Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your family are doing well during these unprecedented times. COVID-19 has created a “new normal” both in life and in the collegiate licensing industry.

During the pandemic, we’ve seen many businesses have to lay off and furlough employees or completely shut down. These impacts have been realized in the collegiate licensing landscape within some of our licensee partners, retailers and universities. We’re all working together to get through all this and, if there is anything we can assist with, feel free to reach out to Brian Hommel (bhommel@lsu.edu).

Stay safe!

Upcoming Trade Shows

The Sports Licensing and Tailgate Show is scheduled to take place at the Las Vegas Convention Center from Wednesday, January 20th to Friday, January 22nd. Emerald Expositions has not yet made the decision to switch to a virtual format, but that remains a possibility. For more information on the Sports Licensing and Tailgate Show, please visit www.sportstailgateshow.com.

The CAMEX trade show has been reimagined this year and will be a weeklong online experience taking place Monday, February 22nd to Friday, February 26th, 2021. To learn more about CAMEX, visit www.CAMEX.org or call 800-622-7498.

Upcoming Dates of Interest (like everything in 2020, these are subject to change)

LSU Football Home Games
Nov. 7 vs. Alabama
Dec. 5 vs. Ole Miss

Virtual Graduation Ceremony
Dec. 18

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 #4 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 July 1, 2020 through September 30, 2020 on all LSU merchandise sold.

**Apparel**

1) Colosseum
2) Columbia
3) Captivating Headwear
4) Knights Apparel
5) Nike by Branded Custom
6) Fanatics Apparel
7) Nike
8) Royce Apparel
9) Antigua
10) Top of the World
11) Champion
12) 47 Brand
13) Image One
14) Kelley & Abide
15) Team Beans
16) Outerstuff
17) College Vault by 47 Brand
18) University Girls
19) Peter Millar
20) GameDay Couture
21) Tailgate Clothing Company
22) For Bare Feet
23) L2 Brands
24) Original Retro Brand
25) Vineyard Vines

**Non-Apparel**

1) Northwest Group
2) Wincraft
3) Colosseum
4) Team Beans
5) Bradford Exchange
6) Infinity Headwear & Apparel
7) Logo Brands
8) Evergreen Enterprises
9) Fabrique Innovations
10) Original Retro Brand
11) Balfour
12) Fanatics Mounted Memories
13) Rawlings Sporting Goods
14) Fanatics Apparel
15) Victory Tailgate
16) Tervis Tumbler Company
17) Wilson Sporting Goods
18) Boelter Brands
19) Great American Products
20) Sewing Concepts
21) YETI
22) Riddell
23) Schutt Sports
24) Sports Licensing Solutions
25) Frost Cutlery

**Based in Louisiana**

1) Kelley & Abide
2) Mignon Faget
3) Red Stick Sports
4) Community Coffee Co.
5) Preau Pots
6) Bayou Apparel
7) GameDay Foods
8) 2 Bandits
9) Southern Marsh
10) Gulf South Animated Motion Tech
11) Balfour
12) Fanatics Mounted Memories
13) Rawlings Sporting Goods
14) Fanatics Apparel
15) Victory Tailgate
16) Tervis Tumbler Company
17) Wilson Sporting Goods
18) Boelter Brands
19) Great American Products
20) Sewing Concepts
21) YETI
22) Riddell
23) Schutt Sports
24) Sports Licensing Solutions
25) Frost Cutlery

LSU Trademark Licensing Welcomes the Following New Licensees

- 19nine LLC
- A-Affordable Design
- All Star Signs & Specialties
- Bacon Products Corporation
- Biggie, Inc. dba Biggie Billboards
- Bumpboxx
- Cajun Classic Cookware LLC
- C-B Graduation Announcements
- Cimpress Schweiz GmbH dba Vistaprint (SW)
- Cozy Comfort Company LLC
- Daz Production Inc (Tafi)
- ECOMM Distribution
- Fed, Inc.
- Fence with a View
- Finley & Co.
- Gametime Rugs LLC
- Homebase Services Inc dba Traditions Forever
- InstaPetShop
- RHML LLC dba Ukes Sunglasses Straps
- Wilcox Enterprises, LLC

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.
Mangled Mascots

Mangled Mascots’ plush dog bone is their signature product, created with the sole purpose of enhancing game day memories and strengthening the special bond you have with your pet and the rest of your family. It is made in the USA with the highest quality material that is both pet and human safe. It's made with a 600 denier duck polyester that is water resistant, safe and durable and the inside has recycled filler that has no chemical contamination and two 32 mm squeakers.

For ordering information, contact Mangled Mascots at info@mangledmascots.com.
The Helmet Pad from EP-AP Innovative Technologies is a new and innovative product with an updated design that holds all tablets and phones—large or small. Its features include:

- Three different viewing angles (Upright, Reading/Studying, Lounging) for your viewing pleasure
- Attractive LSU Football Graphics
- A must-have accessory for every LSU Fan
- Dimensions—11” L x 9” W x 9.5” H

For more information, please contact Stuart Pollak (SPollak@ep-ap.com; 614-254-9994)
Rustic Cuff creates bold, stylish bracelets for LSU in amazing colors that fill a gap in the female sports market for fashionable, mid-priced jewelry and allows fans to represent the Tigers in style! Check out all the options and retail prices at https://www.rusticcuff.com/collections/louisiana-state-university.

Contact Sonya Bateman at Sonya@RusticCuff.com for more information.