Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the new year is going great for both you and your business. The LSU football team certainly started 2011 the right way. The Tigers’ convincing victory at the 2011 AT&T Cotton Bowl in Cowboys Stadium was a strong finish to a very successful season. There is great optimism among Tiger fans that the 2011 football season could be another outstanding year.

Cowboys Classic Merchandise
The 2011 football schedule begins with a return trip to Cowboys Stadium to play the Oregon Ducks in the Cowboys Classic. Since this game is being played at a neutral field, the licensing process is similar to that of a bowl game. Blue Star Graphics & Design and Nike are the exclusive licensees with the ability to produce merchandise specific to the Cowboys Classic. For Cowboys Classic merchandise information, contact your Nike rep or Blue Star Graphics & Design (Mark Marsh, 972-785-4934).

Baseball Uniforms
The LSU baseball team will begin its 2011 season in a couple weeks with the goal of ending up at the new TD Ameritrade Park in Omaha. When the Tigers take the field, they will be wearing uniforms manufactured by Nike. New Era will continue to provide the on-field caps for the LSU baseball team.

LSU Trademark Licensing
225-578-3386

Campus Market Expo (CAMEX)
LSU Trademark Licensing would like to remind you about the CAMEX trade show in Houston from Sunday, February 27th – Tuesday, March 1st.

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 July 1, 2010 through December 31, 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) LSU
7) North Carolina
8) Penn State
9) Kentucky
10) Notre Dame
11) Nebraska
12) Oklahoma
13) Tennessee
14) Auburn
15) West Virginia
16) Wisconsin
17) Arkansas
18) Missouri
19) South Carolina
20) Texas A&M
21) Kansas
22) Florida State
23) Illinois
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 put LSU at the #6 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.
**Denicola’s WIN! Bar products**

**WIN! Bar Desktop Crossbar**
The WIN! bar desktop crossbar is the perfect gift for the home or office. The wooden base measures 6" x 6" and the crossbar is attached on the top. The plaque has a brief explanation of the meaning of the WIN! bar. Comes packaged with no minimums to purchase.

**WIN! Keychain**
The WIN! keychain measures 2" long by 1/2" round and they are sold by the dozen.

**WIN! Bar Replica**
The WIN! bar replica is a reproduction of a section of the crossbar in the LSU tunnel in Tiger Stadium. The WIN! bar measures 28" in length by 4" round and comes with hangers on the back for easy installation. Comes packaged with no minimums to purchase.

Contact Denicola's Tiger Den at 225.751.2652 or denicolas@cox.net for additional information.

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**LSU Capes by Gamedaycapes**

Which Tiger fans are really SUPERFANS?? Now, fans can “Get in the Cape” to prove their fandom. Gamedaycapes’ sportsfan cape is the newest super fan product for fans of all ages. The cape is iconic and displays a fan’s passion and desire to be a SUPERFAN. The whoosh of the cape behind them is sure to make kids and kids at heart feel like a superhero Tiger fan. Pet sizes are also available so the family dog or cat can be any fan’s superhero sidekick.

The capes are machine washable and constructed of 100% lightweight polyester with a velcro neck-closure. There are six basic sizes available:

- **Adult:** 21” neck – 41” long x 36” wide
- **Child/Young Adult:** 16” neck – 35” long x 36” wide
- **Small Child:** 16” neck – 28” long x 31” wide
- **Pets:**
  - **Small:** 10” neck – 18” long x 18” wide
  - **Medium:** 11” neck – 27” long x 24” wide
  - **Large:** 16” neck – 32” long x 29” wide

There are currently 13 different LSU designs available depending on the cape size. For ordering information, please contact Kennette Hayter with Gamedaycapes at 352-213-1219 or kbhayter@gmail.com.
The 2011 AT&T Cotton Bowl Classic featured the Texas A&M Aggies (9-3) of the Big 12 Conference and the LSU Tigers (10-2) of the SEC.

