Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your family are doing well during these crazy times. COVID-19 continues to keep us in our “new normal”, but hopefully the vaccine will bring better days ahead.

We made it through an unprecedented football season and Coach Wade is guiding the Tigers to a successful basketball season so far. Coach Mainieri’s Tigers should be fun to watch this season and here's hoping COVID doesn’t impact many games moving forward.

If there is anything we can assist with, feel free to reach out to Brian Hommel (bhommel@lsu.edu).

Stay safe!

CAMEX

The CAMEX trade show has been reimagined this year and will be a week-long 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 (subject to change)

LSU Basketball Home Games
Feb. 6 vs. Florida
Feb. 13 vs. Tennessee
Feb. 20 vs. Auburn
Mar. 2 vs. Vanderbilt
Mar. 10-14 SEC Tournament

LSU Baseball Home Games
Feb. 19 vs. Air Force
Feb. 20 vs. Notre Dame
Feb. 21 vs. Louisiana Tech
Feb. 23 vs. Southern
Feb. 26-27 vs. Youngstown State
Feb. 27 vs. Nicholls

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!
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 October 1, 2020 through December 31, 2020 on all LSU merchandise sold.

**Apparel**
1) Nike  
2) Colosseum  
3) Knights Apparel  
4) Captivating Headwear  
5) Nike by Branded Custom Sportswear  
6) Top of the World  
7) Champion  
8) Columbia  
9) Outerstuff  
10) University Girls  
11) College Concepts  
12) L2 Brands  
13) Kelley & Abide  
14) 47 Brand  
15) Royce Apparel  
16) New Era  
17) Team Beans  
18) Icon Outdoors  
19) Peter Millar  
20) G-III Sports  
21) Fanatics Apparel  
22) Creative Knitwear  
23) Antigua  
24) Original Retro Brand  
25) Image One

**Non-Apparel**
1) Fanatics Mounted Memories  
2) Nike  
3) Team Beans  
4) Logo Brands  
5) Community Coffee  
6) Schutt Sports  
7) The Northwest Group  
8) Wincraft  
9) Rico Industries/Tag Express  
10) Fabrique  
11) Jostens  
12) Infinity Headwear & Apparel  
13) Colosseum  
14) Knights Apparel  
15) Evergreen Enterprises  
16) Victory Tailgate  
17) Corkcicle  
18) YETI  
19) Simple Modern  
20) Pets First  
21) Riddell  
22) Franklin Sports  
23) IDNA Brands  
24) Harland Clarke  
25) Rock ‘Em

**Based in Louisiana**
1) Community Coffee  
2) Kelley & Abide  
3) Mignon Faget  
4) Giraphic Prints  
5) 2 Bandits  
6) Bayou Apparel  
7) Southern Marsh  
8) AnnaDean  
9) Preau Pots  
10) GameDay Foods

**LSU Trademark Licensing Welcomes the Following New Licensees**

- AHB Fashion  
- Alday Communications, Inc.  
- Barkbox, Inc.  
- Bespoke Swiss Watches  
- EP-AP Innovative Technologies, LLC (SDVOSB)  
- Mangled Mascots  
- Marklyn Group Inc dba Alpena  
- Overland LLC  
- Royal Flagship LLC  
- Scotty Gear Retail Corp dba Desert Cactus  
- Southern Bird Studio, LLC  
- Specseats Int'l Corp  
- State Saturdays LLC  
- Stylecraft Home Collection  
- Underdog Apparel, LLC dba Homefield  
- Uscape Apparel LLC  
- Vigo Importing Company  
- Virc Nutritional

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.
Yard Signs

Yard Prints’ LSU yard signs are a great way for Tiger fans to show their support for the LSU community. Their “Congrats Class of 2021” sign will be a hot item with Spring commencement and their “Honk it's Game Day” sign is sure to fire up Tiger fans everywhere. Yard Prints’ print process creates a photograph quality image that makes those LSU purples and golds really pop from any distance. All signs are 24"x18", waterproof, UV protected, come individually packaged for retail sale with H-rack included, and are proudly Made in the USA.

For ordering information, contact Anthony Critelli at sales@yardprints.com or (732) 245-1231.
The Finley & Co. LSU Officially Licensed Cover is a fitted infant car seat cover that can also be used as a cover for nursing, shopping carts, high chairs, infant swings and more. Finley & Co. Covers are handcrafted using premium cotton blend fabric. 4-way stretch provides a custom fit on any infant car seat:
- True 360° coverage for extra comfort while nursing
- Provides shade, privacy, and protection against weather

For ordering information, email info@shopfinleyandco.com or call 225-916-7909.