Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the hot summer is going well and that your store is gearing up for another exciting fall of LSU football. With a busy September and an eight game home schedule, LSU fans will have plenty of opportunities early in the season and throughout the fall to visit your store for their favorite purple and gold merchandise.

**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](http://www.CollegeColorsDay.com).

Starting August 1st, a national online College Colors Day competition will begin at [www.ESPN.com/collegecolorsday](http://www.ESPN.com/collegecolorsday) to determine which institution has the most fans who “Pledge Their Allegiance” to it.

**Stand Right Up and Roar**

In 2012-13, LSU will unite across all athletic fronts to deliver a simple, yet powerful message – Stand Right Up and Roar. This phrase, derived from lyrics of the LSU song “Hey Fightin’ Tigers”, will serve as the rallying point for all LSU fans. LSU licensees will have access to the use of the Stand Right Up and Roar verbiage and official mark.

---

**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 Death Valley.

**Homecoming**

This season’s homecoming game will be Saturday, November 10th vs. Mississippi State.

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.
CLC Royalty Rankings

At the end of June, 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 June 30, 2012 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

Jennings, LA’s own Southern Inc. has been making quality Bar-B-Que sauce since 1957 and they proudly produce the Official BBQ Sauce of the LSU Tigers. Southern’s new line of LSU branded products is sure to be a hit with Tiger fans. Their tasty products and gift sets include:

**Game Day Grilling Sauce** — Great on beef, chicken and pork. Use as a meatloaf topper, steak sauce, or in lieu of ketchup on fries and chicken nuggets.

**Red Zone All Purpose Seasoning** — The perfect all-purpose blend for sprinkling on fries, salads, popcorn, eggs, vegetables, chicken, seafood, beef and pork. Low Sodium, No MSG, Gluten Free.

**Big Blitz BBQ Burger Sauce** — The perfect burger topper or Sloppy Joe sauce. Great as a French bread topper or when making homemade patties.

**Bayou Roux Louisiana Gumbo Base** — Great for use in gravies, stews and gumbo.

**Goal Line Grillin’ Rub** — Great on beef, chicken, pork, shrimp and wild game. Also great as a steak or fajita seasoning.

**Gift Sets:**
- **Tiger Bait Burger Kit** includes Goal Line Grillin’ Rub and Big Blitz BBQ Burger Sauce. **The Goal Line Griller Set** includes Goal Line Grillin’ Rub and Game Day Grilling Sauce. The Victory Gumbo Gear includes Bayou Roux Louisiana Gumbo Base and Red Zone All-Purpose Seasoning.

For Ordering Information, call 866-61-CAJUN or email orders@southernbbqsauce.com.

---

Routh Illustrations, LLC

New Art prints and Christmas cards by artist Craig Routh.

“LSU Victory Gumbo”, celebrates LSU’s dominance over its SEC opponents with a humorous, whimsical scene of Mike stirring a gumbo of all the mascots in Tiger Stadium. Prints are available in a variety of sizes from 6” x 9” (image), souvenir size, to 20” x 30”(image) collector’s edition giclee prints. All prints are signed and numbered.

The Christmas cards are 5” x 7” and each one comes with a recipe for “LSU Victory Gumbo” (Seafood Gumbo) printed on the back.

Contact Routh Studios, LLC for all sizes and pricing: 225-664-6968 or 800-566-7669

www.louisianagreetings.com
Varsity™ is the nation’s sole manufacturer and provider of collegiate licensed adhesive bandages. Each unit is comprised of 20 bandages: 10 regular bandages with two (2) separate logos, five (5) smaller standard bandages with one logo and five (5) football shaped bandages with the LSU tiger logo. The packing is a nostalgic tin box with the LSU colors and logo.

If you aren’t already carrying these LSU bandages, please call or email Tyler Smith at 615-419-4892/ tsmith@vulcanathletics.com for ordering information.

Fun Toys from Bleacher Creatures

Mike the Tiger Hand Puppet-Bring Mike the Tiger home with this mascot hand puppet. Bleacher Creatures has taken Mike and transformed him into a lovable character to play with, encouraging fun, inspiration and play.

LSU Wind-Up Toys-These 2 ½ inch wind-up toys are perfect for the young Tiger fan or the young at heart. Available as a helmet and fan finger, the toys come packaged in a clam shell for a great display.

LSU Princess Tiara and Magic Wand (Sold Separately)-Make magic with a Tiger Princess Tiara and Magic Wand! The Princess Tiara has a plastic back that fastens to a child’s hair. The stuffed Magic Wand, featuring LSU colors and logos, is sure to catch the eye with its delightful star shape that is sure to make wishes come true. The Tiara and Wand are perfect gift ideas for any Tiger Princess.

LSU Cheerleader Plush Doll-Get some help cheering for the Tigers with a plush LSU Cheerleader doll. This 16” Cheerleader plush is the perfect gift for young Tiger fans.

For ordering information, call 855.834.7311 or email customerservice@bleachercreatures.com

Varsity Bandages by Vulcan Athletics

Varsity™ is the nation’s sole manufacturer and provider of collegiate licensed adhesive bandages. Each unit is comprised of 20 bandages: 10 regular bandages with two (2) separate logos, five (5) smaller standard bandages with one logo and five (5) football shaped bandages with the LSU tiger logo. The packing is a nostalgic tin box with the LSU colors and logo.

If you aren’t already carrying these LSU bandages, please call or email Tyler Smith at 615-419-4892/ tsmith@vulcanathletics.com for ordering information.
**Tiedman & Formby Vintage Jerseys**

Tiedman & Formby Vintage Athletic Co. is the only collegiate-licensed company in the world to offer authentic replicas of original throwback jerseys. Their USA manufacturing facility has recreated vintage fabrics and uses the exact measurements of the vintage numbers, and fit of the old jerseys. Their ‘Vintage Fit’ specifications tend to run tighter to the body.

This 1958 #20 Billy Cannon Throwback jersey features the following specifications which replicate the jerseys from this era: 10.5 oz. Cotton Durene; Vintage sewn-on tackle twill numbers; Authentic underarm gussets; Authentic 1958 short sleeve; Authentic 2” drop tail; Authentic rib knit sleeve cuffs; Authentic double layer shoulder yoke; Authentic “athletic/muscle” fit; Authentic thin stretch collar; 4-thread overlock for maximum durability; Double-needle detailing along hem and cuffs.

For further information about this jersey and other vintage LSU jerseys, please contact info@tfvintage.com.

---

**LSU Trademark Licensing Welcomes the Following New Licensees**

- Action Custom Sportswear
- Best of Times
- Bonafide Boots
- College Vault by Top of the World
- Collegiate Dancewear
- Comeco Inc.
- Creative Solutions
- Curb Sports
- Division 1 by Isaac Morris Ltd.
- Drake Design
- Dynomighty Design
- FoamFanatics
- Gasser Specialty Products Inc.
- Global Time Intl'
- Hello Kitty 42 Ten by Top Line Scrn
- Hello Kitty by Plushland
- Honour Society
- Igloo Products Corp.
- Isaac Morris Ltd.
- Jeta Morgan Inc. dba USA Licensed Bows
- Mattel Inc.
- Milner Distribution Alliance Inc.
- Norcom Inc.
- OCJ Apparel Group
- Owner's Box
- Pam Grace Creations
- Peter Pauper Press
- RJEJ Investments
- SJ & L Bias Binding Textile Co.
- Sportin' Scarves
- Sports Design & Development
- Thirty-One Gifts
- Tin Cup Products
- Zeikos Inc.

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.