

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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Dear LSU Tiger Tailer.

LSU Trademark Licensing hopes that the fall has brought many Tiger fans to your store during what has become yet another exciting season of LSU football. The LSU football team is in the hunt for the SEC West title and LSU Trademark Licensing will keep you informed about possible championship and bowl game licensing information as it becomes available.

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.

Homecoming

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

Magnolia Bowl

LSU will look to keep the Magnolia Bowl trophy and add to their 57-39-4 series record against Ole Miss on Saturday, November 17th in Tiger Stadium. Licensees have access to the logo (shown right) for products related to the game.

CAMEX

Sunday, February 24-Tuesday, February 26th in Kansas City, MO. Visit www.CAMEX.org for more info.

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!



LSU HOMECOMING 2012



**STAND RIGHT UP
AND ROAR**

CLC Royalty Rankings

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, 2012 through September 30, 2012 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

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

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**.

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Mike's Habitat

New local licensee Mike's Habitat offers an assortment of officially licensed images of LSU's live tiger mascot Mike VI. These high quality, one-of-a-kind images are available on 8x10 porcelain tiles, 8x10 photographs and 5x7 photographs. Mike's Habitat will give a portion of the sales proceeds to establish a scholarship for Mike's student caretakers.

For ordering information, please contact Christine Russell at Christine@MikesHabitat.com.



RepliCaps

The LSU replica manhole cover by RepliCaps is manufactured by a domestic iron foundry using the identical processes and materials as those of functional manhole covers, but with less than half the thickness to reduce weight and facilitate wall mounting. With a diameter of 24 inches, a depth of ½ inch and a weight of approximately 50 pounds, RepliCaps are designed for use indoors or out, and can be used as decorative wall mounts (wall mounting hardware sold separately), deck, floor, patio or driveway inlays, garden or landscaping accoutrements, end tables – the options are virtually limitless!

All sales orders are processed and drop shipped the same business day they're received by RepliCaps' warehouse in Kansas City. RepliCaps expects that every customer will be extraordinarily pleased with their RepliCaps purchase, and they demonstrate this by offering a limited "no questions asked" return policy for customers who are not completely satisfied. For more information, please visit www.replicaps.com or contact Fritz Waldorf at fritz.waldorf@replicaps.com.



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Tiger Crunch by Indianola Pecan House

Indianola Pecan House is a family owned and operated company that has been in business since 1979. They are a new LSU licensee and are proud to announce the addition of their newest line of gourmet pecans and southern confections: LSU Tiger Crunch crunchy praline pecans and LSU Tiger Crunch crunchy praline popcorn. Indianola Pecan House prepares their pecans onsite in a state of the art confection kitchen in Indianola, MS. They have complete control over the manufacturing process which allows them to guarantee freshness and package products in a method that provides a year's shelf life. Indianola Pecan House uses pecans that are grown in orchards in Louisiana and surrounding states and they are a member of the Louisiana Pecan Association. Tiger Crunch is 100% made in the South by Southern People!

Crunchy Praline Pecans are available in 2 sizes: 5 oz. box for personal eatin' and a 9 oz. box for the pride. Crunchy Praline Popcorn is available in a 3 oz. box for personal munchin' and a 7 oz. box for the pride. For ordering information, please call 800-541-6252 or email pecan@pecanhouse.com.



INDIANOIA
PECAN HOUSE



Collegiate Dancewear Spiritskirt



Your little LSU fan is sure to stand out in the crowd in this little number! These adorable team colored spirit skirts feature a satiny top tier with an ultra-comfortable waistband, layers of nylon chiffon in the middle, a fluffy ruffle for volume and style on the bottom tier, and a logo accent ribbon sewn to the waist for the perfect finishing touch! They are available in sizes 0-2T, 2-4T and 4-8 and a MUST HAVE for the season! Hair bows and hair ribbons are also available.

For ordering information, please call Melissa 703-362-6450 or email collegiatedancewear@yahoo.com.

Collegiate *Dancewear*
spirit wear with style!

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College Vault

LOUISIANA STATE UNIVERSITY

SEPTEMBER 11, 2012



LOGO MARKS			

VERBIAGE	GENERAL INFORMATION
LSU @ Louisiana State University @ LSU Tigers @ Fighting Tigers™ Tigers™ Lady Tigers™ Bayou Bengals™ Gatorz Tigers @ Tiger Ball™ Mike The Tiger™ Tiger Stadium™ Death Valley™ Pete Maravich Assembly Center™ PMAC™ Alex Box Stadium™ Chinese Bards™ Ole War Skule™ Football National Champions: 1956, 2003, 2007 Men's Basketball National Champions: 1956 Baseball National Champions: 1991, 1993, 1996, 1997, 2000	LOCATION: BATON ROUGE, LA MASCOT: TIGERS MASCOT NICKNAME: MIKE THE TIGER UNIVERSITY ESTABLISHED DATE: 1890 ATHLETICS ESTABLISHED DATE: 1893 CONFERENCE: SOUTHEASTERN CONFERENCE (SEC)

WORD MARKS	

PANTONE 268 PANTONE 123 WHITE

NOTE: The marks of Louisiana State University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

College Vault Update

LSU Trademark Licensing recently added some vintage logos and updated the LSU College Vault art sheet shown above. The College Vault program continues to grow in fan popularity and our licensees are doing a great job of providing your retail stores with unique graphic options for your vintage product assortments. The LSU College Vault Licensees can be found on the last few pages of the alphabetical licensee list at www.LSU.com.

LSU Trademark Licensing Welcomes the Following New Licensees

- | | | |
|---|----------------------------|---------------------------------|
| Advance Watch Co. | Ichispa | Promoversity Department |
| Buddeez Inc. | Incredible Golf | RepliCaps |
| Card Sports & Entertainment | Indianola Pecan House Inc. | RG Apparel Company |
| Center Court Inc. | Jennick Associates | Samsill Corporation |
| Colors of Sports Inc.-The dba Team Snacks | LAD Apparel | SOL Republic |
| D.I.A.S. LLC dba Kidz World | LivyLu | Storyville Apparel |
| DGL Group | Logo Products Inc. | Summit Sportswear |
| Dog Zone | Maskcot | Under Holdings |
| FanUp | Me and My Big Ideas Inc. | Uniformed Scrapbooks of America |
| Flirties | Metal Depot Inc. | Very Cool Stuff |
| Giftworksplus | Mike's Habitat | Youth Monument Clothing Inc. |
| Global Packaging | Patton Picture Company | Yuppie Puppy Pet Products |
| HiProfile Marketing | Presco Polymers | |

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.