

Auburn University

Iron Bowl

Campus Collection (AL) (11729)

PO Box 2904
Tuscaloosa, AL 35403
Mr. Chet Goldstein
Phone 205-758-0678
Fax 205-758-4848
www.Campuscollection.net
chet@campuscollection.net
Spec Agr Disclosed: 12/15/2008

Distribution Channel(s)

Campus/Local Channel
Grocery/Drug/Convenience Stores
Specialty Mid-Tier

Product Categories

01A (Men's/Unisex T-shirts)
01C (Men's/Unisex Other Headwear)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01N (Men's/Unisex Structured Closed Back Headwear)
01O (Men's/Unisex Structured Stretch Fit Headwear)
01P (Men's/Unisex Unstructured Closed Back Headwear)
01Q (Men's/Unisex Adjustable Wool Blend Headwear)
01R (Men's/Unisex Adjustable Non-Wool Headwear)
04D (Gifts & Novelties - Miscellaneous)

01A (Men's/Unisex T-shirts)
01B (Men's/Unisex Outerwear)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)
07D (Infant Products)

01A (Men's/Unisex T-shirts)
01H (Men's Fashion Apparel)
01J (Men's/Unisex Fleece)
01N (Men's/Unisex Structured Closed Back Headwear)
01O (Men's/Unisex Structured Stretch Fit Headwear)
01Q (Men's/Unisex Adjustable Wool Blend Headwear)
01R (Men's/Unisex Adjustable Non-Wool Headwear)

F & E Sportswear Inc. (24698)

1230 Newell Parkway
Montgomery, AL 36110
Mr. Richard Patino
Phone 334-244-6477
Fax 334-277-2543
www.Fandeeonline.com
richard.patino@fandeeonline.com
Spec Agr Disclosed: 04/15/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
Golf Specialty
Specialty Mid-Tier
Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
01D (Men's/Unisex Combo-Packaged Goods)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01J (Men's/Unisex Fleece)

Knights Apparel Inc. (14948)

5475 North Blackstock Rd.
Spartanburg, SC 29303
Ms. Heather Bishop
Phone 864-587-9690
Fax 864-587-9959
www.Knightsapparel.com
hbishop@knightsapparel.com
Spec Agr Disclosed: 08/11/2009

Distribution Channel(s)

Off-Price/Closeout
Super Center/Wholesale Clubs

Product Categories

01A (Men's/Unisex T-shirts)
01B (Men's/Unisex Outerwear)
01E (Jerseys/Uniforms)
01F (Infant/Toddler Apparel)
01G (Youth Apparel)
01H (Men's Fashion Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)

Dixie Pride dba Bama Fever&Tiger Pride (11729)

241-B Mendel Parkway
Montgomery, AL 36117
Mr. Keith Tomlinson
Phone 205-621-0393
Fax 205-621-3563
dpmtg@bellsouth.net
Spec Agr Disclosed: 12/12/2008

Distribution Channel(s)

Related Retail/Direct

Product Categories

Jones Sportswear Co. Inc. (11605)

1600 Second Ave. South
Birmingham, AL 35233-1792
Mrs. Diane Howell
Phone 205-326-6264
Fax 205-324-9647
www.Jonessportswear.com
jonessportswear@gmail.com
Spec Agr Disclosed: 01/06/2009

Distribution Channel(s)

Sporting Goods/Sports Specialty/Fan Shops
Super Center/Wholesale Clubs

Product Categories

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Licensees

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Auburn University

Lakeshirts Inc. dba Step Ahead Sportswear

750 Randolph Rd
 Detroit Lakes, MN 56501
 Ms. Carrie Ulschmid
 Phone 218-846-3065
 Fax 218-846-3069
 www.Lakeshirts.com
 carrieu@lakeshirts.com
 Spec Agr Disclosed: 03/04/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
 Campus/Local Channel
 Department Stores
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)
 02C (Personal Accessories)

Little By Little (39268)

1317 Spring Hill Ave
 Mobile, AL 36604
 Mr. Bernard Little
 Phone 251-533-6653
 Fax 251-432-0086
 www.Lbshirts.com
 littlebuylittle@bellsouth.net
 Spec Agr Disclosed: 04/06/2009

Distribution Channel(s)

Campus/Local Channel
 Internet/TV/Catalog Mid-Tier
 Related Retail/Direct
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)

Master Graphics (12715)

175 South Gay
 Auburn, AL 36830
 Mr. Robert Lunday
 Phone 334-887-8744
 Fax 334-887-7906
 robbie@mgiauburn.com
 Spec Agr Disclosed: 04/02/2009

Distribution Channel(s)

Campus/Local Channel
 Restricted Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01B (Men's/Unisex Outerwear)
 01J (Men's/Unisex Fleece)

New World Graphics (12892)

145 Coile Dr.
 Athens, GA 30606
 Mr. Philip Reeves
 Phone 706-353-2517
 Fax 706-353-7489
 www.Nwg.cc
 philip@nwg.cc
 Spec Agr Disclosed: 02/17/2009

Distribution Channel(s)

Campus/Local Channel
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)

Pro-Ad Sports Inc. (13345)

