Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the new year is off to a great start for you and your store. The LSU baseball team is just two weeks from opening day vs. Maryland. Excitement is building in Tiger Nation for the strong team Coach Mainieri returns for the 2013 campaign.

Enforcement

The Collegiate Licensing Company’s enforcement personnel worked with the Atlanta Police Department to confiscate nearly 400 unlicensed products at the Chick-fil-A Bowl. We appreciate any assistance you can provide to the University with identifying and reporting potentially unlicensed/counterfeit LSU merchandise via email or www.LSU.com.

New Mike the Tiger Logos

The University recently developed a new collection of Mike the Tiger logos which better represents LSU’s costumed mascot. See page 6 of this newsletter for more information.

Stand Right Up and Roar

As a reminder, LSU is united across all athletic fronts to deliver a simple, yet powerful message – Stand Right Up and Roar. LSU licensees currently have access to use the Stand Right Up and Roar verbiage and official mark on officially licensed products.

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Campus Market Expo (CAMEX)

LSU Trademark Licensing would like to remind you about the CAMEX trade show in Kansas City, MO from Sunday, February 24th – Tuesday, February 26th. CAMEX is known as the premier trade show for collegiate retailers. 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.

2013 LSU Football Dates of Interest:

- **Gold Game**
  September 21st vs. Auburn

- **Homecoming**
  October 26th vs. Furman

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

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

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.
Very Cool Stuff’s Gazing Globes

Very Cool Stuff is a unique line of garden art that specializes in lawn and garden décor including Stainless Steel Gazing Globes. They currently make 4" and 10" LSU Stainless Steel Gazing Globes that have a powder coated finish guaranteed not to chip, peel or fade. The 4" globe is perfect for decorating the desktop, dorm room or mantle. The 10" globe can be used with a stand or hanger clip to accent the landscape décor. The LSU Stainless Steel Gazing Globes are painted and the logo is applied in the USA! The LSU Gazing Globes are great for any Tiger fan that wants to show their pride with this great indoor or outdoor décor item.

For ordering information on the LSU collection and other ‘Very Cool Stuff’, contact 517-625-6151 or info@verycoolstuff.us.

Paulson Designs’ Fine Art

Paulson Designs is a new LSU décor and fine art manufacturer, currently specializing in quality graphic and photo canvas prints. Their LSU décor collection provides a great way for students, alumni, and fans to display their Tiger pride and celebrate what makes Louisiana State University so special. Paulson Designs’ products also serve as the perfect gift for graduation, weddings, baby showers, anniversaries, Christmas, or just any ‘die-hard’ LSU fan.

For ordering information, please contact Rene Garza at rgarza@paulsondesigns1.com or 830.879.5512.

Display your Tiger spirit proudly with Paulson Designs’ new collection of LSU home decor. featuring an assortment of graphic prints the whole family will love.
Fan Flirties: American Made LSU Jewelry

Fan Flirties is excited about its vibrant new LSU jewelry collection that is proudly Made in the USA. This American-made jewelry line combines unique designs with traditional styles along with merchandising solutions for retailers. A great selling point for Fan Flirties is that the majority of the line retails at under $20 and appeals to women of all ages.

Fan Flirties spent over two years developing the jewelry components which include surgical steel and American made metals. They also use the popular Swarovksi® crystals which help to create high quality and brilliantly colored LSU jewelry. All manufacturing is done in Fan Flirties’ studio in north Florida.

Fan Flirties’ officially licensed LSU jewelry collection includes both LSU logo as well as team-colored products which include LSU branded product packaging. Their goal is to provide a quality product that continues to appeal to Tiger fans year round. For ordering information, please call 888-514-0067 or e-mail sales@flirties.net.

US Digital Media’s Mobile USB Chargers

Packed with power, US Digital Media’s Auxiliary Power Unit (APU) Mobile USB Chargers are the perfect backup for smartphones and other electronics for Tiger fans on the go. Plug it in, charge it up, then pack it for use when there is no access to a plug. APU Mobile USB Chargers easily connect to iPhones, iPads, smartphones, tablets, gaming devices and more via USB.

All four models utilize a Li-ion battery and the unit sizes range between ~3.5” x .93” up to ~ 5.24” x 2.6”. From small pocket-sized units to high-capacity units, APU Mobile USB Chargers have the capacity to keep mobile devices charged up.

For ordering information, please call 623-889-0535 or email bspeer@usdigitalmedia.com.
LSU Hand-Off Card Football Board Game and Gametime Scoreboard

Hand-Off combines the strategy and decision making of playing cards with the drama and tension of college football. You take control of the action - bust out a big run, throw a game-breaking long bomb, make the big open-field tackle, or pick off the pass and take it the other way for a touchdown. For one to four players, Hand-Off takes about 45 minutes to play and features Team Cards highlighting some of the best LSU Tigers teams of all-time.

The LSU Tigers Gametime Scoreboard is a digital scoreboard and time-keeping device with a powerful stereo audio system. Special LSU sound effects and fight songs bring the feel of Tiger Stadium home. Featuring state-of-the-art MP3 playback, this sleek and highly portable device functions as a classic Boom Box. The Gametime Scoreboard was named “Top Gadget at the American International Toy Fair” by Popular Mechanics. For more details on CSE products, [www.csegames.com](http://www.csegames.com) and contact [info@csegames.com](mailto:info@csegames.com) for ordering information.

LSU Trademark Licensing Welcomes the Following New Licensees

Ace International (Arc One)  Decobords Unlimited  Pro Vision Sports
Allan Barr Sales  Dunlop McCandless  PTI Group Inc.
Baby Fanatics of Georgia  evREwares  Quantum Digital Ventures
Botskis & Company  Gold Editions  RAZ Imports
Brass Reminders Co.  LogoFit  RevoApps
Case-Mate Inc.  Masterpieces Puzzle Company Inc.  SCI Funeral Services of Florida Inc.
Collegiate Resource  Pacific Coast Lighting  United Performance International Marketing Inc.
Coolr Coolrz  Paulson Designs  Zazzle 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.
New Mike the Tiger Logos

LSU Trademark Licensing is pleased to present you with the above Mike the Tiger logos which are now available to licensees for use on officially licensed products. The revised LSU art sheet is also included above for your reference. LSU felt there was a need to develop a set of Mike marks that better represents the look of our iconic mascot. We hope you find that the new Mike marks provide you with valuable new design alternatives as you continue to work with licensees to develop new products for your store.