Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that this fall is going great for both you and your business. The LSU football team is again 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.

**Sesquicentennial**

Louisiana State University will mark its sesquicentennial anniversary in 2010 with a year-long schedule of activities that give students, faculty, staff, alumni, and friends opportunities to reflect on the University’s history and legacy, celebrate its grand milestone, and commit to serving, teaching, learning, and supporting the University’s quest for excellence at every level. The sesquicentennial year will culminate Forever LSU: The Campaign for Louisiana State University and the National Flagship Agenda, and will catapult LSU to reach for its next set of ambitious, but attainable goals. With this in mind, LSU Communications & University Relations created a special mark (shown above) to commemorate this occasion and call attention to the year at hand. All LSU licensees currently have access to the mark for use on officially licensed products. LSU fans and alumni are sure to be excited about LSU 150 products as we quickly approach the sesquicentennial year of 2010.

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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, 2009 through September 30, 2009 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

Thank you for your work as an LSU Tiger Tailer!

Your efforts in selling officially licensed LSU products have served to put LSU at the #4 overall ranking in the CLC Consortium in licensing royalties generated back to the University. LSU Trademark Licensing looks forward to working with you to continue to strengthen LSU’s retail presence, and we thank you for your continued support of LSU.
TKK - formerly known as The Kozmic Kowboyz - is a local band that has been entertaining in and around the Baton Rouge area for 15 years. They have opened for Toby Keith, Marshall Tucker, Joe Diffie, Perfect Stranger, John Anderson, River Road, Ricky Lee Phelps, John Conlee and T. Graham Brown.

They are a variety band that plays country, old rock and roll and hits from the 70's, 80's, 90's and today. Although the band only consists of three musical instruments, they can produce a sound that pleases any crowd. With Zeke Thompson on guitar, Brad Molliere on bass, Jimmy Currey on drums and Kelli Herrod & Tommy LoCicero belting out the lyrics, no Tiger Fan will be able to sit still!

"Geaux Tigers" is an original TKK song with a good beat that is sure to please any LSU Tiger fan. To purchase CD's for your store, contact Toni Marks at 225-235-4179 or tmarks34@cox.net.

HUDFIA 1 4 U Ent. has just released the officially licensed hit single "DEATH VALLEY" by Baton Rouge artist D-MONEY. The Songs "Death Valley" and "Game Day" are very energetic and positive hip hop songs that can be enjoyed by music lovers of all ages. "Death Valley" elicits the spirit of the LSU Tiger fans. "Game Day" portrays the attitude of the Tiger fans. For retail information concerning "Death Valley" contact Derick Daniels at hudfia14U.ent@gmail.com.
Since 2001, the Magnolia Company has designed, fabricated and sold unique handmade magnolia wreaths from a family farm in Barberville, Florida. Magnolia Company carefully tends to each stem grown on the farm and they are harvested for use in one of Magnolia Company’s classic decorations. After a lengthy drying process, each officially licensed wreath is coated with the rich purple and gold colors of the LSU Tigers and then sealed to last many seasons. The final accent is applied with a classic purple and gold bow with the LSU primary athletic mark on a spirit button. Each wreath comes in a sturdy two piece box for storage at the end of the holiday season. These wreaths can be hung inside and outside, but must be kept out of direct moisture. Call 800-880-4662 for additional information on Magnolia Company’s unique products.

LSU Handmade Magnolia Wreath

LSU Christmas Products by Team Trees, LLC

Fans can show their Tiger spirit this holiday season with these officially licensed LSU products by Team Trees, LLC. The purple and gold Christmas trees are available in 2’, 3’, 4’ and 6’ sizes. Team Trees also carries garland, 2’ wreaths and 3’ wall trees for a dorm or office wall. They also have palm trees available in 1’ and 4’ which make a great way to bring a beach atmosphere to any office, home, tailgate or party!

For ordering information please contact:
Kris Carroll
Team Trees, LLC
543 Faulconer Dr. | Nicholasville, KY 40356
859-312-4359 or
kcarroll@teamtrees.com
The “Songs of LSU” CD includes the LSU Tiger Band playing all of LSU’s school songs and cheers in addition to the "LSU Rhapsody," a medley of LSU favorite school songs performed by the LSU Wind Ensemble. The Tiger Band portion of the CD includes:

- **LSU Pregame Entrance / Touchdown for LSU** (this famous arrangement opens the Pregame show before every game)
- **Fight for LSU** (The official LSU Fight Song)
- **Hey, Fightin' Tigers** (a very popular school song!)
- **Tiger Rag**
- **Geaux Tigers Cheer** (played on all first downs)
- **2nd Down Cheer**
- **3rd Down Cheer**
- **Tiger Bandits Cheer** (for the defense!)

For more info contact Linda Saucier with the LSU Band Department at 225-578-2384.

