Dear LSU Tiger Tailer,

Happy Halloween! LSU Trademark Licensing hopes that everything is going great for both you and your business. The LSU football team is in the hunt for the SEC West title and LSU Trademark Licensing will keep you informed about possible championship and bowl game licensing information as it becomes available.

**LSU Lagniappe**

LSU sponsors a website called *LSU Lagniappe* for LSU faculty and staff that identifies special discounts offered to the LSU community. The website allows vendors to offer meaningful discounts to the LSU community that are better than discounts offered to the general public; perhaps similar to other groups such as teachers, law enforcement, military, state government employees, etc. Discounts may run for any length of time but generally run for at least one semester. Visit the *LSU Lagniappe* website at [www.lslagniappe.com](http://www.lslagniappe.com). Contact Dave Hurlbert, LSU Human Resource Management at 225-578-1522 or dhurlb1@lsu.edu for more details.

**Homecoming Reminder**

Due to the effects of Hurricane Gustav, this season’s Homecoming Game will take place on November 15th vs. Troy.

**Anniversary Celebrations**

This year is the 50th anniversary of the 1958 football national championship. The 1958 team will be honored at halftime of the November 22nd game vs. Ole Miss.

We are also approaching the 100th Anniversary of LSU Men’s Basketball. The All-century team will be announced at the PMAC on January 31, 2009 vs. Arkansas.
CLC Royalty Rankings

At the end of September, the Collegiate Licensing Company (CLC) announced its top-selling CLC member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2008 through September 30, 2008 on all collegiate merchandise sold.

1) Texas
2) Georgia
3) LSU
4) Michigan
5) Florida
6) Alabama
7) Tennessee
8) North Carolina
9) Auburn
10) Penn State
11) Notre Dame
12) Oklahoma
13) Wisconsin
14) Kentucky
15) Florida State
16) Arkansas
17) Kansas
18) Illinois
19) Nebraska
20) West Virginia
21) South Carolina
22) Clemson
23) Missouri
24) Miami
25) Purdue

Thank you for your work as an LSU Tiger Tailer!

Your efforts helped LSU to the #3 overall ranking in the CLC Consortium which represents LSU’s highest ranking in the Trademark Licensing program’s history. LSU Trademark Licensing looks forward to working with you to continue to strengthen LSU’s retail presence in the future, and we thank you for your continued support of LSU.
LSU Harley-Davidson Replica Motorcycle

Die-Cast Promotions is proud to introduce the first ever LSU licensed Harley-Davidson® precision replica 1:12 scale motorcycle.

For those who want it all. The Ultra Classic® Electra Glide® is everything you expect a Harley® road machine to be. Powerful. Refined. Legendary. Combine that with distinctive graphics and colors of the LSU Tigers and you have a true fan favorite. This is a very unique high-end precision replica that is designed for the serious Tigers fan to keep and enjoy for many years.

Vehicle Stature - Approx. 8" long x 5" high. The spirit and quality of Harley-Davidson® is captured in exquisite detail, high-gloss finish, and meticulous craftsmanship. Packaged in a high quality gift box.

In stock and available for immediate shipping. Please contact Die-Cast Promotions Customer Service department at 877.874.5467 to order. For product information please contact Cliff Gardner at 817.490.9949.

LSU Hoodez - The Interchangeable Ornament System for a Car, Truck or Van

Available in a variety of styles – with a sophisticated look – HoodEz simply attaches to a vehicle’s hood, roof or trunk-instantly transforming it into a moving symbol of support for LSU.

Fans Can Instantly Match Their Mood or Moment

Available products include flat medallion, vertical medallion, waving team flag and team helmet. With the universal base in place, HoodEz snaps on and snaps off. It’s that easy…and with no worries about damage to the surface of the vehicle.

Fans can interchange their HoodEz to match their mood or moment. Headed to the game? Wave the HoodEz LSU flag or football helmet. Driving to work? Snap on the sleek LSU medallion for a more subdued look. Hoodez is a fun and creative way for fans to “pride your ride!” To place an order please call 800-861-8870.
Top of the World’s LSU “The Clause” Hat

Just in time for the Holidays, LSU’s top headwear licensee Top of the World presents their new “The Clause” Hat. “The Clause” is a one size fits most hat that features an embroidered LSU logo on the front. TOW is offering a low 36 piece minimum and the product ships from Norman, Oklahoma.

For ordering information, please contact Chris Johnson at 800-896-8978. www.towcaps.com

The Collegiate Coloring Book Company introduces the new Louisiana State University coloring book! Watch young faces light up as they color 47 pages of beautifully illustrated images dear to LSU fans everywhere. Among the pages are pictures of famous LSU buildings, historic places, mascots and sports figures that are sure to keep young Tigers busy for hours. The books, along with point of purchase displays, will be available for sale on November 17, 2008. For more information and ordering contact Art Cosby at (662) 323-1559 ext 205.
**LSU Cotton Candy**

New LSU licensee Cyclone Enterprises introduces the all new purple and gold LSU cotton candy. The LSU cotton candy is sold in 4 oz. bags filled with either purple or gold cotton candy. The LSU cotton candy bags will feature the LSU primary athletic mark as shown below. Counter top display racks or box displays are available upon request. Please contact Anna at 800-292-0146 ext. 144 for ordering information.

