

ESTTA Tracking number: **ESTTA554492**

Filing date: **08/16/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91206761
Party	Plaintiff University Athletic Association
Correspondence Address	ALICIA GRAHN JONES KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA, GA 30309 UNITED STATES tmadmin@kilpatricktownsend.com, aljones@ktslaw.com, rchou@ktslaw.com, hhenderson@ktslaw.com, brook@kilpatricktownsend.com
Submission	Testimony For Plaintiff
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Filer's e-mail	rchou@ktslaw.com, ajones@ktslaw.com, chenn@ktslaw.com, kteilhaber@ktslaw.com, tmadmin@ktslaw.com
Signature	/Rosaleen H. Chou/
Date	08/16/2013
Attachments	2013.08.16 Notice of Filing Testimony - Debbie Gay - Exhibits 37 - 52.pdf(84289 bytes) GayD 37_Part1.pdf(4618256 bytes) GayD 37_Part2.pdf(4174825 bytes) GayD 38.PDF(4971497 bytes) GayD 39.PDF(1036252 bytes) GayD 40.PDF(1251356 bytes) GayD 41.PDF(715163 bytes) GayD 42.PDF(4002697 bytes) GayD 43.PDF(559090 bytes) GayD 44.PDF(647415 bytes) GayD 45.PDF(3282109 bytes) GayD 46.PDF(5444531 bytes) GayD 47.PDF(430297 bytes) GayD 48.PDF(3367252 bytes) GayD 49.PDF(1023712 bytes) GayD 50.PDF(4564915 bytes) GayD 51-OCR.pdf(783678 bytes) GayD 52.PDF(4535444 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

UNIVERSITY ATHLETIC)	Opposition No.: 91206761
ASSOCIATION, INC.,)	
)	
Opposer,)	
)	
v.)	In the matter of Application
)	Serial No. 85/480,582
)	for the mark GATOR SHOP
)	
INCENTIVE MARKETING, INC.,)	
)	
Applicant.)	

**OPPOSER’S NOTICE OF FILING EXHIBITS 37 – 52 TO
THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY**

Pursuant to 37 C.F.R. § 2.125, Opposer University Athletic Association, Inc. hereby gives notice to Applicant Incentive Marketing, Inc. that Opposer hereby files and intends to rely on Exhibits 37 - 52 to the July 18, 2013 testimony deposition of Ms. Debbie Gay, true and correct copies of which are attached (Opps’ NORT 2051 - 2222).

Dated: August 16, 2013

/Rosaleen H. Chou/

R. Charles Henn Jr.
Rosaleen H. Chou
KILPATRICK TOWNSEND & STOCKTON LLP
1100 Peachtree Street
Suite 2800
Atlanta, Georgia 30309-4530
(404) 815-6500
Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing OPPOSER'S NOTICE OF FILING EXHIBITS 37 - 52 TO THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY was served on counsel for Applicant on August 16, 2013 via first class mail to:

Sven W. Hanson, Esq.
PO Box 357429
Gainesville, Florida 32635-7429

/Rosaleen H. Chou/
Rosaleen H. Chou
Attorney for Opposer

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true and correct copy of the foregoing OPPOSER'S NOTICE OF FILING EXHIBITS 37 - 52 TO THE TESTIMONY DEPOSITION OF MS. DEBBIE GAY is being filed electronically with the TTAB via ESTTA on this day, August 16, 2013.

