Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the hot summer is going well for both you and your business. It’s hard to believe that the Back to School season is already upon us and LSU football is just over a month away. The Chick-fil-A Kickoff Game in Atlanta vs. North Carolina should provide LSU with great national exposure and a difficult test on the Georgia Dome turf.

Chick-fil-A Kickoff Game Licensees
The Chick-fil-A Kickoff Game is treated like a bowl game in which LSU licensees have to apply to the Chick-fil-A Kickoff Game to obtain rights to produce products for the game. The logo to the top-right is the official Chick-fil-A Kickoff Game logo and only Kickoff Game licensees will have access to use this logo on products. The following companies have obtained a license for the Kickoff Game as of the writing of this newsletter:

- Aminco International (949-457-3261);
- Austin Station Gallery (919-788-8243);
- Bayou Apparel (225-928-8080);
- New World Graphics (706-353-2517)

Sesquicentennial
2010, Louisiana State University’s sesquicentennial year, is winding down and so are the opportunities to use the LSU 150 logo on products. All LSU licensees currently have access to the LSU 150 mark (left) for use on officially licensed products.

College Colors Day
Friday, September 3, 2010
Visit www.CollegeColorsDay.com or page 7 of this newsletter for additional information on this national collegiate celebration.

Gold Game
Saturday, September 18th vs. Mississippi State
LSU Athletics will encourage fans to wear gold to this game.

Homecoming
Saturday, November 13th vs. ULM

CAMEX
Sunday, February 27-March 1, 2011 in Houston, TX

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.
CLC Royalty Rankings

At the end of June, 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 June 30, 2010 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

1) Texas  
2) Alabama  
3) Florida  
4) LSU  
5) North Carolina  
6) Georgia  
7) Michigan  
8) Kentucky  
9) Penn State  
10) Oklahoma  
11) Notre Dame  
12) Tennessee  
13) West Virginia  
14) Nebraska  
15) Auburn  
16) Wisconsin  
17) Kansas  
18) Missouri  
19) Florida State  
20) Arkansas  
21) Texas A&M  
22) Illinois  
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.
Until Sept. 3, 2010, the LSU Athletics Department is offering Tiger Tailer retail stores the opportunity to purchase LSU Football Media Guides for resale. The 208-page 2010 LSU Football media guide includes a detailed look at the LSU football program featuring the players, coaches, facilities, records, history, season preview, game-by-game season review and administration.

There are 19 media guides per case at a rate of $15 per book. The price does not include shipping. Shipping via UPS Ground Delivery will cost approximately $25 per case. Suggested retail price is $25 per media guide. Media guides are expected to arrive at LSU in the first week of August, and these case orders will be immediately shipped to Tiger Tailers. Resellers may not offer LSU media guides for sale online.

For ordering information visit: https://www.nmnathletics.com/sellnew/ViewItem.dbml?_IN_STORE_=YES&DB_OEM_ID=5200&ITMID=347909&ITMCATID=1335

NCAA Bylaw 12.5.1.7 Promotion by Third Party of Highlight Film, Videotape or Media Guide.

Any party other than the institution or a student-athlete (e.g., a distribution company) may sell and distribute an institutional highlight film or videotape or an institutional or conference media guide that contains the names and pictures of enrolled student-athletes only if: (Revised: 1/16/93)

(a) The institution specifically designates any agency that is authorized to receive orders for the film, videotape or media guide; (Revised: 1/16/93)
(b) Sales and distribution activities have the written approval of the institution's athletics director;
(c) The distribution company or a retail store is precluded from using the name or picture of an enrolled student-athlete in any poster or other advertisement to promote the sale or distribution of the film or media guide; and (Revised: 1/16/93)
Great Gift Idea for the LSU Fan, Graduate, or Alumni

The Golden Band Fan Frenzy

TRY OUR ALL NEW TIGER BAND PRODUCTS
DECALS, T-SHIRTS, PHOTO FRAMES ETC.
CALL FOR DETAILS

call Stacey or Nicole
225-272-4873
or email Fleurdesign@cox.net

LSU Memorial Tower
By Artist Stacey Uffman Blanchard

Limited Edition Giclee Print
Limited to 1925 prints (this represents the year it was built)
Signed and Numbered

The Memorial Tower is also Known as the Campanile. It stands 175 feet tall and was built in 1925.
The tower was dedicated in 1926 as a memorial to the Louisianians who died in WWI.
Wholesale pricing $95.00 Framed and Matted
Suggested retail $199.00

The print will be double matted and framed with a purple top mat and gold under mat.
The frame is a beautiful distressed gold wood frame.
The print is glassed with UV glass to make this piece last a lifetime.