PO Box 184
 Lookout Mountain, TN 37350
 Ms. Leah Daniel
 Phone 706-861-3211 124
 Fax 706-861-3266
 www.Pro-adsports.com
 ldaniel@pro-adsports.com
 Spec Agr Disclosed: 04/02/2009

Distribution Channel(s)

Grocery/Drug/Convenience Stores
 Specialty Mass/Value Catalog
 Super Center/Wholesale Clubs

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01J (Men's/Unisex Fleece)

Ruppshirts Inc. (11616)

2827 Industrial Plaza
 Tallahassee, FL 32301
 Ms. Olivia Shirah
 Phone 850-656-1223 102
 Fax 850-656-1758
 www.Ruppshirts.com
 olivia@ruppshirts.com
 Spec Agr Disclosed: 08/28/2009

Distribution Channel(s)

Campus/Local Channel
 Internet/TV/Catalog Mid-Tier
 Restricted Channel

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01I (Women's Apparel)

Auburn University

Russell Brands LLC (11533)

3330 Cumberland Blvd Suite 700
 Atlanta, GA 30339
 Ms. Sonya Holmes
 Phone 678-742-8126
 Fax 678-742-8409
 www.Russellathletic.com
 holmessonya@russellcorp.com
 Spec Agr Disclosed: 04/24/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
 Campus/Local Channel
 Department Stores
 Internet/TV/Catalog Mid-Tier
 Related Retail/Direct
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01B (Men's/Unisex Outerwear)
 01D (Men's/Unisex Combo-Packaged Goods)
 01E (Jerseys/Uniforms)
 01G (Youth Apparel)
 01H (Men's Fashion Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)
 01L (Men's/Unisex Performance Apparel)

Screentech (13941)

PO Box 1212
 Dothan, AL 36302
 Mr. Terry Collins
 Phone 334-792-7010
 Fax 334-671-7196
 tcollins@screentech1.com
 Spec Agr Disclosed: 01/08/2009

Distribution Channel(s)

Campus/Local Channel
 Department Stores
 Related Retail/Direct
 Restricted Channel
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01F (Infant/Toddler Apparel)
 01G (Youth Apparel)
 01H (Men's Fashion Apparel)
 01I (Women's Apparel)
 01J (Men's/Unisex Fleece)
 01N (Men's/Unisex Structured Closed Back Headwear)
 01O (Men's/Unisex Structured Stretch Fit Headwear)
 01P (Men's/Unisex Unstructured Closed Back Headwear)
 01Q (Men's/Unisex Adjustable Wool Blend Headwear)
 01R (Men's/Unisex Adjustable Non-Wool Headwear)

Team IP Sports LLC (38365)

1756 S.E. South Niemeyer Circle
 Port St. Lucie, FL 34952
 Mr. Randy Sparks
 Phone 772-398-4664
 Fax 772-408-5086
 www.Teamipsports.com
 rsparks@teamipsports.com
 Spec Agr Disclosed: 04/15/2009

Distribution Channel(s)

Campus/Local Channel
 Related Retail/Direct

Product Categories

05E (Publishing)

Tiger Rags (12784)

138 S. Gay Street
 Auburn, AL 36830
 Mr. Jerry Rigby
 Phone 334-887-7772
 Fax 334-826-9466
 www.Tigerrags.com
 jrigby@tigerrags.com

Distribution Channel(s)

Campus/Local Channel
 Restricted Channel

Product Categories

01A (Men's/Unisex T-shirts)

TNT Custom T-shirts (60067)

1032 15th Street
 Tuscaloosa, AL 35401
 Mr. Adam Benefield
 Phone 205-750-0690
 Fax 205-750-0690
 tntcustomt@hotmail.com
 Spec Agr Disclosed: 10/03/2008

Distribution Channel(s)

Campus/Local Channel
 Restricted Channel

Product Categories

01A (Men's/Unisex T-shirts)

Tri-Lake Inc. (11707)

3601 W. Main St. - Hwy. 44 West
 Leesburg, FL 34748
 Mr. Sam Inman
 Phone 800-727-3389 26
 Fax 352-728-6002
 www.tlsportswear.com
 sam@tlsportswear.com
 Spec Agr Disclosed: 11/16/2009

Distribution Channel(s)

Better Dept Stores/Boutiques
 Campus/Local Channel
 Department Stores
 Internet/TV/Catalog Mid-Tier
 Specialty Mid-Tier
 Sporting Goods/Sports Specialty/Fan Shops

Product Categories

01A (Men's/Unisex T-shirts)
 01G (Youth Apparel)

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Licensees

Licensed as of 11/2009

Auburn University

Weezabi LLC DBA All Conference Apparel

508 Mineral Trace Suite 102
Hoover, AL 35244
Mr. Seth Chapman
Phone 205-682-2850
Fax 205-682-2852
www.Weezabi.com
seth@weezabi.com
Spec Agr Disclosed: 04/02/2009

Distribution Channel(s)

Campus/Local Channel
Department Stores
Internet/TV/Catalog Mid-Tier
Sporting Goods/Sports Specialty/Fan
Shops

Product Categories

01A (Men's/Unisex T-shirts)
01G (Youth Apparel)
01I (Women's Apparel)
01J (Men's/Unisex Fleece)
05A (Stationery)

18 Licensees
17 Special Aggrements
17 Disclosed