Dear LSU Tiger Tailer,

It’s been an exciting start to the football season and the Tigers have put themselves in a good position to finish the season in New Orleans. LSU Trademark Licensing will keep you up to date on possible SEC Championship and bowl game licensing information as it becomes available.

**Honey Badger**

As you know, the Honey Badger phenomenon has swept across the country and Tiger fans have taken to this nickname like none in recent memory. Since the Honey Badger moniker has been given to one specific student-athlete, LSU needs to be very diligent in monitoring all uses of this nickname in conjunction with the student-athlete’s name, number and likeness as well as LSU logos, trademarks and other indicia.

NCAA Bylaw 12.5.1.1 (h) states that an institution cannot make money from one student-athlete’s name or likeness. If a single student-athlete is known by a recognizable nickname then that would be profiting from the name of a student-athlete which is prohibited in this Bylaw. In short, LSU CANNOT license any products using a student athlete nickname which means the University CANNOT approve any designs with “Honey Badger”. We appreciate your understanding of LSU’s compliance with NCAA Bylaws to ensure that LSU student-athlete eligibility is not at risk.

**Homecoming/Purple Game**

The Homecoming game will take place on November 12th vs. Western Kentucky. This is slated to be the first ever “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.

GEAUX TIGERS!
CLC Royalty Rankings

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, 2011 through September 30, 2011 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

There's only one second left on the clock. The Tigers are down by two with the ball at midfield. You wait for the snap from center as the crowd roars. There's the snap. The holder places the ball down, and you launch a high, arching kick into a gentle breeze. Is it enough? Yes! Good!

Spoonball is a wooden football game with a small goal post and a ball on a string. The plastic spoon is inserted into a slot by the consumer and the ball is placed in the spoon. The player bends the spoon back slowly and releases the spoon, sending the ball towards the goal post. The ball is not lost because it is on a string. The Spoonball playing field measures 4” wide by 13” long and comes in a compact, easy to store box.

SPOONBALL®...It’s fun, unique and there is simply no better way to display Tiger spirit than with LSU SPOONBALL®! Fans can enjoy LSU football all year with SPOONBALL®. SPOONBALL® is perfect for the office, den, lobby, kitchen, dorm room...just about anywhere! Kick the winning field goal from the Eye of the Tiger! Please contact sales@spoonball.net or (727) 498-4689.

The M-Clip® is a multi-patented product designed to hold cash and credit cards more securely and with less bulk than any other money clip or wallet on the market. Now you can show your Tiger support in a stylish and classy way with a product you will be proud to own. Made in America from the finest materials, this product is sure to turn heads every time you use it.

For ordering information, please contact us at 866.996.2547 or info@m-clip.com

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.
New Orleans platinum rock stars, Better Than Ezra, go back to their roots with the October 18, 2011 release of their Death Valley EP featuring a modern pop twist on traditional tailgating songs popularized by the Tiger Band. Better Than Ezra attended Louisiana State University in the early 90’s and began touring heavily on the Southern college circuit. A few years later, the band released their single ‘Good’ which reached the #1 position on the Hot Modern Rock Tracks chart driving the album sales to platinum status. With the success of ‘Good’ and two consecutive albums, the band quickly became a staple in the 90’s pop/rock scene.

“LSU football has been a part of our DNA since our first practice just off campus in 1988 and we always talked about recording our favorite game day tracks BTE style” says Tom Drummond bass player of Better Than Ezra. “The songs on this EP are iconic to not only the LSU Tiger Band but were originally pop songs from the 50’s, 60’s, and 80’s. For us to be able to come back to LSU and record these songs is a dream come true.”

With the Death Valley EP, Better Than Ezra takes these traditional tailgating songs that the Tiger Band plays at football games and modernizes them for today’s fans. Death Valley features a modern twist on classic LSU favorites such as: Hey Fighting Tigers; Double Shot of My Baby’s Love; Hey Baby; Tiger By the Tail; and Chinese Bandits. Also included on the EP are Better Than Ezra’s original songs This Time of Year and Hell No!, inspired by LSU football and their time at the University. “This Time of Year was inspired by our drive up I-55 for the Ole Miss vs. LSU football games so we wanted to make sure that track was included on the EP as it was a perfect fit,” says Kevin Griffin lead singer of Better Than Ezra.

Better Than Ezra’s Death Valley EP is an officially licensed LSU product that will be available on October 18, 2011 in select retail outlets. For ordering information, please contact Chris Nary at 310-209-3154 or chris.nary@lmglc.me.
GEAUX TIGERS! LSU worked with Banshee Music to identify musicians with a desire to pay tribute to the Tigers with new, original LSU music. Geaux Tigers: Official LSU Music is a compilation of five Louisiana artists and three national recording artists that have developed original songs with the LSU fan in mind. The CD features several musical genres, from country to rap and from rock to classical, that are sure to get Tiger fans excited. The CD track listing is below along with links to information about many of the artists who contributed to the CD:

1. I Bleed Purple & Gold (Travis Thibodaux)
2. If You're a Tiger Fan (David St. Romain)
3. Bayou Brawl (Andy Griggs)
4. Get Off Your Seat (My Red Umbrella)
5. Tiger Bait (Da Future)
6. Welcome to the Show (Pledge Rebellion)
7. Want It (Chris Weaver)
8. Introitus Tigris (LSU Football Intro Video Song by Gregory Michael de Iulio)

Travis Thibodaux:
http://www.facebook.com/travistmusic?sk=info
David St. Romain:
http://www.davidstromain.com/
Andy Griggs:
http://www.andygriggs.com/
My Red Umbrella:
Da Future:
http://www.facebook.com/dafuturemusic
Chris Weaver:
http://www.facebook.com/pages/Chris-Weaver-Band/63804655737

Geaux Tigers: Official LSU Music CD’s are now available for purchase. For ordering information, please contact John Canaday with Banshee Music at:
Jcanaday@bansheemusic.com or (262) 780-5607.
Mirror Mascots

Mirror Mascots™ sleeves are The Ultimate Fan Car Accessory™. The innovative and creative way for fans to display their support for the Tigers. Mirror Mascots™ sleeves are fully adjustable to fit the side view mirrors of vehicles. For ordering information please call 1-888-264-4625.

LSU Trademark Licensing Welcomes the Following New Licensees

BrettHand Inc.  Globular Innovations Inc.  Pactiv Corporation
By Sara LLC  Groovy Keys Pty Ltd.  Piranha Promotions Inc.
Coleman Group  Hunt Graphics Inc.  Polo by Merge Left Inc.
College Vault by Logo Chair Inc.  Jaylo Cutting Systems  Popcorn Factory Inc.
College Vault by Northwest Company  Joy Carpets & Co.  RCT Companies LLC dba M-Clip
CollegeGuitars.com  Junior Varsity Clothiers  SNS ATL Inc. dba Canvas By U!
Consolidated Nurseries  Kencraft Candy Inc.  Spirit Paint
Coopersburg Associates Inc.  Knievel Motorcycle  Spoonball
Crocs by Paramount Apparel  Manufacturing Inc.  Sports Logo Lights
International Inc.  Kraftware Corporation  Tablevogue
Custom Golf Car Supply Inc.  Lucchese Inc.  Tailgate + Threadless
Disney by Northwest Company  Meesh & Mia  Thermos
DRI Duck  Modern China Co. Inc.  Thomas Dean Co.
First & Girl  MPrint Advertising Inc.  Tough Gear Inc. dba Survival Straps
FoneGear  MX Collectibles  Wildman Business Group

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.