LSU Rocks! Music fans and musicians of any skill level can show their Tiger pride with LSU guitar picks, guitar straps and drum sticks. “Play with Pride” offers high quality music accessories adorned with a full color LSU logo. LSU music products are colorful, comfortable, playable, fun, and make an excellent gift item! To order, email sales@playwithpride.com or phone 512.349.7189. For more info visit: http://playwithpride.com

“Tiger Bait” CD by Da Future
Da Future Entertainment presents “Tiger Bait” by Da Future. Da Future is a hip-hop group that consists of LSU alumni and they are the breakout artists of 2010. “Tiger Bait” is a unique LSU song that gives an emotional, energetic charge to fans of all ages that bleed purple and gold. This is an officially licensed song that has already been played before LSU baseball games and may be played at additional LSU sporting events this fall. Tiger fans will want a copy of “Tiger Bait” to play while tailgating and to lift their LSU spirit. You will not be able to keep these on the shelf! Da Future Entertainment is donating a portion of the proceeds to the Gulf Coast Oil Spill Fund.

For ordering information please contact:
Eron Rousell
Da Future Entertainment, LLC
2917 Milan St | New Orleans, LA 70115
504-231-3954 or
dafuturemusic@gmail.com
**Goodnight Tigers Children’s Book**

Goodnight Tigers is a captivating bedtime story that provides children with an introduction to Louisiana State University. The book is reminiscent of the beloved classic, Goodnight Moon, and pays tribute to all things LSU. It combines simple rhymes and engaging illustrations that create a guided tour of the University. From the loud cheers of Tiger Stadium to the tranquil LSU Lakes, each page allows the reader to explore LSU while discovering interesting facts along the way.

Goodnight Tigers was written and illustrated by LSU alumni and is officially licensed by Louisiana State University. Contact goodnighttigers@gmail.com or (225) 326-0195 for ordering information.

**RACC Canopy**

RACC has a new approach to recreational canopies which combines ease and function with durability and smart design. Nothing else on the market is like RACC’s system with its self-supporting triangular space frame design that is extremely lightweight, durable, and easy to use. RACC is the first canopy awning system that will allow a single person, without assistance, to open and close the unit in less than a minute. It can be attached to any roof rack or receiver hitch and deployed by one person (hitch mount available soon). The patented design allows the canopy to operate without requiring supportive legs, draw strings, or wire. The fabric shell is made of a rip stop Nylon which is printable, UVA treated, water resistant, washable and highly durable. At just 14 pounds, the RACC is one of the lightest recreational canopies on the market. When the day is done, fans can simply store it in its travel bag on top of their vehicle and go!

Contact RACC for more information at: www.raccstore.com, 800-476-5065 or info@raccstore.com.
LSU Logo Bandz by Forever Collectibles

Forever Collectibles’/Team Beans’ Logo Bandz are the ultimate accessory for today's kids and young adults. Logo Bandz are silicone bracelets that morph from fun shapes into colorful bracelets. These colorful Rubber Band Bracelets are made of non-toxic silicone and die molded in many different colors and fun shapes. Because they are made of 100% silicone they will return to their original shape and size when you take them off the item they're on. LSU Tigers Logo Bandz packs contain five designs in four assorted colors. Each pack contains a total of 20 Bandz in the following shapes: LSU wordmark, Mascot Mark, Tiger Head Logo, Football Helmet and Field Goal post. Kids love to collect them, trade them and share them with their friends and family.

For ordering information contact Geoff Geruso with Team Beans, LLC at 732-967-1177.

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 product of their favorite institution. For additional information on this national collegiate celebration please visit www.CollegeColorsDay.com. If you have not already received 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 to the right.

LSU Trademark Licensing Welcomes the Following New Licensees

A-10 Athletic Wear
Alta Gracia by Knights Apparel Inc.
Arista LLC
Big Game -The Bullion International Inc. dba Highland Mint
Chedville's Cajun Foods LLC
ChicoEco Inc. dba ChicoBag
CollegiateJewel.com
Dreams Products Inc. dba Mounted Memories
Fairkeep Products
Field Mouse, Inc.
Fiori LLC dba So Low
Fox Sports by FoamFanatics
Gameday Authentica LLC
Glory Haus Inc.
Greek 101/Campus T-shirt
Hanky Panky Ltd.
Glasses LLC
Infinity Headwear & Apparel Inc
Lamp Ladies LLC dba FrockZ
License Plates of Texas dba My Plates
Meyer Performance Composites
Never Graduate LLC
New Orleans Flare LLC
Otha Athletic Company
Pasta Shoppe-The
Payco Building Supplies
San Marco International Inc dba Gem-Dandy
School House LLC
Speakeasy Sportswear LLC
Sports Hairstyles
Viva Time Corp.
Your College Campus LLC

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.