigers™ Lady Tigers™ Bayou Bengals™ Mike the Tiger™	Tiger Stadium™ Pete Maravich Assembly Center™ PMAC™ Alex Box Stadium™ Geaux Tigers™ Death Valley™
LOCATION: BATON ROUGE, LA MASCOT: TIGERS MASCOT NICKNAME: MIKE THE TIGER	ESTABLISHED DATE: 1880 CONFERENCE: SOUTHEASTERN CONFERENCE

SECONDARY MARKS	
14 	15 
MASCOT MARK	HELMET MARK
16 	17 

ADDITIONAL PERTINENT INFORMATION			
<ul style="list-style-type: none"> <li>• University seal permitted on products for resale: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</li> <li>• Alterations to seal permitted: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</li> <li>• Overlaying / intersecting graphics permitted with seal: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>• University licenses consumables: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>• University licenses health &amp; beauty products: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>• University permits numbers on products for resale: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>• Mascot caricatures permitted: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</li> <li>• Cross licensing with other marks permitted: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</li> <li>• Alterations to primary institutional mark permitted: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</li> <li>• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.</li> <li>• NO REFERENCES to alcohol, drugs, tobacco, firearms or gaming related products. Any reference deemed by the University to be of a questionable nature will not be permitted to be used in conjunction with University marks.</li> <li>• "Louisiana State" is an unacceptable reference to LSU. Proper reference is LSU or Louisiana State University.</li> <li>• Louisiana State University must use the same font size throughout.</li> </ul>	Restrictions N/A _____ _____ _____ _____ _____		
With LSU Approval May not be separated or broken apart. Color adjustments will be permitted on a case-by-case basis.			

NOTE: The marks of Louisiana State University are controlled under a trademark licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

On May 1, 2006, LSU finalized a revised artslick of its current marks. This revision was necessary to reflect the University's decision to establish the letters LSU in the "Geaux" font as the institution's primary mark (logo #1). In an effort to create brand consistency, the primary athletic mark and primary institutional mark were updated so that they both incorporate LSU in the Geaux font. We feel that we now have a family of marks that is consistent and yet allows for plenty of variation within our brand.

You may have noticed the increasing use of logos #2 and #3 during the television coverage of LSU athletics in the past year. These revised primary athletic marks have

evolved from the old Primary Athletic Mark (logo #9) and brought together its two strongest elements to create a new mark. The revised Primary Athletic Marks will continue to be featured in association with athletic teams and we expect these marks will quickly become Tiger fan favorites.

LSU licensees can access the revised artslick via Logos on Demand. If you have any questions regarding the revised LSU artslick feel free to contact Brian Hommel at 225-578-7237 or [bhommel@lsu.edu](mailto:bhommel@lsu.edu).

Geaux Tigers!

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## Soaring Sales with the LSU Kite

LSU recently licensed Sewing Concepts to produce a delta shaped 2 string steerable kite. The kite is 31.5" x 63" (80 x 160 cm) and comes with everything needed to fly. It is packed in a reusable storage bag and is made of nylon with fiberglass poles. The LSU logo is screen printed on the center nylon panel.

To learn more about this product, contact Ken Aylor at 402-731-8181 or email him at [sewingconcepts@prodigy.net](mailto:sewingconcepts@prodigy.net)

## Team ProMark Hits the Nail on the Head

ProMark Emblems dba Team ProMark was recently approved to produce this Pro-Grip Hammer that is a great gift idea for your favorite Tigers fan. The head is made of stainless steel, and is painted in purple and gold with hard fired enamel featuring the tiger head on both sides. The body is fiberglass and has the LSU primary mark printed on both sides. The molded rubber grip is simulated football leather complete with the laces facing front. Rated 16 oz. construction grade all-purpose hammer.

If you are interested in ordering this product please contact Margo Taylor at 888-287-0056 or via email at [margo@teampromark.com](mailto:margo@teampromark.com).



## Baby Tigers will Love the Fan Creations Stroller

Fan Creations, a division of Adventure Furniture, now has an Officially Licensed Collegiate stroller that is detailed down to the hub caps in LSU colors. The stroller's features include: multi-function recline, 5 point harness for your child's safety, foldable canopy for shade and privacy with an LSU logo embroidered on each side, swiveling front wheels, and

ergonomic handles. The stroller folds for easy storage and includes a spacious storage basket under the seat. Suitable for children age 6 months to 36 months under 39 lbs.

Please contact Kevin McClary for more information at 678-933-3458 or email him at [kevinm@fan-creations.com](mailto:kevinm@fan-creations.com).

## **FEDERAL COURT RULES SCHOOLS CAN PROTECT THEIR COLORS**

***LSU, OHIO STATE, OKLAHOMA, USC AND THE COLLEGIATE LICENSING COMPANY WIN LANDMARK CASE***

**ATLANTA, Ga., (July 31, 2006)** -- In a significant ruling that establishes an important precedent for the collegiate licensing industry, the United States District Court Eastern District for Louisiana has ruled that universities can protect their school color schemes as trademarks against unlicensed use by companies.

In a landmark decision, the Court granted summary judgment in favor of Louisiana State University, The Ohio State University, the University of Oklahoma, the University of Southern California and The Collegiate Licensing Company (CLC), the nation's largest collegiate trademark licensing company, holding Defendant Smack Apparel Company (<http://www.smackapparel.com/index.php>) liable for intentional trademark infringement based on its use of the recognizable and historic colors of some of the nation's most powerful collegiate athletic teams.

"This ruling further validates the efforts of universities to protect their brands against unlawful use of their respective trademarks, colors, and other identifying indicia," said Bruce Siegal, Senior Vice President and General Counsel for The Collegiate Licensing Company. "This also serves to protect the marketplace position of legitimate retailers and licensees who deserve to be protected against competition from infringers."

The ruling means that the Defendant can no longer use LSU's purple and gold and Oklahoma's crimson and cream, Ohio State's scarlet and gray, and USC's cardinal and gold in producing apparel that refers, but not necessarily by name, to those universities.

The Court's decision is important in that few courts across the country have ever directly addressed the issue of color schemes as stand-alone trademarks.

"The University is pleased that the court has confirmed that our Scarlet and Gray color scheme is an integral and protectable component of our brand message," said Rob Cleveland, Assistant Director of Trademark & Licensing Services, The Ohio State University. "This serves to validate 128 years of Scarlet and Gray tradition and ultimately strengthen our position in the stream of commerce."

The Plaintiffs were represented by Kilpatrick Stockton LLP.

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\*Images of infringing products exhibited in this case can be downloaded at <http://www.clc.com/>.