/Rosaleen H. Chou/
Rosaleen H. Chou
Attorney for Opposer

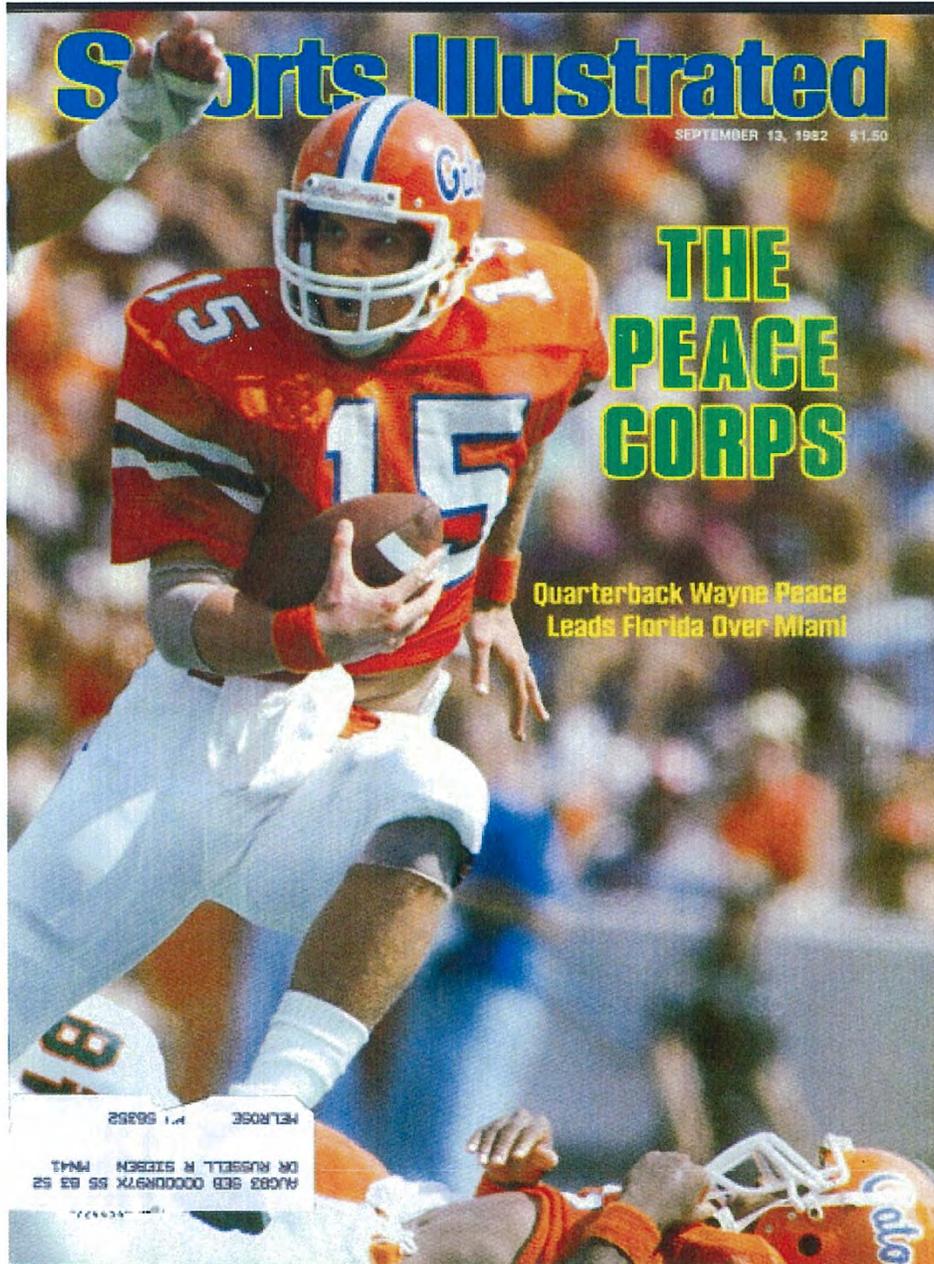


EXHIBIT
37
647

FENGAD 800-651-6889

The Agonies of Steve Emtman
The Ecstasy of the Chiefs

The Trials of Tom Osborne
The New Deal at Fox TV

SEPTEMBER 25, 1995
\$2.95 (CAN. \$3.95)

