Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your family are staying safe during the ongoing pandemic. COVID-19 has created a lot of disruption and uncertainty in society and it continues to impact higher education, collegiate athletics and the collegiate licensing industry.

As we write this, many collegiate athletic conferences have delayed or postponed fall sports including the SEC which announced last week that football would be a 10 game conference-only schedule. The current home schedule is listed to the right and LSU will likely have an additional home game on either October 3rd or December 5th. LSU plans to hold in-person classes this fall and there are still various scenarios that could play out for all fall sports.

All of this uncertainty makes planning fall/holiday/spring product assortments more challenging than ever. Many licensees have adapted their business models during this time and some can quickly turn product to your store as things hopefully creep back to normal over time. LSU Trademark Licensing stands ready to assist if there is anything we can do to help during these unusual times. As always, feel free to reach out to Brian Hommel (bhommel@lsu.edu) if you need any licensing info.

Stay safe!

College Colors Day

The sixteenth annual College Colors Day celebration will take place on Friday, September 4, 2020. College Colors Day is a fun, casual Friday where people are encouraged to wear officially licensed collegiate products of their favorite institution. For additional information on this national collegiate celebration, please visit www.CollegeColorsDay.com.

Upcoming Dates of Interest (subject to change)

Aug. 24 – LSU classes begin
LSU Football Home Games
Sept. 26 vs. Ole Miss
Oct. 24 vs. Mississippi State
Nov. 7 vs. Alabama
Nov. 14 vs. South Carolina

Thank you for your continued support of LSU through the sale of Officially Licensed Products. Your efforts in selling officially licensed LSU products have served to put LSU at the #2 overall ranking in the CLC Consortium in licensing royalties generated back to the University this fiscal year.

GEAUX TIGERS!
### LSU's Top Licensees

The lists below show LSU’s top overall performing licensees for apparel, non-apparel and the top Louisiana based licensees. These rankings represent royalties reported April 1, 2020 through June 30, 2020 on all LSU merchandise sold.

#### Apparel
1. Nike
2. Knight Apparel
3. FanPrint
4. Columbia
5. Fanatics Apparel
6. Colosseum
7. Image One
8. Top of the World
9. Team Beans
10. Captivating Headwear
11. Peter Millar
12. New Era Cap Company
13. Royce Apparel
14. Kelley & Abide
15. Johnnie-o
16. Bayou Apparel
17. College Vault by Tailgate
18. Giraphic Prints
19. Cutter & Buck
20. 2 Bandits
21. Champion
22. Wes and Willy
23. Vineyard Vines
24. Boxercraft
25. Columbia by Outdoor Custom Sportswear

#### Non-Apparel
1. Mano’s Inc.
2. Balfour
3. Rico Industries/Tag Express
4. Riddell
5. Team Beans
6. Victory Tailgate
7. Wincraft
8. Logo Brands
9. Infinity Headwear & Apparel
10. Frost Cutlery
11. Fabrique Innovations
12. Mignon Faget
13. Fanatics Mounted Memories
14. Baden Sports
15. Harland Clarke
16. Community Coffee Company
17. Smathers and Branson
18. Sewing Concepts
19. Highland Mint
20. Simple Modern
21. Strategic Printing and Manufacturing Solutions
22. Tervis Tumber Company
23. YETI
24. Church Hill Classics
25. Original Retro Brand

#### Based in Louisiana
1. Kelley & Abide
2. Mignon Faget
3. Bayou Apparel
5. Giraphic Prints
6. 2 Bandits
7. Southern Marsh
8. Preau Pots
9. NOLA Couture
10. Todd Mackey Art

### LSU Trademark Licensing Welcomes the Following New Licensees

- Alumni Coffee Company
- Dynacraft BSC Inc.
- Five Star Apparel
- Hype and Vice LLC
- Legendary Sports Prints LLC dba Art of Words
- Mano's Inc. dba Mano's Gifts
- Open Road Brands, LLC
- Rustic Cuff
- The GLD Shop, LLC
- Uncanny Brands (Pangea Brands)

Visit [www.LSU.com](http://www.LSU.com) to access the most up to date list of LSU licensees and their contact info. The licensee list is always evolving and is updated monthly.
LSU Championship Crunch Cereal

Limited edition, officially licensed Frosted Corn Flake cereal to commemorate the 2019 LSU National Football Champions!! The cereal tastes great and the box makes for a special keepsake for any Tiger fan.

Distributed by PLB Sports & Entertainment https://plbse.com/, the company that has successfully sold Flutie Flakes and Mahomes Magic Crunch cereals.

Please contact Joey O’Toole at jotoole@plbsports.com or 804.687.8239 for more information!
Masks

3 Layer Mask with Adjustable Fitting Ear Loops

The cloth portion on the adult mask is roughly 8 inches wide by 5.5 inches tall, and is strategically designed to wrap around the nose, mouth and face. While the adult mask is one-size fits most, all units are accompanied by rubber adjustment pieces so you can find the perfect fit!

Contact: Eric Redman - eredmanbcs@gmail.com
www.RockEmSocks.com

Full List of Approved Mask Licensees

<table>
<thead>
<tr>
<th>Colosseum</th>
<th>Strideline</th>
<th>Hanesbrands</th>
<th>College Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Beans</td>
<td>Blue 84</td>
<td>Outerstuff</td>
<td>Top of the World</td>
</tr>
<tr>
<td>Retro Brand</td>
<td>L2 Brands</td>
<td>Love Your Melon</td>
<td>Bayou Apparel</td>
</tr>
<tr>
<td>Fanatics</td>
<td>Jardine Associates</td>
<td>Trevco</td>
<td>Alta Gracia</td>
</tr>
<tr>
<td>Fabrique</td>
<td>Wincraft</td>
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