Dear LSU Tiger Tailer,
LSU Trademark Licensing hopes that the new year is going great for both you and your business. As you make your buying plans for back to school and next football season, it is possible you may be approached by vendors that are selling products which are not licensed. Please forward those people to our office via the enforcement form on www.LSU.com or email (bhommel@lsu.edu) so that we can discuss LSU’s licensing policies with the vendor.

Sesquicentennial
We are now in 2010 and Louisiana State University will mark its sesquicentennial anniversary 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. As a reminder, all LSU licensees currently have access to the LSU 150 mark (below left) for use on officially licensed products. LSU fans and alumni are sure to be excited about LSU 150 products now that we are in the sesquicentennial year.

New Logos for Athletics Facilities
The LSU Athletic Department has developed new logos for Alex Box Stadium and Tiger Park (above right).

LSU licensees now have access to these marks for use on a variety of products.

Campus Market Expo (CAMEX)
LSU Trademark Licensing would like to remind you about the CAMEX show in Orlando from March 13-15.

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 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 and many vendors have trade show specials. To learn more about CAMEX, visit www.CAMEX.org, or call 800-622-7498.

Thank you for your continued support of LSU through the sale of Officially Licensed Products.

GEAUX TIGERS!
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, 2009 through December 31, 2009 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

Thank you for your work as an LSU Tiger Tailer!

Your efforts in selling officially licensed LSU products have served to keep 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.
Twist & Pout® Lip Balm by DGL Consumer Products

Twist & Pout® Lip Balm is a one-of-a-kind lip moisturizer that is equal parts fashion statement and sun protection confection. Exclusively patented and formed for the inner trend setter, this stylish sphere is bound to be the envy of lip addicts everywhere. Packed with the latest and greatest in pucker protection technology, Twist & Pout delivers a crucial combination of oils, butters and full spectrum UVA/UVB lip armor. Best of all, these infectious little balms are easily found at the bottom of any bag for quick lip moisture on-the-go.

For additional product information, visit DGL Consumer Products’ website www.TwistAndPout.com. Contact Joyce Albin at 800-717-8976 or 303-375-3324 for ordering information.

“The BamVino™” Wine Bottle Holder

“The BamVino™” wine bottle holder is the brainchild of former LSU Baseball player Pete Bush, who patrolled first base for the Tigers in their first three trips to the College World Series in 1986, 1987 and 1989. Inspired by an idea to combine his love for baseball and great wine, Bush created a baseball themed bottle holder where a standard wine bottle can be held in the player’s grip and rest on his shoulder as the bat, giving it an authentic baseball look. Sculpted by renowned Louisiana artist Patrick Miller, sculptor of the large bronze tigers located outside of LSU’s various sports stadiums, “The BamVino™” is made of a polyresin compound and weighs approximately 2 ½ pounds. This conversation piece bottle holder is a great way for fans to show their Tiger spirit while displaying their favorite spirit! For more information on how to order “The BamVino™” contact Eric Hedrick at Varsity Vests at ehedrick@varsityvests.com or by calling 225-753-7299.
Perfect Bottle by Boelter Brands

The Perfect Bottle is a collapsible bottle that is ideal for traveling, outdoor use, purses and bags, school lunches and much more. This reusable 16 ounce bottle collapses to about the size of a hockey puck (3” diameter x 2” tall) for easy storage. Perfect Bottle is dishwasher safe and BPA free which is great for the environment and healthy for the consumer.

For ordering information, contact Boelter Brands at 877-233-7287 or fax 262-523-6096.

Seasonal Banners by Sewing Concepts

Fans can show their Tiger pride year-round with these seasonal banners from Sewing Concepts. The banners are dye sublimated polyester banners made to order as 13x18 inch garden sized banners and 30x40 inch house sized banners. There is a minimum of only 6 pieces per design and size. Please contact Sewing Concepts at 402-731-8181 or email sewingconcepts@prodigy.net for ordering info. Future design additions will be posted at www.scflags.com

The Collegiate Exchange is an On-Line Tradeshow with resources that can assist your business 365 days a year. To learn more, visit www.CLC.com and click on the TCE Buyer’s Guide link or visit www.TheCollegiateExchange.com.
**Laptop Sleeves by Kolder**

Kolder Incorporated is pleased to introduce officially licensed LSU Laptop Sleeves. Made from neoprene "wetsuit" rubber, the Laptop Sleeve accommodates a variety of laptops sizes thanks to neoprene's easy stretch attributes. A zippered enclosure allows laptops to slide in and out while the neoprene body protects the valuable investment inside. The minimum order is 8 units and the counter display is included at no additional cost.

For ordering information please call 877-817-0288 or email brenda@kolder.com. Visit www.kolder.com for additional product information.

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

- ADGAS Outdoor Cooking Products
- Baumer Foods Inc.
- Campus Couture/TX
- College Laundry
- College Vault by Tervis Tumbler Co.
- Cyber Acoustics LLC
- Dalmatian Press LLC dba Intervisual Books
- Dr. Seuss by Tchotchke's
- Goalsetter Systems Inc.
- Labelworx dba BrandWorx Products
- Longaberger Company
- Oakley Charles LLC
- Polymer Engineered Products
- Promo Tech LLC
- Red Horse Signs
- Scentsy Inc.
- Sign A Rama of Baton Rouge
- Spirit Products Ltd.
- Strategic Printing and Mfg. Solutions Inc.
- Tiger Boxes
- U-Wrap Inc.

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.
I Love LSU Hoops Retail Signage

Launched in February 2009, I Love College Hoops is a marketing platform that celebrates the history, tradition, and excitement of college basketball each February. I Love College Hoops is also a platform for college basketball-focused merchandise programs both nationally AND locally on an annual basis during the month of February. The Collegiate Licensing Company (CLC) has developed I Love LSU Hoops signage for retailers to display. Please email Brian Hommel at bhommel@lsu.edu to order your free I Love LSU Hoops retail signs.