Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your store have had a great spring. The LSU baseball team has had a very successful spring so far and hopefully the rest of the season will be a “can of corn”. We will keep you up to date with relevant licensing information as the baseball team progresses toward the postseason.

Love Purple Live Gold

Love Purple Live Gold has been one of the most successful and recognizable brand campaigns LSU has ever utilized. It continues to be a mainstay in University communications and branding efforts and licensees continue to have access to Love Purple Live Gold logos for use on retail products. Visit page six of this newsletter to learn more.

College Colors Day

The ninth annual College Colors Day celebration will take place on Friday, August 30, 2013. 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.

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.

Love Purple Live Gold

Roar. LSU licensees currently have access to use the Stand Right Up and Roar verbiage and official mark on officially licensed products.

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 March 31, 2013 on all collegiate merchandise sold for the nearly 200 institutions in the CLC Consortium.

1) Texas  
2) Alabama  
3) Notre Dame  
4) Michigan  
5) Kentucky  
6) LSU  
7) Georgia  
8) Florida  
9) North Carolina  
10) Arkansas  
11) Oklahoma  
12) Wisconsin  
13) Nebraska  
14) Texas A&M  
15) Tennessee  
16) West Virginia  
17) South Carolina  
18) Auburn  
19) Missouri  
20) Penn State  
21) Florida State  
22) Kansas  
23) Oklahoma State  
24) Clemson  
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 #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.
Make Your Mark®. USGA rule 12-2 requires a player to be able to clearly identify his or her ball. The Tin Cup ball marking stencil allows Tiger fans to personalize their golf balls with the LSU letters to easily identify their ball. Golfers can simply trace the LSU letters with a fine-point permanent marker to customize their golf ball and show their Tiger pride.

This patented, stainless steel cup comes with a lifetime guarantee and is 100% Made in the USA. The Tin Cup is a great gift idea for avid golfers and Tiger fans.

For ordering information: contact Cabell Fooshe at 703.876.6063, cfooshe@tin-cup.com or visit www.tin-cup.com
**LSU Ankle Wallet by U Gift Shop**

No more jingling pockets! The LSU Ankle Wallet is a great way for Tiger fans to carry valuables while exercising. Made of neoprene stretch fabric, the Ankle Wallet is both lightweight and comfortable. The adjustable Velcro wrap makes the Ankle Wallet a one-size-fits-all product.

The Ankle Wallet can store keys, cash, credit cards, and even gel energy packs. It is perfect for storing these items while running, biking, hiking or at the gym.

For ordering information, call U Gift Shop at 877-962-0300 or email info@u-giftshop.com.

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**Dish Gloves by Littleearth**

The LSU Team Dish Gloves by Littleearth can take whatever the worst sink can dish out! These Dish Gloves are manufactured of a seamless rubber-compound with a polyester LSU logo cuff. They are 7.85” in length and 18.75” in height, so one size fits most! Each set is individually packaged with a header card including a peg hole to hang for display.

The LSU Team Dish Gloves are also great for showing team spirit when washing a car, gardening, bathing a pet, or spring cleaning. Besides these LSU Dish Gloves, Littleearth has dozens of other original LSU products you can purchase to create a unique assortment for you store.

For additional information, contact Donna Laffey at 412-471-0909 X175 or donna@littlearth.com.
LSU Football OYO® minifigure

Collect • Build • Play. The LSU Football OYO minifigure is a building toy made for Tiger fans of all ages. OYO minifigures are specially designed with bendable arms and legs that allow them to run, catch, squat, and throw! Each figure looks like a Tiger football player and comes with accessories such as a football, helmet, face mask and water bottle. Every LSU football OYO has a stand with a unique OYO DNA number which sets it apart from the other figures in each new product release. OYOs come in a special package that is ready to be displayed in a collection.

OYO minifigures are compatible with most brand name building toys.

Please contact OYO Sportstoys at 978-264-2000 or sales@oyosportstoys.com to place an order today!
Love Purple Live Gold is a longterm branding effort by Louisiana State University to set our flagship university and its athletic programs apart from any other in the country. The Love Purple Live Gold marketing campaign and the hashtag #LPLG has taken on a life of its own with thousands of user-generated Twitter posts and Instagram pics posted since its inception in 2010. To Love Purple is to embrace the unique culture of Louisiana and the indomitable spirit expressed by all who hold LSU close to their hearts. To Live Gold is to strive for excellence at all levels; academically, athletically, and in everything you do. Officially licensed Love Purple Live Gold gear is in high demand by students, alums, and fans worldwide and have been featured on nationally televised programs such as CBS's Big Brother. So, make sure to seek officially licensed Love Purple Live Gold products when stocking your shelves for football, basketball, baseball, or any season. The LSU Tigers are here to stay and so is "Love Purple Live Gold."

Russell Athletic is proud to offer the new Marvel Comics collegiate apparel program featuring Marvel favorites such as Spider Man, The Incredible Hulk, Captain America, Iron Man, Thor and Wolverine. The garments are 100% cotton t-shirts, rib knit collar; self material shoulder to shoulder neck tape, set in sleeves, two-needle hemmed sleeve openings and bottoms. The Russell "R" is on the left sleeve end. The product is available in Men's and Youth sizes. Russell will continue to release new graphics to coincide with new Marvel movie releases.

Contact Russell’s sales reps for more information:
Cara Reda Fischer (504-377-7750, Cara.reda@fotline.com),
or you can also contact:
Tod Rastello (270-935-4244, Tod.rastello@fotline.com).