SPORTS Illustrated

ATTACK OF THE GATORS

**DANNY WUERFFEL
AND FLORIDA
SWAMP TENNESSEE**



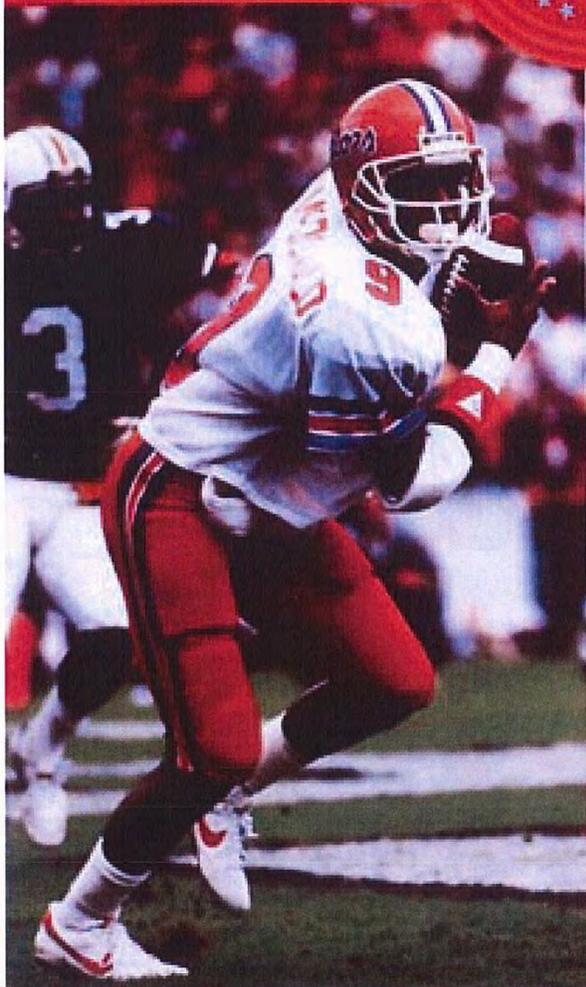
• OHIO STATE UPSETS TOP-RANKED IOWA •

Sports Illustrated

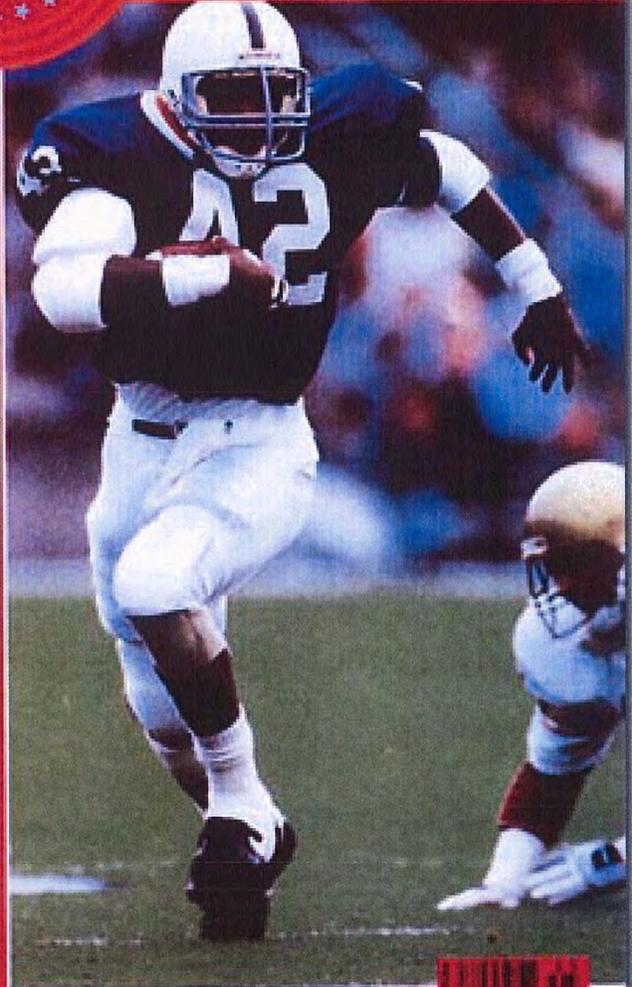
NOVEMBER 11, 1985 \$1.05

WHO'S NO. 1 NOW?

FLORIDA (7-0-1) **OR** PENN STATE (8-0)



The Gators' Ray McDonald



The Lions' D. J. Dozier



NOVEMBER 27, 1989 • \$2.49

Sports Illustrated

FIVE *for the* HEISMAN

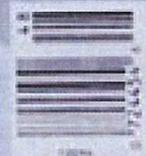
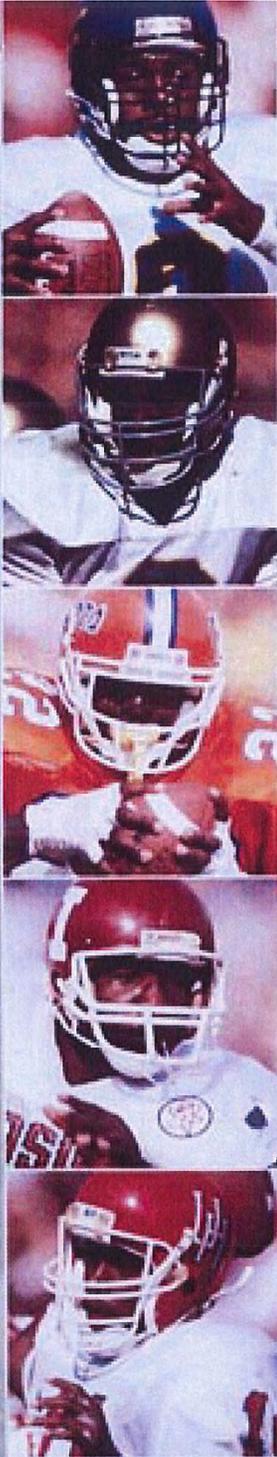
WEST VIRGINIA'S
MAJOR HARRIS

NOTRE DAME'S
TONY RICE

FLORIDA'S
EMMITT SMITH

INDIANA'S
ANTHONY THOMPSON

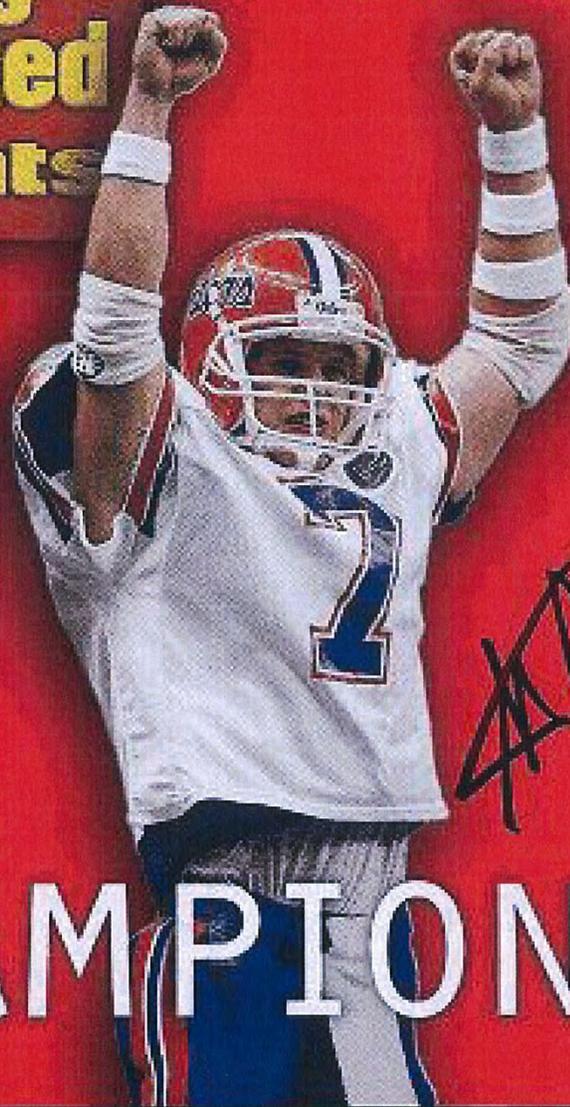
HOUSTON'S
ANDRE WARE



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SPECIAL COMMEMORATIVE EDITION

