LSU Trademark Licensing
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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your business have had a great first quarter of 2010. We look forward to working with you in the coming months to make sure that your store has everything you need to take advantage of the building excitement for the baseball postseason and the upcoming football season.

College Colors Day
The sixth annual College Colors Day celebration will take place on September 3, 2010. College Colors Day, which coincides with both “back to school” and the kick-off of intercollegiate athletics, seeks to celebrate and promote the traditions and spirit that make the college traditions great by encouraging fans, alumni and students to wear apparel of their favorite college throughout the day of Friday, September 3, 2010. Basically, it is a fun, casual Friday where people are encouraged to wear officially licensed collegiate products of their favorite institution. For additional information on this national collegiate celebration please visit www.CollegeColorsDay.com. If you are interested in free College Colors Day signage for your store, please visit www.CollegeColorsDay.com or contact Brian Hommel at bhommel@lsu.edu. An example of this free retail signage can be found on page 3 of this newsletter.

Sesquicentennial
As a reminder, 2010 is Louisiana State University’s sesquicentennial and 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 that commemorate the sesquicentennial.

Gold Game
This season’s football Gold Game will take place on September 18th vs. Mississippi State. LSU Athletics will encourage fans to wear gold to this game to add to what is sure to be an exciting atmosphere in Tiger Stadium.

Homecoming
The homecoming game will take place on November 13th vs. UL-Monroe.

Thank you for your continued support of LSU through the sale of Officially Licensed Products. We appreciate the outstanding job that you do building the LSU Brand in the Marketplace.

GEAUX TIGERS!
At the end of March, 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 March 31, 2010 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

Please visit [www.CollegeColorsDay.com](http://www.CollegeColorsDay.com) or email Brian Hommel at bhommel@lsu.edu to order your free College Colors Day retail signs.

Cleatus the Fox Sports Robot by FoamFanatics

FoamFanatics is introducing the era of the Collegiate version of Cleatus the FOX Sports Robot with the LSU Robot. A must-have for every LSU fan, the LSU Robot is a unique way for fans to show their LSU pride from their desk at work or as part of their LSU collection. Each 10” posable robot is made of extra-sturdy PVC plastic and features the highest attention to detail. With fully articulating joints, Cleatus can be posed in almost any defensive or offensive position, tackling the opposition or celebrating a field goal. Also will be offered in a 3” key chain version with a hang cord. To order, call Kevin Hillsman at 206.453.1581. FoamFanatics, LLC, 663 S. Lucile Street, Seattle, WA 98108 Fax 206-624-5229

[www.foamheads.com](http://www.foamheads.com)
The Grill Topper turns ordinary grilled meats into works of art by searing the LSU logo onto the surface of the meat! Tiger fans simply need to place the Grill Topper on their existing grill rack, and put their chicken, pork, or beef directly on the LSU logo, searing the logo onto the meat as it cooks to perfection!

The Grill Topper is perfect for backyard barbecues, camping excursions, or tailgate parties. Easy to use, easy to clean. The 550 Grill Topper measures 5 1/2" round and features one "Sear Circle". Perfect for searing team logos onto steak, hamburgers, chicken, or pork, the 550 makes a great gift or addition to any grill!

The LSU Tigers Grill Topper HD is like no other! Designed to sear the LSU TIGERS logo onto hot dogs or brats! Fans can line 'em up on their grill and they'll be the talk of their tailgate party!

For ordering information contact: phone (515) 832-2068, fax (515) 832-2579, email: sales@thegrilltopper.com www.thegrilltopper.com

Tiger fans can add team spirit and style by lighting up their outdoor events at home and away while creating a festive atmosphere and setting the mood for fun with these exciting new LSU STRING LIGHTS! The lights are weather resistant and have shatterproof polycarbonate housing. They use a common household bulb (up to 60 watts) and plug into any 110 vac outlet. The most popular offering- the 6-light set, along with the 10-light set are perfectly designed for RVs, pool areas, gazebos and patios while the 2-light and 4-light sets are ideal for dorm rooms, bar areas, and more. All light sets come with an inline 20' outdoor cord, plug and 6" Globes. UL and cUL Approved and Made in the USA. Light Stand Luminaires are also available. For ordering information please contact: Pat Ryan at: 23 Moonlanding Road; Rochester, NY 14624; Phone (585) 426-1811; Fax (585) 426-1444