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**LSU Lapper—The Non-Slip Dining Tray**

The 11” x 18” Lapper is a non-slip dinner tray with removable silicone mats featuring the LSU primary athletic mark. The silicone mats can withstand temperatures of up to 600 degrees and can be used as hot pads or pot holders. They are the magic that can make any dish stay in place when the tray is tilted and turned to about a 65-70 degree angle. The Lapper is dishwasher safe and will hold any type of dish including paper, plastic, glass, styrofoam, porcelain, and even tin cans. They have great handles for comfortable handling and nesting into each other for convenient storage. Each Lapper comes packaged individually in a clamshell and they stack neatly for easy storage. Fans will love the Lapper for both tailgate and home use. For ordering information, contact CamoVision of Georgia (706) 494-0081 at info@eyeXtras.com.
New Aerial Panorama of LSU on a Gameday from Blakeway Worldwide Panoramas

The new 13.5” x 40” panoramas are available framed or unframed (either shrink-wrapped or individually tubed). Framed prints are mounted with foam core and a black aluminum frame. Glass is tempered for strength and breakage-free shipping. Unframed comes either individually tubed for easy gameday sales or shrink-wrapped. Shrink-wrapped panoramas are easily displayed and the biggest selling unframed style.

Display merchandisers are available. Blakeway offers both floor displays and slat-wall display fixtures. Please email Blakeway for photos and options.

Please contact Blakeway Worldwide Panoramas, Inc. via phone, email or fax for more information or to place an order. Orders generally ship same day, if received by 2:00 PM (CST).

Blakeway Worldwide Panoramas, Inc
12913 Pioneer Trail
Eden Prairie, MN 55347
Tel: 800-334-7266 or 952-941-9797
Fax: 952-941-9798
Email: info@panoramas.com

Trademark Licensing Welcomes the Following New Licensees

Agility Sports LLC
All Star Dogs
ASC Inc.
B. Designs LLC dba B...for Betsy
Caminita Wildlife
CEMCO Inc.
Championship Marketing LLC
College Vault by Sign Express Inc. dba Sportwalls
College Vault by Wildcat Apparel Group Inc.
Core Resources
Croakies
Cumberland Designs
Dave Massie Inc.
Emory Group LLC
Fanatic Fountains
HoodEz LLC
Inflatable Images
Kampus U LLC dba Kashwere U
Limited Brands Inc. dba Victoria's Secret PINK
Lulu Press Inc.

M-Boss Inc.
Mascot Books Inc.
McSteven's Inc.
Monarch Sports Inc.
New ICM LP
OkiWear Inc.
Original Hartstone Pottery Inc.
Overton Apparel
Palm Tree Paperie
PaperKraft Coaster
R.O.C. LLC
Ramelli Janitorial Svc. Inc.
Reelsouth Productions LLC
Shosommo LLC
Sign Express Inc. dba Sportwalls (AL)
Smathers and Branson
Team IP Sports LLC
UFS/Third Street Sportswear
Victoria's Secret by Renaissance Imports Inc.
Yarder Manufacturing Co.
The College Vault is a brand created to celebrate the academic, athletic, and lifestyle traditions associated with colleges and universities. The College Vault contains LSU images and logos exhumed from the archives which have now contributed to the creation of unique vintage-inspired clothing and accessories. The CV brand assures consumers that such items are officially approved and authenticated by LSU and it allows for the use of some classic LSU marks that some Tiger fans still hold dear to their hearts. For more information on the College Vault you can visit www.TheCollegeVault.com. The LSU CV art slick below shows which marks are “in the Vault” and the following licensee list shows which licensees are approved to produce LSU College Vault products.
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.
Visit www.TheCollegeVault.com for more information about this unique, vintage program.
Louisiana State University

College Vault by Wildcat Apparel Group Inc
1931 Bay Street
Los Angeles, CA 90021
Mr. Marc Herman
Phone 323-583-4508 23
Fax 323-583-6171
www.Retrosportapparel.com
mherman@originaretrobrand.com
Spec Agr Disclosed: 06/18/2008

Distribution Channel(s)
Better Dept Stores/Boutiques
Campus/Local Channel
Department Stores
Internet/TV/Catalog Mid-Tier
Related Retail/Direct
Specialty Mid-Tier
Sporting Goods/Sports Specialty/Fan Shops

Product Categories
01A (Men's/Unisex T-shirts)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)

College Vault by Winning Streak Sports LLC
9825 Widner Road
Lenexa, KS 66215
Ms. Jessica Fleumer
Phone 913-768-8988
Fax 913-322-1418
www.Winningstreaksports.com
jfleumer@winningstreaksports.com
Spec Agr Disclosed: 01/11/2007

Distribution Channel(s)
Campus/Local Channel
Related Retail/Direct
Sporting Goods/Sports Specialty/Fan Shops
Super Center/Wholesale Clubs

Product Categories
04C (Signage Products)