Dear LSU Tiger Tailer,

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

Love Purple Live Gold
For over 100 years, the LSU school colors of purple and gold have represented the passion and excellence of Louisiana’s flagship university. With this in mind, LSU set out to develop an undergraduate recruiting campaign embracing those iconic colors to leverage its established athletic brand awareness and generate exposure for the University’s academic excellence. After more than a year of research and development, the result is "Love Purple/Live Gold," one of the most ambitious undergraduate recruiting efforts in University history. Several Love Purple Live Gold logos have been developed for the campaign and all LSU licensees currently have access to the marks for use on officially licensed products. The Love Purple Live Gold slogan has received a very positive response and fans have already shown they will buy products with this mark.

Homecoming
Saturday, November 13th vs. ULM.

Magnolia Bowl
LSU will look to recapture the Magnolia Bowl trophy from the Rebels and add to their 55-39-4 series record against Ole Miss on Saturday, November 20th in Tiger Stadium. Licensees have access to the logo above for products related to the game.

CAMEX
Sunday, February 27-Tuesday, March 1 in Houston, TX. Visit www.CAMEX.org for more info.

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.
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, 2010 through September 30, 2010 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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 #8 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.
Geaux Tigers! Kaskey Kids is proud to introduce LSU Football Guys: high quality football action figures that encourage the imaginary play of children. Kids have been playing sports and with action figures for years. Kaskey Kids’ Football Guys combine both of these interests to inspire countless hours of entertainment where children control all the action all the time!

Each LSU Football Guys set is packed with value: 26 - 2" players, 1 referee, 2 goalposts, 24"x 48" washable felt field, 10"x 6"x 5" stackable container with attached lid and handle. The player action figures are hand painted in LSU uniforms and the larger field (24" x 48”) is designed to make you feel like you are in Tiger Stadium. LSU Football Guys are perfect for every Tiger fan.

For ordering information, contact 866.527.5437 or customercare@Kaskeykids.com.

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**Crazy College Fan by Evergreen Enterprises**

Evergreen Enterprises is offering the latest evolution in yard inflatables: the “Crazy College Fan”. LSU fans can show their tiger pride by inflating their “Crazy College Fan” in their yard or tailgate. The LSU “Crazy College Fan” football figure stands 8 feet tall when fully inflated. It is made of nylon fabric and features embroidered LSU logos. The “Crazy College Fan” comes with a blower motor with cord, fillable sandbag (to use as an anchor), tie-down strings and plastic tie-down ground anchors.

Evergreen Enterprises has the LSU “Crazy College Fans” in stock and ready ship. For ordering information, visit [http://www.myevergreen.com](http://www.myevergreen.com) or call 800-774-3837.
"Don’t let any other mouse in the house.” Field Mouse introduces the new LSU football helmet wireless mouse. The mouse is specifically sized for maximum ergonomic comfort. It also features the following specs:
- 2.4 GHz Wireless Computer Mouse
- Auto sleep power management
- Exclusive patented features
- Third button scroll wheel
- PC/Mac compatible
- Nano USB receiver
- 1,000 DPI

For ordering information, contact Field Mouse, Inc. at 800-515-0950 or info@mysportsmouse.com
**LSU Yard Sign and Wall Sign by StukUps!**

Fans can take their Tiger pride outside with this impressive yard sign by StukUps. This durable 24” sign is weatherproof and features an eye-popping image of Mike the Tiger. Made with PVC type material and digitally printed with UV cured ink, this yard sign will not fade and will stand up to the tests of Mother Nature.

The stunning 3D LSU wall sign is perfect for most any wall or smooth surface. Not a sticker or poster and unlike heavier wood products that are difficult to install, “StukUps!” are made with lightweight materials and can be installed in just seconds with the removable double stick tape that is provided. Versatile because of its light weight, this product is also ideal for desk/shelf décor and a wide variety of other decorative surfaces. It also works great for autographs or signings!

For ordering information please contact Jimmy Gyselinck at 770-932-5757 or jimmyg@stukups.com. Visit www.stukups.com for additional information.