The Official 2011 AT&T Cotton Bowl Classic DVD includes the commercial-free game broadcast as well as special bonus features. It is a great addition to any fan's collection!

The street date for the DVD is February 22nd, 2011. For ordering information, please contact Clayton Nichols with TeamMarketing at 270-926-0008 or claytonn@www.com.

LSU Crispy Treats by Selma’s Cookies

Selma's Cookies is a gourmet cookie company based in Orlando, Florida that has been selling gourmet cookies, brownies and crispy treats for the past 20 years. This past year, Selma’s Cookies obtained licenses to produce officially licensed collegiate crispy treats. Each crispy treat is handmade (just like Mom used to make) with the real cereal and real marshmallows. They are then dipped in chocolate and the edible image LSU logo is applied. The LSU crispy treats are available in both a two ounce round crispy and a ten ounce half football crispy. They are great looking point of sale items that taste great too!

Please contact Selma’s Cookies at selmas@selmas.com for ordering information.
Purple Gold (The Tiger in Me) CD by Geno & Ian Von

“Purple Gold (The Tiger in Me)”, performed by Baton Rouge musicians Geno & Ian Von, is the song from the hit viral video starring Mike the Tiger (http://www.youtube.com/watch?v=DS0YyPaFNuY). Released on Christmas Eve 2010, the video has already collected over 65,000 views on YouTube in just over a month. "Purple Gold (The Tiger in Me)” is fun, poppy, and kid friendly while also being trendy and very popular with LSU students and alumni alike. It is great for watching LSU games, tailgate parties, or any other event that needs a catchy tune. Geno & Ian Von have performed the song live for the LSU Football Team and Coach Les Miles as well as for the Kickoff Party for Baton Rouge's new DIG Magazine.

The YouTube video for "Purple Gold (The Tiger in Me)" has been extremely popular and will continue to build momentum online leading up to next football season. It was directed and edited by Tommy Talley, produced by Jay Ducote and Freddie Mince, and stars Geno, Ian Von, Mike the Tiger, Jay Ducote, and John Worrell.

To purchase CDs for your store, please contact Tommy Talley at 225-773-1454 or tommystv@mac.com.

ILove 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. Visit www.ILoveCollegeHoops.com for more information on this initiative. The Collegiate Licensing Company (CLC) has developed I Love LSU Hoops signage for retailers to display. Please email Brian Hommel at bhommel@lsu.edu if you have not been contacted by CLC regarding the free I Love LSU Hoops retail signs.

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.
We have included this information as a reminder of the parameters of the Section 101 by Majestic program. 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/Closeout. 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 tees and fleece 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 products and 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**

- 8ight LLC
- Bayou Battle Paddles, LLC
- Bear Hands Ltd.
- Big Time Jersey LLC
- Blossom Bucket Inc.
- Bookmark Trenz
- Boujo LLC
- Cajun Flip N Fry
- Ceramic Treasures Inc.
- Coffee Beanery Standard
- College Vault by Arthur Court Designs
- Creative Converting div. of Hoffmaster Group Inc.
- DeckRite LLC
- E&B Giftware LLC
- Executive Fan
- Fenix Manufacturing
- GoldOne Enterprises LLC dba Southern Belle
- J & M Industries, Inc.
- J.B. Originals DBA Woozie
- Justin Brands Inc.
- Levitating Sports LLC
- Logo Lines Inc.
- M. LaHart & Co. Ltd.
- NFLPA by Levelwear
- PING by Merge Left Inc.
- Plushland Inc.
- Pomegranate Inc.
- Power Force LLC
- Premier Management Group LLC
- Quad-The by Wildcat Apparel Group Inc
- Ross Sportswear
- RumbaTime
- Schroeder's Signs
- Signorelli
- Summit Products LLC
- Taylor Watch Company
- Team IP Sports LLC
- Team Victory Medical Goods a Div. of Texas Irons
- TOMS Shoes Inc.
- TP Brands LLC
- Visual Promotions LLC
- Wholesale Screen Printing
- XGrass Inc.