D. Wiff



Al Jordan

THE
CHAMPIONS!

FLORIDA GATORS

1996

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Sports Illustrated

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MLB PLAYOFFS
THE REAL WILD CARD
JOE MADDON
Tampa Bay Manager
 A Baseball Story Of Mohawks, Merlot And Camus P. 41

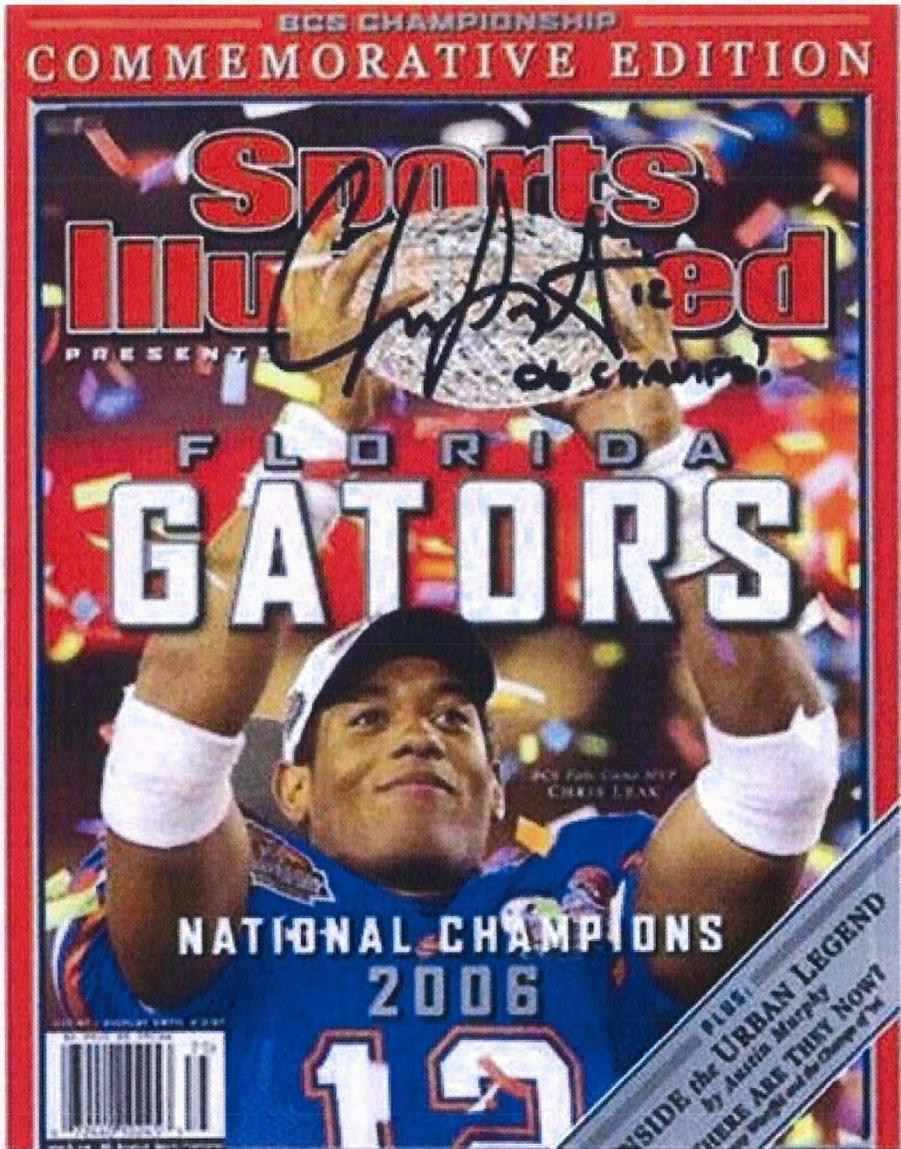


OCTOBER 6, 2008

Rebels Rise Upsets Change Everything

Mississippi 31,
 Florida 30
 Alabama 41,
 Georgia 30
 Oregon State 27,
 USC 21

Ole Miss defensive end Greg Hardy clobbers QB Tim Tebow of the Gators. No. 4 on more



