Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that this newsletter finds everything well with you and your business. We look forward to working with you to maximize the opportunities ahead for the rest of the baseball season and the lead-in to the start of another exciting football season.

**College Colors Day**
The seventh annual College Colors Day celebration will take place on September 2, 2011. College Colors Day 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.

**Pictures Anyone?**
We’re calling on YOU, the Tiger Tailer, to send us photos of your store displays for College Colors Day, I Love College Hoops and other LSU retail promotions you have run in your store. We may include retail display photos in future LSU Trademark Licensing marketing materials to show the great support of the retailers in our Tiger Tailer program. Email your photos to Brian Hommel (bhommel@lsu.edu).

**Cowboys Classic Merchandise**
The 2011 football schedule begins on September 3rd 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).

**Gold Game**
This season’s football Gold Game will take place on October 8th vs. Florida. Fans will be encouraged to wear gold on October 8th to add to the big game excitement in Tiger Stadium.

**Homecoming/Purple Game**
The Homecoming game will take place on November 12th vs. Western Kentucky. This is slated to be the first “Purple Game” and LSU Athletics will encourage fans to wear purple to this non-conference matchup with the Hilltoppers.

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

GEAUX TIGERS!

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**Cowboys Classic**

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**College Colors Day**

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www.LSU.com
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, 2010 through March 31, 2011 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

Pomegranate Inc. introduces its new line of officially licensed LSU Plaid. Fans can show their LSU pride with a variety of tartan plaid tailgating accessories and totes. The quilted carrier bag and duffle bag each features 100% cotton quilted cotton, LSU logo zipper pull and an embroidered LSU logo. The 18.5” x 14” 100% canvas tote bag features an embroidered LSU logo. The small and large cosmetic bags are made of 100% cotton with a plastic lining and embroidered LSU logo. The hot selling student ID case measures 3” x 5”, is made of 100% cotton and features an LSU logo zipper pull. The stylish pashmina style shawl measures 72” x 20” and features an LSU logo patch. The keychain is made of 100% cotton webbing with woven fabric and an embroidered LSU logo.

Other LSU plaid items that are available but not pictured include: cotton napkins, tablecloths, aprons, grill mitts, koozies and silk ties. Contact Pomegranate Collegiate at 800-948-5188 or Cassie@pomegranateinc.com for additional information.

Canvas Print & Jigsaw Puzzle by R&R Imports

R&R Import’s officially licensed LSU canvas print is a by-product of photographic and graphic images printed on a canvas that is gallery-wrapped onto a wooden frame. The canvas features LSU trademarks with vibrant purple and gold colors. Canvas size is 11” H x .5” W x 14” L and includes a metal hanger on the back for easy hanging.

R&R’s officially licensed puzzle features LSU trademarks and a photo of a glorious Fall Saturday in Tiger Stadium. The puzzle includes 500 pieces and is 16” x 20” in size when put together. It is made from a professional photo enlargement which is then sealed to a Grade A cardboard backing sheet before being cut. The image is also printed on the box as a guide. For ordering information, contact Darcie Poston with R and R Imports, Inc. at 877-391-8325 ext. 2228 or darcie@rrinconline.com.
Squeak Me Shoes’ Team Squeaks, Team Paws and Team Topper

LSU Team Squeaks are shoes for toddlers that are designed for the youngest LSU fans to show their school spirit! These shoes have a "squeaker" in the heel that provides endless entertainment, but can be removed by an adult for quieter times. LSU Team Squeaks are truly a novelty item, but a very high quality shoe as well. All shoes are leather lined and they all have a non-skid sole. These shoes are comfortable and flexible and they make great gifts! Sizing is available for ages 6 months to 3 years.

LSU Team Topper Headbands are sure to be a big hit with little LSU fans. Each headband is made of a soft stretchy material that is one size fits all. They can be used as a headband with the toddlers and even as a hair accessory with older children.

LSU Team Paws are the perfect gift for the canine LSU fan! These dog socks come in 3 sizes: Small, Medium and Large. The bottom of each sock has grip pads that help dogs with hip dysplasia, arthritis, senior dogs, and wound protection. They also help to protect hardwood floors and Berber carpet.

For ordering information, please contact Team Squeaks at 866-682-7863 or Jennifer D’Antoni at 337-785-8847.

Team Candy Suckers’ LSU Tiger Sucker

With Team Candy Suckers, victory has never tasted so sweet! The new LSU Tiger Sucker is handcrafted by the candy makers at a family owned and operated candy company in the USA. A true art form, each of the lollipop molds is hand-chiseled by a sculptor and each lollipop is hand-poured to produce an exact replica of the LSU Tiger logo. The LSU Tiger Sucker, 1oz. of pure pop licking pleasure, features a fat free/salt free "Growling Grape" flavor. Tiger fans of all ages will love the LSU Tiger Suckers at parties, tailgates or anytime. Custom LSU displays like the one below are available to help encourage impulse buys from your customers as they check out. Team Candy Suckers can be purchased by contacting Candy Mandy Von See at 843.323.7738 or mandy@teamcandysuckers.com.
Born on Halloween, 1935, Dale Brown's fight for justice began the day his father walked out - two days before he was born. With a star-studded cast that includes Matthew McConaughey, John Wooden, Shaquille O'Neal, Tim Brando, Dick Vitale and Dick Gregory, Man in the Glass: The Dale Brown Story is the compelling story of how an overachiever from tiny Minot, North Dakota relentlessly fought, scratched and clawed his way to the top. Hired by Louisiana State University in 1972 as head men's basketball coach, Dale's on-the-court success would quickly become overshadowed by his efforts off of the court. His efforts to integrate the basketball program would contribute to the complete integration of the school; his efforts on behalf of an inmate at Angola State Penitentiary would lead to his parole and eventual pardon and his weekly letters to a self-conscious struggling teenager would help to create the superstar the world has come to know simply as "Shaq". Man in the Glass: The Dale Brown Story is the inspiring story of a truly unique man on a life-long quest to answer the question: How much can one man really do?

Contact Patrick Sheehan at 205-223-4403 or Patrick@eyelinefilms.tv for DVD ordering info and visit www.dalebrownmovie.com for clips from the film.
LSU Trademark Licensing Welcomes the Following New Licensees

All Things Gallery
American & Cajun Creations
College Vault by Disruptive Media Publishers
College Vault by Dreams Products, Inc. dba Mounted Memories
College Vault by Rawlings Sporting Goods
Comfortex Window Fashions
eCompany Store

Emory Group
Enhance Carpet & Matting Systems, Inc
Fine Art Express
Gameday Boot Company
Gemini Sport Marketing
Ishtex Textile Products
Loudmouth Golf
Mainstreet Collection
Moonseed Inc.

Nova/TCB USA
Plain Nole
Plains Cotton Cooperative Association
Puremco Fun & Games
PurseKeyper
Russell Stover Candies
Sideline Apparel by College Concepts
Skullcandy Inc.
Tokens & Icons
Virginia Diner

Visit [www.LSU.com](http://www.LSU.com) to access the most up to date list of LSU licensees. The licensee list is always evolving and is updated monthly.

College Colors Day Retail Signs
The Collegiate Licensing Company (CLC) has developed free College Colors Day signage for retailers and additional information can be found at [www.CollegeColorsDay.com](http://www.CollegeColorsDay.com). Please email Brian Hommel at bhommel@lsu.edu if you are not been contacted by CLC in the coming weeks regarding the free College Colors Day signs.