Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the spring is going well for you and your business. The LSU baseball team is enjoying a successful season and they hope to keep it going in the last several series before SEC and NCAA Tournament play. As the Tigers progress to post-season play and hopefully continue their winning ways, we wanted to advise you of the baseball Locker Room product programs so you can plan ahead. The SEC Baseball Tournament Champions Locker Room cap is by Top of the World and the shirt is by Champion. Nike will produce CWS Locker Room caps and tees. We will keep you informed about potential championship programs if those opportunities present themselves.

College Colors Day

The eighth annual College Colors Day celebration will take place on Friday, August 31, 2012. 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.

Saturdays Since 1893

The second year of the Saturdays Since 1893 retail signage initiative will take place this fall to keep Officially Licensed Products front and center throughout the fall. Tiger Tailers have the opportunity to receive Saturdays Since 1893 signage and you can click this link for additional information about the program.

Gold Game

This season’s football Gold Game will take place on Saturday, October 13th vs. South Carolina. Fans will be encouraged to wear gold to this SEC East vs. West showdown in Tiger Stadium.

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!
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 March 31, 2012 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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 #5 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.
CollegeBound Carriers by Babycurean

Babycurean is currently the only company in the United States to offer a full line of officially licensed collegiate baby carriers and other parenting necessities for on-the-go families. The CollegeBound line features a variety of products including wraps, soft structured carriers, nursing and body pillows and thigh high socks featuring LSU logos. Babycurean is operated by parents who firmly believe that baby products should simplify life, not complicate it.

The Mei Tai (shown below left in black) is a traditional Chinese style of baby carrier consisting of a rectangular “seat area” with four straps: two that tie around the wearer’s waist and two that go over the shoulders. Mei Tai offers caregivers three positions for babywearing (front, back and hip) and can be tied for a custom fit for women up to size 22/24 and men up to an XXL. The LSU Mei Tai is designed for children between 8-40 lbs. and is made of 100% chino twill with light padding for extra comfort.

The Soft Structured Carrier (SSC; shown left in gray) is the ultimate in ease and simplicity for babywearing caregivers. The straps are triple padded and the waist strap has a form core. Unlike other SSC’s, the buckles securing the shoulder straps to one another are movable making the carrier streamlined in appearance and easy to adjust the size from mom to dad. This LSU SSC is made with 100% cotton chino twill and can fit women ranging in sizes 0-22, men up to an XXL and children between 8-40 lbs.

Carry on the tradition with CollegeBound by Babycurean. To view a complete line-up of the CollegeBound products available including Baby Carriers, Nursing/Body Pillows and Thigh High Socks, visit www.babycurean.com.

Interested in placing CollegeBound in your store? Contact Stephanie at (225) 810-1391 or via email at stephanie@babycurean.com for additional information.

Bayou Bengal Express Wooden LSU Train by Plain Nole dba College Team Trains

There are good seats still available on the Bayou Bengal Express by Plain Nole dba College Team Trains! LSU Tiger fans from the youngest children to the oldest diehards are sure to enjoy the ride on this uniquely designed train. The Bayou Bengal Express is made of real wood and measures 3 1/2” long x 1 3/8” wide x 2 ½” high. Magnets on the front and back enable the train to attach to other trains, cars and vehicles. The six plastic wheels are compatible with most major wooden train sets and can also be used on most flat surfaces. A trip on the Bayou Bengal Express train is sure to invoke fond memories of days spent on the LSU campus and inspire dreams of hard fought victories yet to come.

For ordering information, contact Suzanne Bailey at 770-490-7492 or Suzanne@collegeteamtrains.com.
BIGshooz Desk Set

The BIGshooz® LSU Collegiate Series Desk Set by eCompanyStore, LLC is more than a pen…it’s the ultimate desktop trophy. This original, hand-sculpted collectible stands approximately 7” tall and features a non-retractable blue ball point pen. This unique set doubles as an LSU desktop collectible and a comfortable writing pen. Standing strong for the team that fills big shoes, this player is proudly sporting the LSU football uniform. The BIGshooz® brand was inspired by those who make a lasting impression in our lives and shape who we are today. BIGshooz remind each of us to "fill the Big Shoes" of those we look up to, while “filling Big Shoes” in the lives of others.

For ordering information, please contact: Kelly Thrash (kthrash@bigshooz.com, 678.232.5500) or go to www.bigshooz.com/Contact-us.aspx and complete the form.
Operation Hat Trick

LSU is participating in a national program called Operation Hat Trick (OHT), a co-branded cap program that generates royalties that go back to support both LSU and the Veteran’s Administration General Post Fund. Later this spring, your store will be able to order officially licensed LSU/OHT caps that support both the University and our American military veterans.

The OHT program was born at the University of New Hampshire to memorialize Nate Hardy and Mike Koch, two U.S. Navy SEALs lost in Iraq in 2008. The original initiative was focused on producing collegiate caps that could be provided to soldiers that suffered head injuries. This focus and the program’s roots in ice hockey country provided the inspiration for the Operation Hat Trick name. Since its humble beginnings, the OHT program has evolved into a national program with participation by 48 universities throughout the country and a new objective of raising funds for the VA General Post Fund.

OHT caps are produced under license by ’47 Brand, one of the country’s leading collegiate headwear manufacturers. In the initial product roll out, ’47 Brand is offering three different LSU/OHT cap styles, including adjustable camouflage and team color versions.

“The primary objective for the OHT program moving forward is to build support and funds for our soldiers and veterans seeking medical treatment in VA medical centers.” said Dot Sheehan, Founder and Director of OHT. “We are excited about LSU’s participation in the program and believe that Tiger fans will come out in support of our veterans by purchasing LSU/OHT co-branded caps.”

For more information on the OHT program, visit www.OperationHatTrick.com or contact Cole Price at CLC (770-956-0520) or Dot Sheehan, OHT Program Director (603-862-4677). For LSU/OHT product information please contact your ’47 Brand sales representative.

LSU Trademark Licensing Welcomes the Following New Licensees

3BG Metal Art
Alex and Ani
ARKbps LLC dba Tigertailgating.com
Artist Stephen Malkoff Inc.
Bradford Exchange Ltd.
Brooks Brothers by Vesi Inc.
California Innovations Inc.
Cambridge Collection
Cottage Garden Inc.
Everfan
Hello Kitty by Flash Ventures dba Tribeca
Jody's Inc.
Key Toppers Inc.
Let's Gel Inc.
MBI Inc.
OFAB Inc.
Peter Millar
Slap LLC
Southern Inc.
Southern Tide
TOMS Shoes Inc.
Tutu Couture
US Digital Media
Visionary Moments
Wilton Armetale Inc.
YETI Coolers Inc.