COMMEMORATIVE

Sports Illustrated

P R E S E N T S

FLORIDA GATORS



NATIONAL CHAMPIONS 2006

FLORIDA'S FINEST

1998-1999: JOAQUIM NOAH, AL HORFORD, TAUREAN GREEN,
BOBBY BREWER AND LEE HUMPHREY

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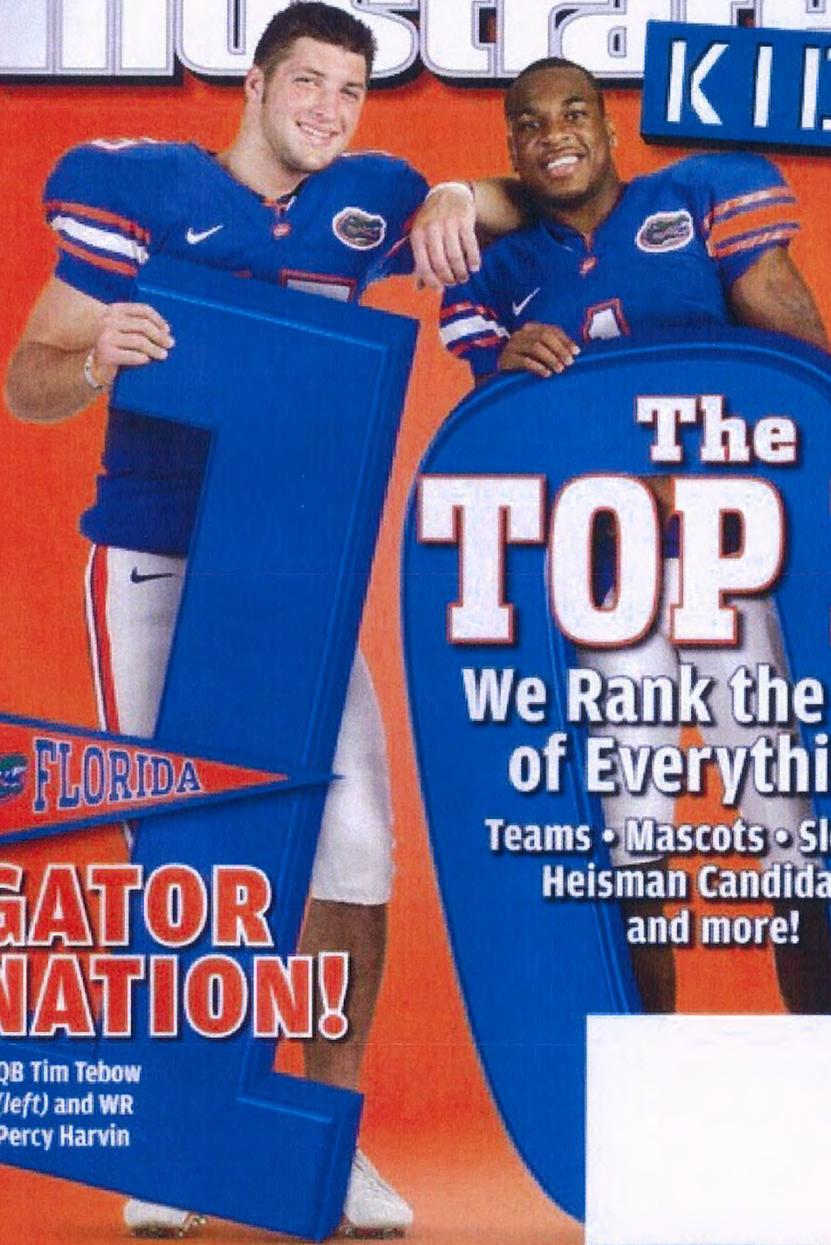
COLLEGE FOOTBALL PREVIEW!

BONUS
Madden Tips
from
Brady Quinn

Sports Illustrated

KIDS

Includes
Bonus Section
SI TEEN



The TOP 10

We Rank the Best of Everything:

Teams • Mascots • Sleepers
Heisman Candidates
and more!



GATOR NATION!

QB Tim Tebow
(left) and WR
Percy Harvin

AUGUST 2007 www.SIKIDS.com U.S.A. \$3.99 CANADA \$4.99

NFL PLAYOFF MATCHUPS | BOB KNIGHT TALKS TO SI

Sports Illustrated

Title Game MVP
Chris Leak

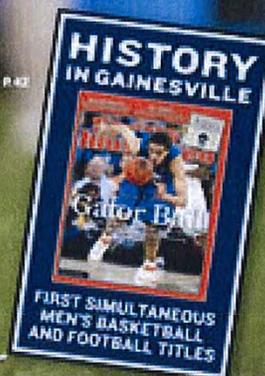
BCS CHAMPIONSHIP

Gator Raid

Florida Humbles Buckeyes 41-14

BY AUSTIN MURPHY

PLUS: Next Year's Top 10...



