

Auburn University

Trademark Management & Licensing



Auburn Trademark Licensing

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Women's Focus Group Discusses Need for Collegiate Apparel

Auburn's trademark management and licensing office met recently with a group of ladies to discuss the need for more apparel products for women. "While we have met the apparel needs of the college age female, women ages 35 - 50 have a difficult time finding Auburn apparel," stated Susan Smith, Auburn's Director of Trademark Management and Licensing. "These ladies are fashion minded and are not interested in the product our 18-23 year old college girls are wearing." This group's ideal collegiate wardrobe would include woven tops with 3/4 length sleeves, garments with understated logos, and the ability to layer

products with a short sleeve t-shirt. "It's hot during most of Auburn's football season and it's important to be able to layer shirts to accommodate the temperature inside and outside," said Latisha Durroh who attended the focus group. Other ideal apparel items included unlined jackets, sweater sets, and empire waist fashion tops and dresses. "It's all about the cut and feel of the garment. These ladies want a more tailored enhancing look to their apparel. It's our goal to find a manufacturer and retailers interested in producing and carrying such a line," stated Smith.

The Eye of the Tiger "What's Old is New Again"

College Vault is a brand created to celebrate the academic, athletic, and life-style associated with colleges and universities. Much like Major League Baseball's Cooperstown the Vault images exhumed from collegiate archives which have now contributed to the creation of university inspired clothing and accessories. Auburn has worked with The Collegiate Licensing Company to clean up old designs and logos to create College Vault style



Coopers-Collection, College

guides. The style guides ensure that Auburn's old logos are in a structured and controlled format that is suitable for select licensees to incorporate into product designs. Prior to College Vault, recreations of old Auburn logos were left up to the licensees and there was no consistency with Auburn's vintage brand message.

Apparel licensees such as Banner Supply Company, Twins Enterprises, Chip and Pepper, Mitchell and Ness and Tailgate Clothing Company have been chosen to participate in the College Vault

program. Each licensee services a specific retail distribution channel. Asgard Press, Spirit Products, Whitman Publishing, and Streak all released apparel incorporating concepts. For information on Vault, contact Tim Hawks at The Collegiate Licensing Company (thawks@clc.com) or visit www.collegevault.com.



Winning Sports have a line of non-products in-vintage con-more infor-College

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Tailgating — Big Opportunity for AU Product

What do BBQ sauce, picnic baskets, coolers, aprons, and ice cream have in common with Auburn University? Licensed product, of course. On a fall Saturday during football season, tailgating on the Plains brings more than a football game to the campus of Auburn University. While a mere 87,451 fans will fill Jordan-Hare Stadium to see the Tigers play, many more will come to experience the atmosphere of game day. Tailgating is synonymous with SEC football weekends. Fans roll into Auburn on Friday prepared to enjoy a weekend of grilling and visiting with friends they may only see eight times a year. Auburn has made numerous changes in the way and where its fans tailgate. Very few automobiles are allowed in the heart of campus, but that doesn't stop fans from setting up their elaborate tailgate. Rolling coolers, tents, and easy to move items are a favorite of those who park and walk to their traditional tailgating spot. Auburn has a specific area for its RV tailgaters. These fans roll out the "orange" carpet to family, friends and even some fans of the opposing team. The RV tailgaters decorate with flags, decals, carpet mats, chairs, coolers, fire pits, satellite dish covers, basically anything orange and blue. To prepare for the pre-game meal, fans have access to aprons, cooking mitts, grilling utensils, serving trays and even grill toppers that will sear the AU logo onto your steak. AU has also licensed a number of companies that produce games played at tailgating sites. Fundex Games, Inc. has produced popular games for fans of all ages. For a list of AU licensees that produce tailgating products, visit www.auburn.edu/trademarks.



New Aubie Logos Released

Auburn's Trademark Management and Licensing Office has released new artwork for its costumed mascot, Aubie. Aubie, a six time national mascot champion, has been a beloved icon of Auburn for 29 years. Aubie has always been very popular with fans of all ages. The previous artwork of Aubie did little to portray his character. After a photo shoot with Aubie, his most familiar poses were selected on which to base the artwork. Auburn's Office of Communications and Marketing created the illustrations. More poses of Aubie are in the works.



Did You Know...

One of Auburn's most treasured traditions is the rolling of Toomer's Corner. Following an Auburn win, fans cover the two large oak trees that sit in the heart of downtown Auburn with toilet tissue. The streets leading into downtown Auburn are closed to automobiles and fans spill out into the streets and cover anything they can with T.P. While most Rollins' occur after home football games, some occur after significant road victories such as Florida in 2007 or Alabama in 2006.

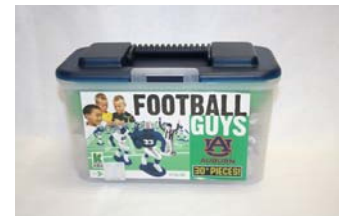
Some licensees have captured this tradition on t-shirts, collectible figurines and even ties!



New Licensees & Products



Upper Deck Collectibles
856-638-0614



Kaskey Kids
866-527-5437



Varsity China
281-292-1896

To see more new products visit
www.auburn.edu/trademarks