LSU String Lights by Polymer Engineered Products

LSU String Lights by Polymer Engineered Products

LSU String Lights by Polymer Engineered Products
Local Licensee Reelsouth Productions introduces a poster collage of Officially Licensed photographs of the LSU campus. The poster is 11.75" x 36" and is suitable for framing. This colorful poster highlights many images of LSU within the letters GEAUX TIGERS. The letters are outlined with LSU’s purple and gold colors. The poster also includes the LSU 150 logo. To see other licensed LSU photography, please visit: www.reelsouth.net. For ordering information, please contact Valerie Lion Sprinkle with Reelsouth Productions at 504-220-8440 or val@reelsouth.net.

Computer Keyboard and Mouse by Keyscapers

Keyscapers are computer keyboards and mice customized with LSU logos using Strategic Printing & Manufacturing Solutions’ proprietary digital printing process. No stickers! No decals! No messy glues! Just a high-quality, long-lasting, durable print that helps Tiger fans can display their pride in a unique way! Whether with a desktop computer or a laptop, almost everyone uses a keyboard and mouse. Keyscapers replace boring black keyboards and mice with stylish, attention grabbing pieces featuring LSU colors and logos.

The Keyscaper 110 Mouse features include: Laser Tracking Wireless Mouse; RF Transmitter for quick, accurate connection; Dimensions: 3.25"x2.1"x.60"; Easy Plug & Play connection; 2 buttons + scroll wheel/third button; Mac and PC compatible; Runs on 1 AAA battery (included) or backup power cord.

The Keyscaper 510 Keyboard features include: Numeric 10-Key for number crunching; Function Keys (Mac & Windows); Dimensions: 18"x 6.75"x.75"; Easy Plug & Play connection; Low profile keys for comfy typing; Mac and PC compatible; Choose from USB Wired or USB Wireless configurations. Wireless 510 runs on 2 (AAA) batteries, included. For ordering information contact Jake Horton at: (503) 612-9974 x261 or email jake@strategic-printing.com
Cumberland Designs’ Collegiate Pumpkins and Flameless Candles

Cumberland Designs’ collegiate pumpkins are unique decorations for home, tailgate parties, Halloween and the Fall season. The realistic looking resin pumpkins are available in both 12” H and 7” H sizes. Each pumpkin is hand finished and good for indoor and outdoor use. The hand painted ceramic pumpkins are food and dishwasher safe. They feature an air-tight lid and are great for cookies, candy and snacks. The battery operated wax pumpkin luminaries feature flameless luminaries made of real wax with a mild vanilla scent. The safe, flameless luminaries have a realistic flicker that adds a great ambiance to any room. The hand finished wax pumpkin luminaries include an 8 hour timer function for convenience and it makes a great night light. The battery operated flameless pillar candle is made of real wax with a mild vanilla scent. It features an 8 hour timer function as well as a metal base and window gift box.

For ordering information contact Cumberland Designs at 770-641-9111, info@collegepumpkins.com, www.collegepumpkins.com.

LSU Trademark Licensing Welcomes the Following New Licensees

Baggo Inc.  
Barrington Group-The  
College Vault by Legacy Athletic  
College Vault by NIKE USA  
Cupcake Originals by Trendset  
FarleyWebb Inc  

Feucht's Custom Cabinets  
Main Street Checks Inc.  
Mascot Factory  
Masterbuilt Mfg. Inc.  
Miner's Den Inc.  
Olivet International Inc.  

Outback Flashlights  
Pery Ellis International Inc.  
Realtree Outfitters by To The Game  
Selma's Cookies Inc.  
Sterling Supply Inc.  
Style Pasifika

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.