Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that this summer has been going great for both you and your business. Football season and Back to School are right around the corner and we look forward to working with you for what is sure to be an exciting fall.

**Saturdays Since 1893**

This new retail signage initiative was developed to keep Officially Licensed Products front and center throughout the fall. Tiger Tailers have the opportunity to receive Saturdays Since 1893 signage and page 6 of this newsletter has all the details on this new program.

**College Colors Day**

Visit [www.CollegeColorsDay.com](http://www.CollegeColorsDay.com) or page 6 of this newsletter for information on this national collegiate celebration.

**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. We appreciate the outstanding job that you do building the LSU Brand in the Marketplace.
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 June 30, 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) Kentucky  
8) North Carolina  
9) LSU  
10) Penn State  
11) Notre Dame  
12) Oklahoma  
13) Nebraska  
14) Tennessee  
15) Wisconsin  
16) West Virginia  
17) Arkansas  
18) Missouri  
19) Texas A&M  
20) Kansas  
21) South Carolina  
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 #9 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. 2, 2011, the LSU Athletics Department is offering Tiger Tailer retail stores the opportunity to purchase LSU Football Media Guides for resale. The 208-page 2011 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.

For ordering information visit:  [http://lsul.su/o07Dw5](http://lsul.su/o07Dw5)

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)
(d) There is no indication in the makeup or wording of the advertisement that the squad members, individually or collectively, or the institution endorses the product or services of the advertiser.
Players Pack Baseball Cap Shaped Backpack

Players Pack recently launched its new patented baseball-cap shaped backpack and cooler backpack that are sure to be a hit with LSU students, alumni and fans. The Players Pack combines the iconic shape of a baseball cap with the functionality of a quality backpack creating the ultimate LSU fan product. The LSU Players Packs are custom embroidered with LSU marks similar to current headwear designs. No other backpack can represent LSU pride quite like the Players Pack backpacks. Tailgaters will love the insulated cooler version of the Players Pack which is perfect for packing food and beverages for a tailgate. Fans can show their colors and spirit with a Players Pack backpack, and they can “carry their team on their backs”. All Players Pack backpacks are made of durable 600D poly material, quality zippers and detailed embroidery. Contact Players Pack at 916-933-8957 or michael.valencia@vacumi.com for more information.

Get in the game
See the brilliance

Experience game day in a whole new light. Put on a pair of Maui Jims and instantly, glare is gone. UV that can damage eyes, gone. Your team’s true colors come shining through like never before. Bolder. Richer. Crisper. With more contrast and clarity. Absolutely brilliant. Geaux Tigers!

For ordering information, please call 1-888-Maui Jim (1-888-626-4546) or visit us at mauijim.com.
Ole War Skule: Stories of Saturday Night
Narrated by John Goodman

Celebrating the history of LSU football from 1893 to present, the film shares more than 80 interviews of LSU Greats that paint a comprehensive story of one of the most prestigious football schools in America.

“From Waterford Ireland where the BCS trophy is made, to Austin, Texas to witness the re-creation of the championship rings, and back to Tiger stadium, Ole War Skule: Stories of Saturday Night documents the pageantry of Saturday Night in Tiger Stadium,” said Wish Picture Shows’ John Darling Haynes of his latest film.

DVD’s, movie soundtrack CD’s, signed limited edition movie prints, art posters and movie posters are available for sale. For additional information on these items, please contact John Haynes at 225-936-8606 or john.haynes@wishpictureshows.com.
Saturdays Since 1893 and College Colors Day Retail Signs

To keep Officially Licensed Collegiate Products top of mind with retailers, and most importantly consumers, throughout the fall, LSU, in partnership with the Collegiate Licensing Company, is excited to announce the launch of the Saturdays Since 1869 retail signage initiative. The significance of the Saturdays Since 1869 reference is to remind the consumer that college football has been played every Saturday since 1869 which was the first season intercollegiate football was played. While the Saturdays Since 1869 reference will be present on signage within many national retailer outlets, a more regional concept has been developed for LSU which speaks directly to the year the Tigers first suited up for gridiron action – Saturdays Since 1893. We hope you’ll display and keep this signage front and center throughout the fall. Signage is slated to ship late August. CLC has also developed College Colors Day signage for retailers and additional information can be found at 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 and Saturdays Since 1893 signs.

LSU Trademark Licensing Welcomes the Following New Licensees

Canada Inc. dba Artissimo Designs  
ActionSportsArt LLC  
Badger Sportswear Inc.  
Championship Plays LLC  
Clemco Products Inc.  
Collegiate Sunglasses LLC  
FMD  
Jester Company Inc.  

KE Specialties LLC  
Kid Sports  
Matthew Powell Creations Inc.  
Promoversity  
RallyWrap LLC  
Shady Peeps LLC  
Skidders Footwear Inc.  

TDC Games Inc.  
Third Coast Soccer  
TPA Beach Supply LLC  
Valkyrie Company Inc.  
Van Roden Inc. dba Wellspring  
Vulcan Athletics  
WNA

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.