

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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Dear LSU Tiger Tailer,

Happy Groundhog Day! LSU Trademark Licensing hopes that the new year is off to a good start for both you and your store. While the Tiger football team didn't have their best game of the season on January 9th, they certainly provided Tiger Nation with one of the greatest seasons in LSU history. We hope the SEC Championship and outstanding 13-1 season buoyed your sales figures throughout the fall and into the new year.

The Collegiate Licensing Company's enforcement personnel and LSU Trademark Licensing worked with both the Atlanta Police Department and New Orleans Police Department to confiscate over 4000 unlicensed products for the SEC Championship Game and BCS National Championship Game. In 2012, we will continue our efforts to stop the sale of unlicensed LSU merchandise and you can help us by reporting any potentially unlicensed merchandise via www.LSU.com.

Baseball Caps

The Boys of Spring are almost here as the 2012 LSU baseball season begins in just 15 days at The Box vs. Air Force. When the 8th ranked Tigers take the field vs. the Falcons, they will be wearing Nike caps to complement their Nike uniforms.



Campus Market Expo (CAMEX)

LSU Trademark Licensing would like to remind you about the **CAMEX trade show in Salt Lake City, Utah from Sunday, March 4th – Tuesday, March 6th.**

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. We appreciate the outstanding job that you do building the LSU Brand in the Marketplace.

GEAUX TIGERS!



CLC Royalty Rankings

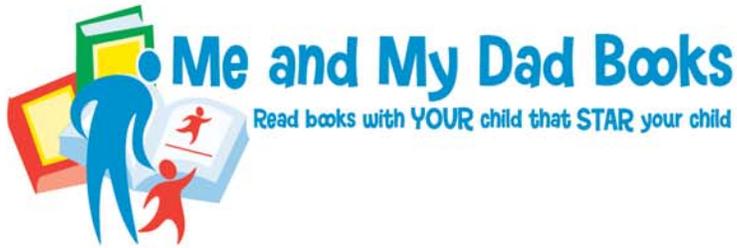
At the end of December, the Collegiate Licensing Company (CLC) announced its top-selling CLC member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2011 through December 31, 2011 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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LSU STORYBOOKS AND COLORING BOOKS

Children's Storybooks



Children's Storybook featuring key landmarks and exciting fun facts about LSU. This 24 page booklet features brilliant illustrations printed on HP Indigo presses. This soft cover, saddle-stitched booklet features a UV coated cover, bar-coded and priced, and packaged by the dozen. Metal and cardboard display easels are always free and available upon request.



Me and My Dad Visit LSU (Tiger Boy Edition)

ISBN Number 978-0-9834975-0-9

Featuring key landmarks and fun facts about LSU, Me and My Dad Visit LSU is your child's story about what they love about LSU. More importantly, this story is about what makes spending time with dad so special.

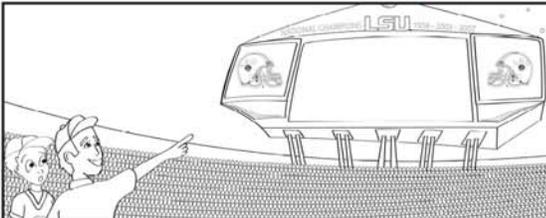


Me and My Dad Visit LSU (Tiger Girl Edition)

ISBN Number 978-0-9834975-1-6

Featuring key landmarks and fun facts about LSU, Me and My Dad Visit LSU is your child's story about what they love about LSU. More importantly, this story is about what makes spending time with dad so special.

Children's Coloring Books



Children's coloring book featuring favorite landmarks from the LSU campus. This 24 page booklet features high quality coloring pages. This soft cover, saddle-stitched booklet features a UV coated cover, bar-coded and priced, and packaged by the dozen. Metal and cardboard display easels are always free and available upon request.



