

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 summer has been great for both you and your business. Back to School season is in full swing and Tiger football will kickoff at the end of the month. The Cowboys Classic in Arlington vs. the TCU Horned Frogs should provide LSU with great national exposure and a difficult test in Cowboys Stadium.

Cowboys Classic Merchandise

Since the Cowboys Classic is played at a neutral field, the licensing process is similar to that of a bowl game. Blue Star Graphics & Design and Nike are the exclusive licensees with the ability to produce merchandise specific to the Cowboys Classic. For Cowboys Classic merchandise information, contact your Nike rep or Blue Star Graphics & Design (Mark Marsh, 972-785-4934).

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.

Tiger Tailer Window Decals

Retailers in the LSU Tiger Tailer program

are eligible to receive free Tiger Tailer window decals to display in your stores. Please visit [page five](#) of this newsletter to learn more about this opportunity to show your customers you are committed to carrying officially licensed LSU 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!



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 June 30, 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) Florida
- 8) Georgia
- 9) North Carolina
- 10) Arkansas
- 11) Oklahoma
- 12) Texas A&M
- 13) Wisconsin
- 14) Nebraska
- 15) Tennessee
- 16) South Carolina
- 17) West Virginia
- 18) Auburn
- 19) Penn State
- 20) Missouri
- 21) Florida State
- 22) Kansas
- 23) Oklahoma State
- 24) Clemson
- 25) Louisville

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**.

Broan-NuTone LSU Doorbell

Your PRIDE. Your Greeting. Your DOORBELL.

The ONLY collegiate licensed doorbell with MP3 customization allowing for the easy upload and play of the LSU fight song or any sound as the greeting - up to 128 MB of memory. Sturdy cast metal pushbuttons are available in Satin Nickel or Antique Brass. The chime mechanism has high quality digital audio sound with adjustable volume control.

The pushbuttons measure 2" x 4" and require 1 N-Cell, 1.5v alkaline battery (included). Paintable wall chime mechanism measures 6" x 9 1/2" x 2 1/4" and requires 3 D batteries (not included). The wired or wireless installation capabilities make for a quick and easy installation—less than 15 minutes in most applications. Available as a kit including: premium doorbell; wired/wireless button; and chime mechanism, or individually as a doorbell/button and as a chime mechanism.

For more product information, visit www.NuToneCollegePride.com. For sales information, contact Dan Griffin at (262)-673-4340.



LaDiva Sport Body Stickers/Tattoos

LaDiva Sport glitter game day tattoos are perfect for the fan looking to support the Purple and Gold in a fun and fashionable way! The tattoos sparkle in the sunlight and under field lights during night games. Women, students and children have all loved them and they are out selling the “traditional” matte tattoos when merchandised together. LaDiva Sport’s tattoos come in packs of 4, function as stickers that do not require water to be adhered, and can be re-used. They are made with glitter glue so there is no flaking. In addition to being used as game day tattoos, they can also be used as decorations since they will adhere to any hard surface such as cell phones, laptops, notebooks, scrapbooks, photo frames, and any number of sorority items.

For additional information please contact Alyssa Samuelson at Alyssa.Samuelson@ladivasport.com or at 480-310-5322.



LSU Roadside Emergency Kit

The LSU Roadside Emergency Kit by Picnic Time will give Tiger fans peace of mind knowing that they're prepared when an unexpected auto emergency arises.

The kit features a triangular-shaped tote with carry handle that doubles as a reflective hazard warning sign. All the essential tools for roadside emergency repairs are included: 1 set of jumper cables (8.2-ft long, 15-gauge copper with laminated instructions tag affixed to the cables), 1 heavy-duty plastic ice scraper, 1 tire-pressure gauge, 1 9-piece ratchet set (socket sizes ranging from 3/16" to 1/2") with rigid hand driver, 1 pair of standard slip-joint pliers, 1 flathead screwdriver (7-1/4"), 1 Phillips screwdriver (7-1/4"), 1 roll of red electrical tape, blade-style automotive fuses: (1) 10 amp, (2) 15 amp, and (1) 20 amp, 1 pair of white work gloves (woven heavy-duty cotton blend), and insulated ring and spade terminals (3 of each). Makes a great gift for any car owner.

For ordering information, contact Picnic Time Customer Service at 888-742-6429 or picnictime@picnictime.com.



LSU Football Fan Band

“Wear your favorite jersey on your wrist!” The Original Fan Band is the only armband on the market with an embroidered design of the LSU football jersey.

Fan Bands are one size fits all, so they're the perfect gift for any Tiger fan, big or small. Fan Bands are high quality and durable and they can stand up to everyday wear and tear. Tiger fans can wear their favorite team's jersey on their wrist to the gym or running, or in the stands at the next game. Cheerleaders, fans, celebrities and star players are all wearing Fan Bands.



For ordering information please contact Fan Band at 800-810-6691 or sales@ipcsports.com.



LSU Tiger Tailer Window Decal

For the past decade, the LSU Trademark Licensing program has consistently been one of the top selling institutions in the CLC Consortium of nearly 200 institutions. Your store and the other stores in the Tiger Tailer program have played a key role in this success. Several years ago, our office sent free LSU Tiger Tailer window decals to Tiger Tailer retailers in an effort to increase awareness of the LSU Tiger Tailer program. The decals were produced for display in Tiger Tailer stores to make fans aware of your dedication to selling officially licensed LSU products. By making more fans aware of the importance of officially licensed products, we hope they will continue to support businesses like yours that are committed to carrying licensed LSU products year round. If your store needs additional Tiger Tailer decals or never received any, please contact [Brian Hommel](#) to submit your request.

The sale of officially licensed LSU products in your store is helping to generate significant royalty revenues for the University during challenging economic times. We appreciate your commitment to doing things the right way and for your participation in the LSU Tiger Tailer program.



LSU Trademark Licensing Welcomes the Following New Licensees

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| Airbrush Unlimited Inc. | College Vault by JanSport | Luttrell Investments Inc. |
| American Threads by To The Game | College Vault by Legacy Athletic | MIZCO International Corp |
| Bag Tag | Fit Dreams | Radz Brands |
| Barton Nelson Inc. | G Wear | Sleep With a Purpose Inc. |
| Beau Coteau Painted Pieces | Game Towels | Spirit Gear Central |
| BIGR Audio | Gelmart Industries Inc. | TeamFanCan |
| Bridgestone Golf Inc. | Glove Branders | Uncommon |
| Brighton Collectibles | IPC Sports Corp. | Wes and Willy |
| ClubCrown | Life Gear | Yankee Candle Company Inc. - The |
| College Artisan - The | | |