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**Sports Hair Styles**

LSU fans can support the Tigers in style with Sports Hair Styles. The Sports Hair Styles clip-in hair line is affordable, lightweight and easy to attach. This product is an innovative, fashionable and fun accessory worn by the stylish sports fan wishing to support the Tigers. The globally patented Sports Hair Styles allow fans to have the ability to support the Tigers without the hassle, mess and commitment of dying their own hair.

For ordering information, please contact Mark LaZich at: 619-857-6275 or marklazich@sportshairstyles.com.
Tiger Fans Stick Together with College Duck Tape!

Do-It-Yourself fans, tailgaters and general Duck Tape® enthusiasts can now show their Tiger pride with LSU “College Duck Tape®” by Shurtape Technologies. The LSU College Duck Tape® is 1.88” wide and 10 yards long and features the LSU Geaux font logo and the tiger head logo.

Duck Tape® brand duct tape offers a high quality tape that can be used for a variety of repairs and uses. The possibilities are endless: from standard bundling, strapping, and sealing to hanging banners, covering extension cords, or whatever fans’ tailgate needs may be, LSU College Duck Tape® is designed to meet the toughest jobs while showing Tiger pride.

For more information or to place an order, email Roy Cox at rcox@shurtape.com or call 828.325.5161.

iPad Sleeve by Tribeca

Tiger fans can protect their iPad – and show their LSU spirit – with an iPad Slip Sleeve from Tribeca! Made of durable, form fitting Neoprene, the Slip Sleeve snugly fits to protect the device. An inner lining of faux fur adds an extra layer of protection to keep the iPad scratch free.

Features:
- Made from shock-absorbent neoprene – the same material wetsuits are made from!
- Soft faux fur internal lining ensures for extra screen protection.
- Specs: L: 8.27”, W: 10.4”, H: 0.71”, Weight: 0.33

For ordering information, please contact: orders@tribecagear.com.
Section 101 by Majestic—LSU Tees and Fleece agreement with VF Licensed Sports Group and Knights Apparel

Effective July 1, 2011, LSU will enter into a co-exclusive agreement for t-shirts, sweatshirts and combo-packs in specific mid-tier distribution channels. Nike and VF Licensed Sports Group will be the licensees that will supply non-College Vault LSU t-shirts, sweatshirts and combo-packs into the following distribution channels: Department Store, Better Department Store/Boutique, Sporting Goods/Sports Specialty/Fan Shop and Off-Price/Closetout. VF and sublicensee Knights Apparel will use the Section 101 by Majestic label (see right) for the tees and fleece being sold in the mid-tier.

Tiger Tailer stores are considered to be in the Campus/Local distribution channel for this agreement and are NOT required to buy all LSU shirts from Nike, VF or Knights Apparel.

VF has the ability to sell tees and fleece to Tiger Tailer stores and they will likely contact many stores in the Campus/Local distribution channel about their collegiate line. The Section 101 by Majestic line will be differentiated by distribution channel so there will be a wide variety of designs available to review.

We believe this new mid-tier model will be great in a number of ways for the University, the LSU brand and your store. Please feel free to contact Brian Hommel at 225-578-3386 or bhommel@lsu.edu if you would like additional information about the Section 101 by Majestic program.

LSU Trademark Licensing Welcomes the Following New Licensees

Aftco Mfg. Co. Inc.  
Ampersand Inc.  
Aqua Art Enterprises Inc  
Ardent Outdoors Inc.  
Carrie and Company  
Cheap Design LLC dba Highland & State  
Chicka-D LLC  
College Vault by Memory Company  
Disney by New Era Cap Co. Inc.  
ES Robbins  
Fanshoes Inc.  
Flexcraft Company - The G. Willie Brands LLC  
Gamedaycapes LLC  
Girlie Game Gear  
Hello Kitty by Top Line Screen Printing & Embroidery  
Little By Little  
Little Lap Books  
Maui Jim Inc.  
Midpoint Limited DBA The Dish  
MTC Marketing  
Nacabi Trading Corp.  
Pangea Brands LLC  
PING Apparel by Custom Branded Sportswear  
RACC LLC  
RDX Distributors Inc.  
Shurtape Technologies  
Stukups! LLC  
Teagan Group LLC  
Tek Packaging LLC  
Tradesman Truck Accessories LLC  
Vacumi Inc  
Werner Co.

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.