JANUARY 15, 2001 www.si.com
NFL Keyword: Sports Illustrated



THE AUDACITY OF HOOPS

Barack Obama started playing basketball as a boy, and he never stopped. Now he's the next president | BY ALEXANDER WOLFF

Sports Illustrated

JANUARY 16, 2009

BCS CHAMPS

Not Done Yet

Two Titles in Three Years, and Florida Quarterback Tim Tebow Is Coming Back for More

BY AUSTIN MURPHY

NFL PLAYOFFS
Big Ben and the
Steelers Forge Ahead
Summer winners
Cardinals, Eagles and Ravens

2008 BCS COMMEMORATIVE ISSUE
NATIONAL CHAMPIONS

Sports Illustrated

PRESENTS

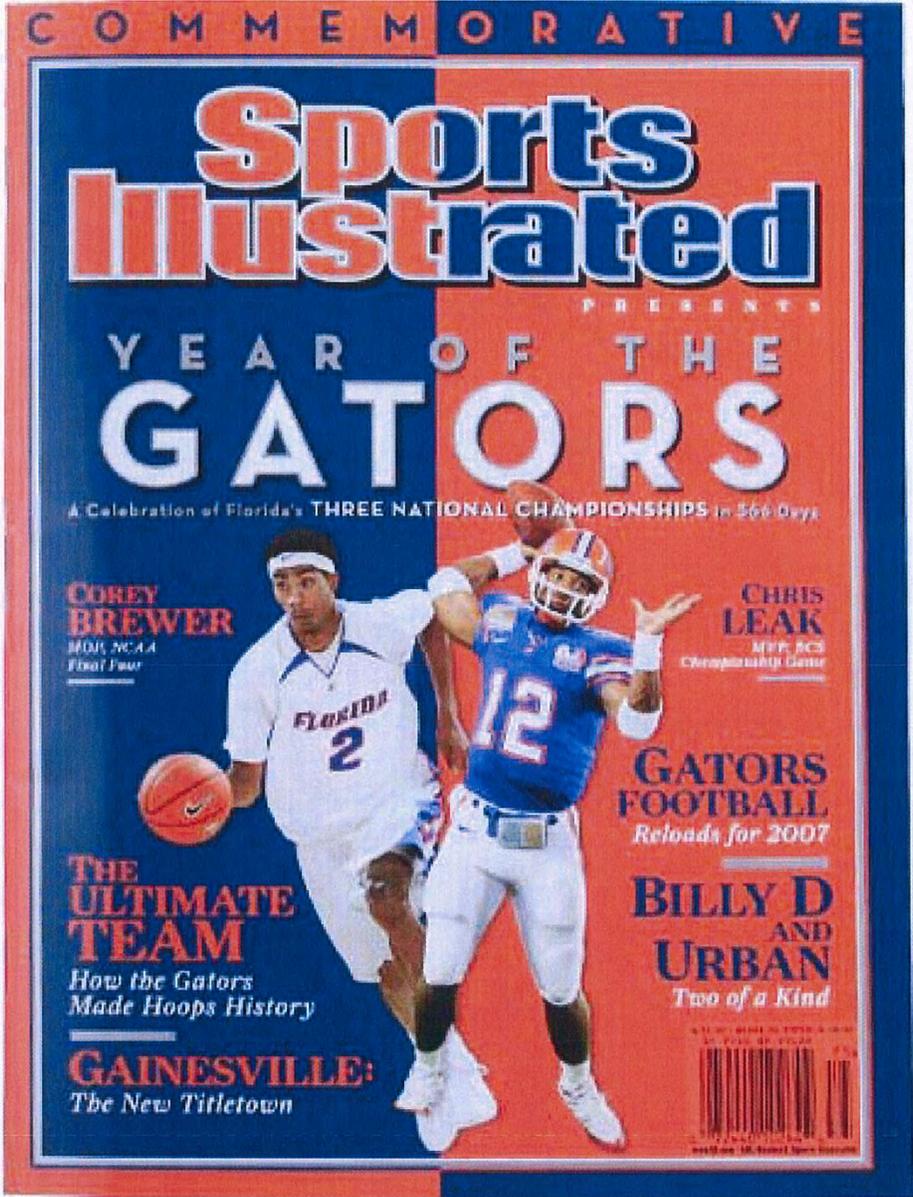
BCS Title Game
Offensive MVP
TIM TEBOW

FLORIDA **GATORS**

HOW FLORIDA WON ITS SECOND
NATIONAL TITLE IN THREE SEASONS

PLUS

TIM TEBOW, LOUIS MURPHY JR., BRANDON SPIKES
And a PICTORIAL HISTORY OF GATORS FOOTBALL



2008 COLLEGE FOOTBALL
PREVIEW

AUGUST 11, 2008

Sports Illustrated

www.si.com



No. 5

FLORIDA

Loading Up for Another Title Run

34 PAGES OF
SCOUTING
REPORTS

SI Ranks All 119 Teams

SI's Top 10 ▶

LB BRANDON SPIKES DB TIM TEDOW WR PERCY HARVIN



A FREEWAY WORLD SERIES?

