

LSU TIGER TAILER NEWSLETTER

OCTOBER 31, 2007
VOLUME 4, ISSUE 14

LSU Trademark Licensing
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Dear LSU Tiger Tailer,

Happy Halloween! LSU Trademark Licensing hopes that the football season has been a good one for both you and your business. The LSU football team is having a fantastic season so far and we hope they can continue their winning ways. LSU Trademark Licensing will keep you informed about potential championship and bowl game licensing information as it becomes available.

The success of the football team has brought great national exposure for the University. This national exposure has enticed some out-of-state bootleggers to come to campus to sell t-shirts on gamedays. LSU Trademark Licensing has worked closely with both LSUPD and CLC to confiscate over two hundred fifty bootleg shirts so far this season (see photo). We would again like to request your assistance with our bootleg enforcement efforts by reporting unlicensed merchandise when you become aware of it. The more eyes we have looking out for potential issues, the more likely we can eliminate some of this bootleg activity. We encourage you to call, email, or use the online reporting form



on 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.

Homecoming Reminder

This season’s Homecoming game will take place on November 10th vs. Louisiana Tech. Many returning alumni will descend upon your store during this weekend to find the latest Tiger gear.

Thank you for your continued support of LSU, and the tremendous job that you do building the LSU Brand in the Marketplace.

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Mascot Hat

TeamHeads are unique, one-of-a kind plush hats that depict each team's mascot. Made of quality plush material, each hat has an adjustable Velcro strap and an inner mesh lining. Team logos are embroidered or imprinted on each hat. These plush hats are the best way to show your school spirit and be the most fanHATic fan!

For pricing and ordering information, call Team Heads toll free at (888) 554-1350 or email sales@teamheads.com. For more product information go to www.teamheads.com.

Levitating Sports

Levitating Sports is a new product consisting of an authentic miniature replica helmet complete with everything from an actual wire face mask to interior padding. It also includes an electromagnetic stand that allows the helmet to float & rotate in mid air. No Strings Attached!

Product Dimensions 13.5" h x 9" d x 5" w

For more information call (706) 517-2274 and ask for Phillip.



Visit www.LSU.com to access the most up to date list of LSU licensees.
The licensee list is always evolving and is updated monthly.

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The Cool Way to Sell LSU Scoolers

Scoolers is offering you a unique opportunity to carry the only full line of professional grade LSU branded coolers. The line contains three popular products that are ideal for home, office or dorm use including the Glass Door Cooler, Party Cooler and Ice Maker. Now is your chance to carry the newest LSU Scoolers just in time for the holidays without having to purchase inventory. And Scoolers offers a retail display program that could give you a FREE display for your store.

The Scoolers Retail Drop Ship Program features:

- No inventory commitments
- Orders will be processed and Scoolers will drop ship the coolers directly to your customers
- Discounted displays are available to generate awareness and drive sales; these displays will not be invoiced for 90 days
- Sell 10 coolers in the first 3 months of the program and the discounted display is FREE
- Use Scoolers' FedEx account for a flat shipping fee or they can use your account number with your preferred ground carrier
- All orders will be delivered within 10-14 days

Call a Scoolers Program Manager at 1.800.905.4768 or email sales@scoolers.com to enroll today!



Hunt Graphics' "Pride" Lithograph

LOUISIANA STATE UNIVERSITY



FIGHTING TIGERS

Over twenty years have passed since internationally acclaimed artist Michael Hunt was a student at LSU. Before and after football games, he wheeled a shopping basket around the university selling from it "poster quality" reproductions of this work of art. It was the first poster that Michael ever created. In the years since, Michael has been reluctant to release the image again to preserve the memory of a career that has brought his work to the White House and the Vatican. In honor of Michael's 40th birthday the image is finally being released as a limited edition lithograph. Only 4,000 prints have been created, and each has been signed and numbered by artist, Michael Hunt.

For ordering information, please call The Hunt Studio at (800) 426-1379.

College Concepts Loungewear Agreement



LSU has agreed to strengthen its licensing relationship with College Concepts by entering into an exclusive agreement in the Mass and Mid-Tier distribution channels for Men's Boxer Shorts, Lounge Pants, Sleep Pants, and Sleep Sets. College Concepts has long been LSU's top loungewear licensee, comprising more than 80% of the total category in most recent years. In addition to being the dominant licensee in the category, College Concepts has also steadily grown its collegiate loungewear business, including a 20% gain in 2005-06 and a 45% gain through 2006-07. Due to this dominance in this category, as well as the demonstrated ability to grow the category, LSU felt it was a great opportunity to partner more closely with College Concepts. LSU is one of only a handful of institutions that has finalized such an agreement with College Concepts 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 College Concepts in the Mass and Mid Tier distribution channels for men's boxer shorts, lounge pants, sleep pants and sleep sets effective 1/1/08.
- The exclusive rights do not apply to infant/toddler, youth, and women's loungewear/sleepwear products or to the Campus/Local distribution channel. See below for a detailed description of the various distribution channels.
- Existing orders are not impacted and current licensees retain rights in these product categories until December 31, 2007 with a 60 day depletion period of inventory.

1. **Restricted Channel:** Sales of licensed articles to internal departments of the collegiate institution for internal use only by the collegiate institution and not for resale. For purposes of this Agreement, Restricted Channel does not include bookstores, other institutional retail outlets, student clubs, and student organizations. Examples include departmental suppliers, uniform manufacturers, and similar forms of non-resale internal use. NOTE: A separate Restricted License Agreement is required for licensees wishing to only sell into the Restricted Channel.

2. **Campus/Local Channel:** Sales of licensed articles to retailers that (1) are Store Members of NACS (National Association of College Stores); or (2) carry textbooks; or (3) carry 80% of their store inventory for one university; or (4) are independently-owned fan/gift shops located in the immediate campus community; or (5) are university-owned outlets, including student owned/operated stores. Examples include campus and off-campus bookstores, athletic department team stores, campus/athletic concessionaires, local fan/gift shops, and university-owned hotels/golf course shops/visitor centers or similar entities. NOTE: Chain retailers with the majority of their stores located near the immediate campus area are not considered Campus/Local Distribution.

3. **Mass:** Sales of licensed articles to retailers generally defined by the trade as "mass merchandise" or "discount" stores. Examples include mass merchants, wholesale clubs, off-price stores, grocery stores, drug & convenience stores, and temporary event/hot market vendors.

4. **Mid-Tier/Better:** Sales of licensed articles to retailers located outside of the immediate campus area and generally defined by the trade as operating in the "Mid-Tier" channel and above. Examples include department stores, sports specialty stores, licensed product fan shops, Internet-only licensed product fan shops, sporting goods stores, and airport/golf/ specialty stores. Financial Institutions (Banks) are also included in this distribution channel.

5. **Direct Sales*:** Sales of licensed articles directly to the consumer. Examples include sales through Licensee's own web site, sales through Licensee's own catalog, and/or sales through direct consumer solicitations (direct mail, direct response advertising, local craft shows).

6. **Related Retail Sales*:** Sales of licensed articles directly to the consumer through a retail storefront owned and/or operated by the licensee. Please note that CLC and the collegiate institutions approve these type sales arrangements on a case-by-case basis and only under unique circumstances.

*Royalties for sales made in the Direct Sales & Retail Sales Distribution Channels shall be paid on the final invoice price charged the customer/consumer.

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