Me and My Dad Visit LSU (Tiger Boy Edition)

ISBN Number 978-0-9834975-3-0

Featuring key landmarks around the LSU campus, this coloring book captures the magic of LSU. Children will love coloring their favorite places around the LSU campus. There is no other coloring book like it!



Me and My Dad Visit LSU (Tiger Girl Edition)

ISBN Number 978-0-9834975-2-3

Featuring key landmarks around the LSU campus, this coloring book captures the magic of LSU. Children will love coloring their favorite places around the LSU campus. There is no other coloring book like it!

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LSU TIGER TAILER NEWSLETTER

The Art of Tailgating Recipe Book

LSU fans, like many fans across the nation, have taken tailgating to a whole new level. We're not talking about buying a box of chicken and an ice chest full of beverages. We're talking about full size BBQ pits, portable smokers, butane/propane burners, flat panel televisions, satellite dish, tents, chairs, multiple ice chests and game menus planned months before the first game. Jambalaya, boiled shrimp & crabs, smoked and/or grilled marinated meats, dips/chips, fried turkey, potato salad, stuffed potatoes, grilled homemade burgers, red chili, white chili, pork, chicken, seafood and any combination of fajitas can be found.

With so much tradition and good food around, TigerTailgating.com decided to share some of their favorite recipes and provide a historical walkthrough of LSU and LSU football. This officially licensed book contains over 85 mouth-watering recipes that are sure to please. For ordering information please contact Rusty Welch at 225-445-0038 or sales@tigertailgating.com.



Tablevogue Table Covers

TEAM Tablevogue is quickly becoming a Tiger Fan-Favorite. The vibrant full length table cover with over-sized full color logo is designed to fit the functional 6-foot folding tables used for tailgating and special events.

Say goodbye to pinning, clipping and taping - TEAM Tablevogue's corner seaming design, detailed pleat stitching, and full cover length is unrivaled for windy conditions and game day crowds at the stadium or in the home. Constructed with 100% heavy-gauge polyester, TEAM Tablevogue won't fade or shrink after laundering and the patented soil-release feature and easy to use design is getting high scores. And don't forget, the LSU TEAM Tablevogue provides plenty of storage space for all the tailgating essentials stored conveniently out of sight.

TEAM Tablevogue's 6-foot folding table cover with LSU's vibrant logo shows team spirit and takes a table from bore to score!

For additional information on carrying TEAM Tablevogue, please visit www.teamtablevogue.com or call 1-888-41-TABLE for wholesale information.



tablevogue™
WHERE DESIGN & UTILITY MEET

JV Clothiers Children's Apparel



JV Clothiers is a Louisiana company focused on producing top-quality, fashionable collegiate apparel for children. JV Clothiers' initial product launch includes high-quality purple gingham, gold gingham, and solid gold shorts for boys from size 18 months to size 14. They also have handsome purple, gold and white polos sizes 2T-14. To top off the little Tiger's ensemble, JV Clothiers has a purple and gold d-ring belts.

JV Clothiers prides itself on top-quality products developed for active boys. Specially selected fabrics help JV Clothiers products maintain their color, shape, look, and feel after multiple wears and washes. With gear from JV Clothiers your little Tiger will be ready to GEAUX!

For additional information visit www.jvclothiers.com or contact Rye Tuten at 337-322-4988 or rye@jvclothiers.com



JV Clothiers
Children's University Apparel at its *Finest*

LSU Trademark Licensing Welcomes the Following New Licensees

Apio Inc.
Babycurean
Bleacher Creatures
C. R. Gibson
College Vault by Concept One
Accessories
Cooler World
CoolWorks Cup
CSI International Inc.
Davis & Small Decor Inc.
DEOS Group
Deuce Brand Inc.

FTD.com Inc.
Grandma Pants Inc.
Gypsy Soule Inc.
J&A Marketing
J.W. International Imports Ltd.
Kent Curole - Artist
Me and My Dad Books
Oh Sugar!
Team IP Sports
Tiedman & Formby Vintage Athletic Co.
Worthy Promotional Products