

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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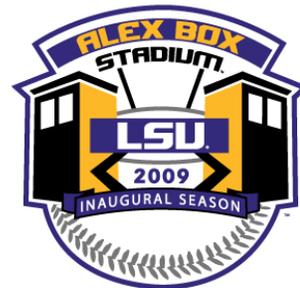
Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the new year is off to a good start for both you and your business. It was another good holiday season for the LSU football team who pummeled the Georgia Tech Yellow Jackets 38-3 in the Chick-fil-A Bowl. The Collegiate Licensing Company's enforcement personnel and the Atlanta Police Department worked on behalf of LSU during the Chick-fil-A Bowl to protect the university's marks and deter the sale of unlicensed merchandise. The combined efforts in Atlanta resulted in the seizure of nearly 500 unlicensed products in the city and around the Georgia Dome. We will continue to work hard in 2009 to stop the sale of unlicensed merchandise and we encourage you to report any potentially unlicensed merchandise via www.LSU.com.

Campus Market Expo (CAMEX)

LSU Trademark Licensing would like to remind you about the **CAMEX show in Anaheim from March 15-17.**

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



camex
Campus Market Expo 2009

attendees from over 1100 college stores and view items in more than 90 product categories from over 700 companies. A lot of business is conducted during the three-day show—more than 92% of CAMEX 2008 attendees took advantage of vendors' trade show specials. To learn more about CAMEX, visit www.CAMEX.org, or call 800-622-7498.

Inaugural Season for Facilities

The highly ranked LSU Baseball team will open the new Alex Box Stadium on Friday, Feb. 20 vs. Villanova. The LSU Softball team will open the new Tiger Park on Wednesday, Feb. 11 vs. McNeese State. Inaugural season logos have been created for both facilities and are available for use on a variety of products.

CLC Royalty Rankings

At the end of December, the Collegiate Licensing Company (CLC) announced its top-selling CLC member institutions for the fiscal year-to-date. These rankings represent royalties reported October 1, 2008 through December 31, 2008 on all collegiate merchandise sold.

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

Thank you for your work as an LSU Tiger Tailer!

Your efforts kept LSU at the #3 overall ranking in the CLC Consortium. This 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 TrashTalker TeamCan



From New Orleans, LA, comes the Officially Licensed Full Size Commercial Grade LSU Trashcans. The latest method to showcase your favorite college has successfully been licensed through CLC and LSU is the first school offered.

TrashTalker TeamCans are truly the first of their kind. These garbage cans offer commercial grade toughness backed by a 10 year manufacturer's warranty. *TrashTalker TeamCans*, go through a dye infusion process and are not painted. The officially licensed LSU logo is heat stamped onto the can. Since it is not a sticker, the logo will not peel off or fade away.

TrashTalker TeamCans are designed for both manual and automated/mechanical service functionality, which allows them to be serviced by all trash haulers. This is the new 'flag' that fans and alums can show off in their neighborhood.

These unique *TrashTalker TeamCans* come in 3 different sizes, 32 gallon, 65 gallon, and a 96 gallon size. The different sizes offer versatility, meaning curbside trash service isn't the only usage. Many satisfied customers use their *TrashTalker TeamCans* at tailgates, as a laundry hamper, toy bin, backyard/patio can, and much more.

TrashTalker TeamCans can be viewed online at www.myteamcan.com. For additional information, please contact:

Rana Cabeceiras, 504-415-3638

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Email: ranacab@yahoo.com



LSU Scoreboard Chalkboard

Wallcrashers presents this 28" by 19" scoreboard/chalkboard that comes with 3 pieces of soft chalk and an eraser. The scoreboard/chalkboard is made from 6 mil self adhesive vinyl that can be removed and re-applied in different locations. Printed with a specially formulated ink to make it your own!

For ordering information, please contact Pat at 913-754-0707 or via e-mail at

pat@wallcrashers.com.



Tiger Eye Lucky Charm and LSU Knobs for Furniture/Cabinets



The Tiger Eye Lucky Charm was conceived by Baton Rouge's Southern Plantation Shutters as a gift for family and friends interested in giving the LSU Tigers luck during athletic contests. Since the conception of the Tiger Eye Lucky Charm, LSU has won the National Championship in football, attended the College World Series in baseball, and enjoyed many successes in other men's and women's sports.

Fans can show their support for the Tigers with their own comfortable, lightweight Tiger Eye Lucky Charm in their pocket or purse. This handmade keepsake is carved into handsome Brazilian hardwood that has the look of tiger stripes. Choose from several designs and patterns for the Tiger Eye Lucky Charms or LSU knobs for furniture and cabinets.

For ordering information, contact Bart Talbot with Southern Plantation Shutters at 225-292-2278 or bartt@spsutters.com.

LSU 15" Stuffed Mike the Tiger with #1 Jersey

New LSU licensee Noah's Ark Animal Workshops is proud to introduce their officially licensed Mike the Tiger replica stuffed collectible. Mike the 16" plush Tiger is the perfectly sized take-along for every Tiger fan wanting to show their school spirit. No LSU fan of any age will want to be without one. Mike is available stuffed and Ready to Roar so fans can grab him and go cheer on the Tigers. Additionally, unstuffed Mike and stuffing materials can be pre-ordered for hand-stuffing where customers can bring Mike the Tiger to life at fun stuff-n-fluff in-store events. Mike's #1 jersey is removable, and he will be entering the college football world around May 15th, 2009. To preorder or for additional questions, please contact Laurie Stein at 469-438-8899 or lauriemstein@gmail.com.



SMACK Apparel Lawsuit (cont.)

Smack Apparel's Request for a Rehearing Denied

Smack Apparel sought a rehearing before the full bench for the Court of Appeals, as the appeal was heard by a special panel of judges. On December 23, 2008, the Court denied Smack's request. Smack's only other option is to file a petition for a writ of certiorari to the U.S. Supreme Court, which we view as unlikely to be successful.

Heisman Trophy Trust v. Smack Apparel

On the heels of the successful Smack appellate decision discussed above, the Heisman Trophy Trust has followed suit by suing Smack Apparel for trademark infringement in the United States District Court for the Southern District of New York. Smack Apparel's use of "Heisman" references in connection with its designs has increased over the past several years, and the Heisman Trophy Trust has sued to stop Smack Apparel from using its name, mark and similar references. To that end, the Heisman Trophy Trust was recently awarded a preliminary injunction against Smack Apparel, requiring Smack Apparel to cease the production and sale of any products using "Heisman" references. This is of course a great start to the litigation that moves forward.



LSU Trademark Licensing Welcomes the Following New Licensees

Action Images Inc. (IL)
Blakeway Worldwide Panoramas
Body International USA LLC
Burnes Home Accents LLC
Crowd Products LLC
Cyclone Enterprises
Disruptive Media Publishers Inc.
Heartland China of Kansas Inc.
Legendary Sports Prints LLC

Marketing Innovations
Noah's Ark Animal Workshop Inc.
North American Imports LLC
Scrub Zone
St. Berg Couture LLC
Sun Mountain Sports/MT
Susan Mango
Waterford Wedgwood USA Inc.