By TOM VERDUCCI and LEE JENKINS

Sports Illustrated

SI.COM

OCTOBER 19, 2008

SEC FOOTBALL

Nobody Does It Better

The Nation's Toughest Conference

By JOHN ED BRADLEY

Tim Tebow led No. 1 Florida to a 13-3 victory over LSU



GET INSIDE THE NATION'S TOP CONFERENCE

SEC Preview

Sports Illustrated

PRESENTS

SCOUTING REPORTS

- ▶ PROJECTED LINEUPS
- ▶ KEY RETURNEES
- ▶ TOP RECRUITS
- ▶ STARS ON THE SPOT

THE VITALS

- ▶ ESSENTIAL STATS
- ▶ SCHEDULE ANALYSIS
- ▶ COACH'S OUTLOOK

MIZZOU, TEXAS A&M STEP INTO THE FRAY

A NEW ERA FOR TWO STORIED SCHOOLS

MIKE GILLISLEE, RB
FLORIDA

2012 ALL-SEC TEAM

TOP PLAYERS AT EACH POSITION

GRIDIRON CATHEDRALS

TOURING THE GRAND STADIUMS OF THE SEC

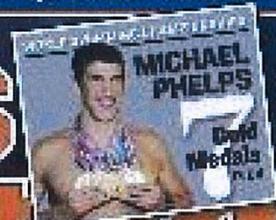
THE MEN WITH THE GOLDEN LEGS

BELIEVE IT: COLLEGE KICKERS HAVE NEVER BEEN BETTER



The Football Team That Disappeared *by* GARY SMITH 66

Sports Illustrated



BY JAMES L. COOK

NCAA CHAMPIONS



BY JERRY R. COOK

REPEAT

Florida Pounds Ohio State To Win National Title
(Sound Familiar?)

by BRANT WAHL

CORRY BROWN,
named the Most
Outstanding Player
of the Final Four of
the College football

PHOTOGRAPH BY
J.B. GARDNER/SPORT ILLUSTRATED

Sports Illustrated Presents GAME BREAKERS • 80 PLAYERS BEHIND COLLEGE FOOTBALL'S EVOLUTION • SPECIAL ISSUE

SPECIAL ISSUE



80 Players Behind College Football's Evolution

Sports Illustrated

PRESENTS



Actions of
Tracy Rocker,
Florida QB
Tim Terow
and Georgia All
Herschel Walker

GAME BREAKERS

Don HUTSON
Bob SUFFRIDGE
Billy CANNON
Lee Roy JORDAN
Tommy CASANOVA
John HANNAH
Wilber MARSHALL
Reggie WHITE

PLUS

INTRODUCTION
by Dan Patrick

A THEORY
OF EVOLUTION,
FOOTBALL-STYLE

CONSIDER THE COACH
by Dan Jenkins

Red GRANGE
Dick BUTKUS
Roger STAUBACH
Ray GUY
Archie GRIFFIN
Deion SANDERS
Orlando PACE

COMPLIMENTS OF NISSAN

MLB MISMATCH

Why Is the American League So Much Stronger Than the National League?

P. 40

NFL DRAFT

What Lucky Team Will Get Deluxe Offensive Lineman O'Brickshaw Ferguson?