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“The Golden Band from Tigerland” Lithographs and Prints

Award-winning, Louisiana native and wildlife artist Randy Caminita has just expanded his artistic portfolio to add a new piece of artwork especially for LSU Tiger fans everywhere. A devoted LSU fan himself, Randy is excited to present his newest officially licensed work entitled "The Golden Band From Tigerland." Randy is offering a special “Directors Edition” that is limited to 100 lithographs personally signed by Frank Wicks, Dr. Linda Moorhouse and Roy King. This piece was done in collaboration with all three named directors, achieving an end result unanimously approved by all. Randy is donating 100% of all proceeds from the entire "Directors Edition" directly to the LSU Band to help facilitate the building of a much needed new Band Hall facility. Randy is also offering a limited edition of 2000 signed and numbered prints. For ordering information please call Randy or Rebecca Caminita at 985-796-8178 or 985-237-5208.
Purple and Gold Tiger Tails

Bayou Apparel recently launched the first officially licensed LSU tiger tails. The furry tiger tails are made of plush fleece with purple and gold stripes and a black elastic end strap. The tiger tails are available in two sizes: 3 feet or 18 inches. The tails can be displayed from the trunk of a car, as part of Tiger fans’ game day attire or as a costume.

For ordering information, contact Bayou Apparel at 225-928-9090 or bayouapparel@cox.net.

Crystal Hot Sauce—The Official Hot Sauce of the LSU Tigers

Crystal Hot Sauce has been the “Official Hot Sauce of the LSU Tigers” for over a year and now they are introducing a new co-branded hot sauce bottle featuring the LSU primary athletic mark. Crystal Hot Sauce has been a Louisiana favorite since 1923 and it is made with fresh cayenne peppers that Baumer Foods, Inc. grinds and processes in their South Louisiana facility. This process provides more pepper content and more pepper taste and controlled heat level keeps the accent on flavor. These LSU/Crystal co-branded hot sauce bottles are certain to become a collector's item. The hot sauce bottles will be available in two sizes: 6 oz. and 12 oz. For ordering information, please contact Baumer Foods, Inc. at 504-483-1430 or by email at info@baumerfoods.com. You can also visit www.crystalhotsauce.com for more information about Baumer Foods, Inc. and Crystal Hot Sauce.
**Calculator, GameChanger Universal Remote Control**

**Collegiate Series Desk Calculator** – North American Licensing Company (NALC) has teamed with one of the top calculator manufacturers in the world for the Collegiate Series Desk Calculator. Everyone needs, and relies on a calculator. It’s a must-have item for students, alumni, and in every office and household. Calculators generate an estimated one billion dollars annually which computes to over 60 million units sold every year. The calculator has the following features: solar powered with battery backup; large, easy-to-read 12 digit display; display tilts for easy viewing; rubber bumpers for grip and protection; complete instruction manual included; step-back entry correction key; cost/sell/margin function; 3-key memory. Visit [www.CollegiateCalc.com](http://www.CollegiateCalc.com) for additional information.

**GameChanger Universal Remote Control** – NALC has partnered with ESPN to enhance their Universal Remote Control called the GameChanger™. The GameChanger™ comes with three red ESPN programmable buttons. These dedicated buttons take Tiger fans instantly to the networks that televise many LSU games: ESPN, ESPN 2 or ESPN U. This 4-device remote control comes with the following features: Easy Set-up; Expansive Code Library; Digital Ready; Picture-in-Picture Functions. Visit [www.GameChangerRemote.com](http://www.GameChangerRemote.com) for additional information.

Contact North American Licensing Company for ordering info at (866) 904-2985.

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**LSU Trademark Licensing Welcomes the Following New Licensees**

- Bent Creek Studio
- BlueAvocado Co.
- Cedar Point Imports
- College Vault by Boelter Brands
- College Vault by Wincraft Inc.
- Coveroo Inc.
- Creative Sports Images Inc.
- Denco Sports Luggage Inc.
- Devries V Inc.
- DGL Consumer Products
- Eureka Woodworks Inc.
- Fanatic Spirit LLC/TX
- Game Day Titan
- Gator Graphics & Design
- Green Bottle-The
- HALO/Lee Wayne Corp.
- Illumasport LLC
- Inviting Company
- JC Pottery
- Kaskey Kids Inc.
- La Tortilla Oven LLC
- Legends Storybooks
- Lifeguard Press
- Marucci Bat Co.
- Movitas Corporation
- National Print Group Inc.
- Oreck Corporation
- Ouray Sportswear LLC
- Pacific Cornetta Inc.
- Payne Publishers
- Sink or Swim Enterprises LLC
- Tailgate Clothing Company dba T-University
- Tribute Products
- Tricia's World of Fashion Inc.
- Varsity Baby Inc. (IN)
- Victoria's Secret by Chelsea Trading Co.
- Virtual Greats LLC

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.