P. 44

THE MEANING OF ROBERTO CLEMENTE

BY DAVID MARANISS



P. 56

Sports Illustrated



NCAA FINALS

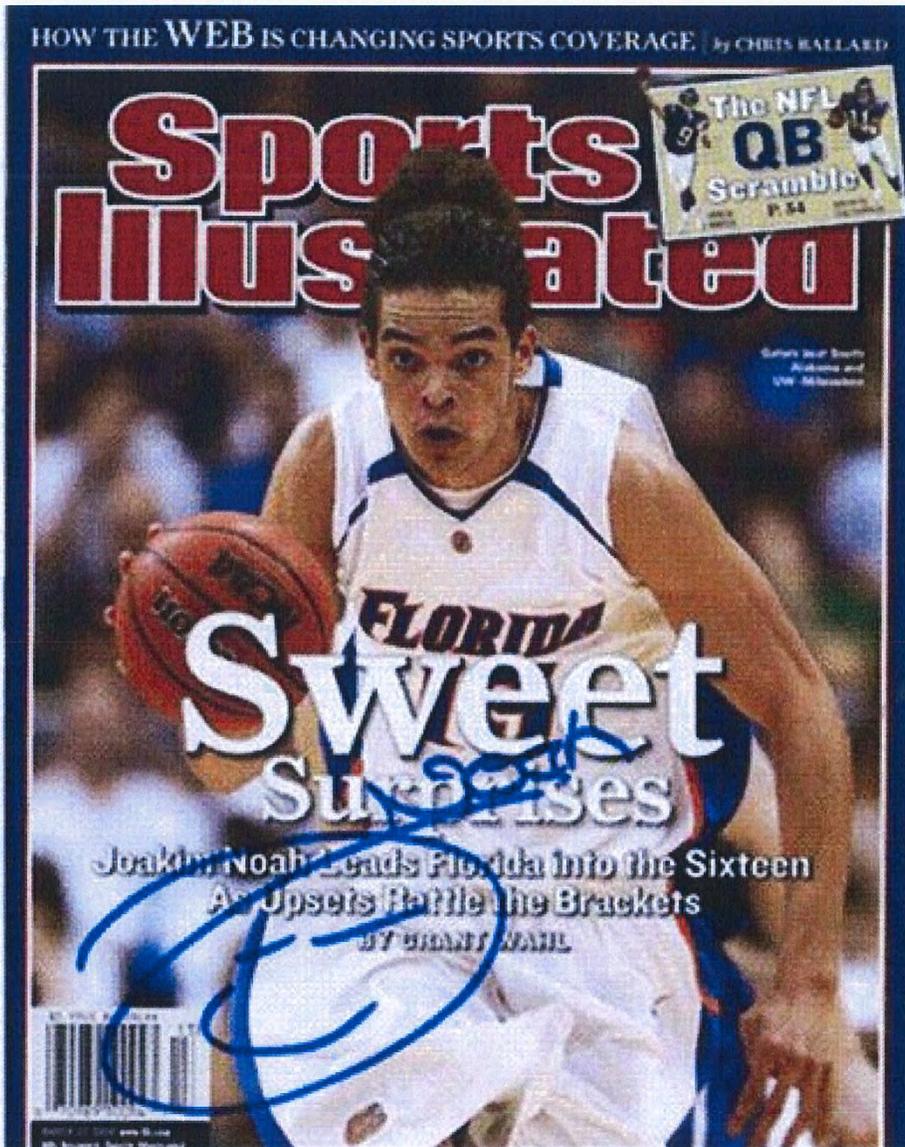
Gator Ball

Joakim Noah Leads Florida to Its First Basketball Championship

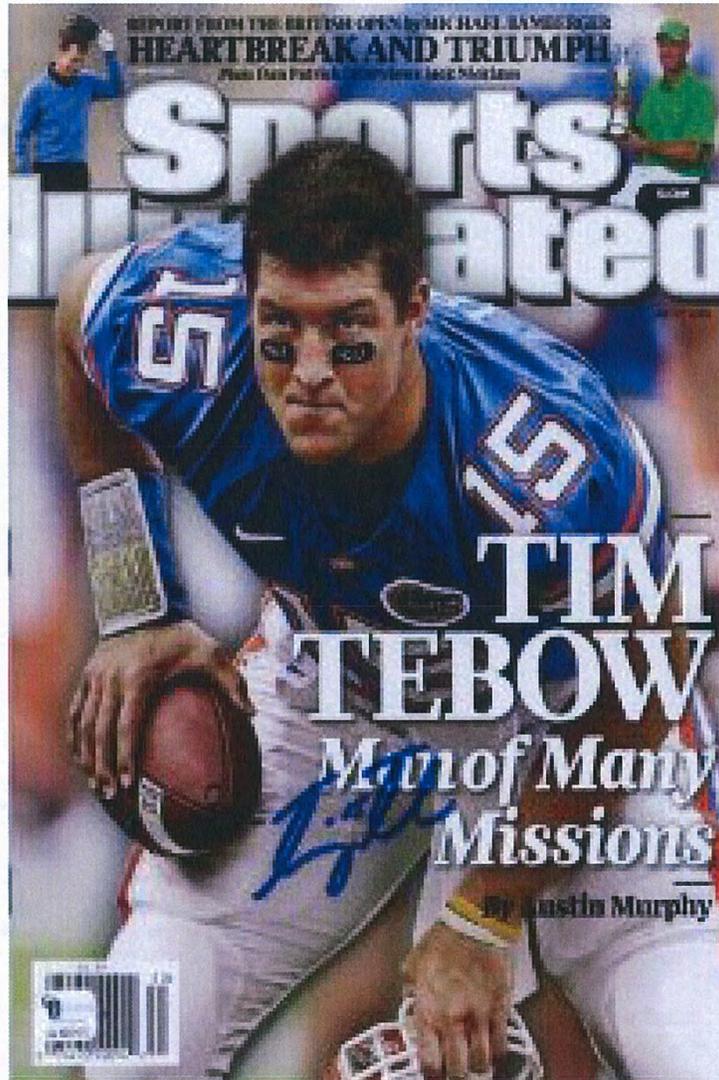
BY GRANT WAHL

APRIL 10, 2006 www.si.com
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Noah had a record six blocks in the 73-57 win over UConn







SEC PREVIEW

SPECIAL ISSUE

Sports Illustrated

PRESENTS

FLORIDA'S KEYS '09

How **URBAN MEYER**
Keeps His Gators Hungry

Why the **BEST RECRUITS**
Sign with the SEC

Inside the Game's
FIERCEST RIVALRIES

HEY BC
Made this Park

SCOUTING REPORTS
On All 12
SEC Teams

SI's
ALL-SEC TEAM
Tebow, Scott,
Hardy, Berry...

The **BEST CONFERENCE**
In College Football
BY AUSTIN MURPHY

Sports Illustrated Presents

SEC PREVIEW 2009 - SPECIAL ISSUE



FLORIDA GATORS'
TIM TEBOW
Can't get enough of
ESPN.com's SportsCenter.com

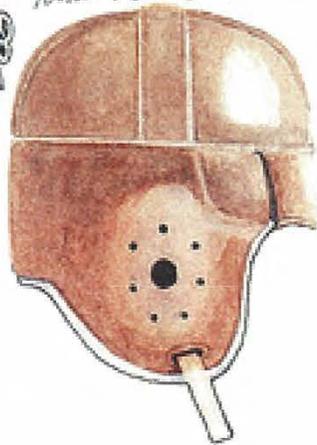


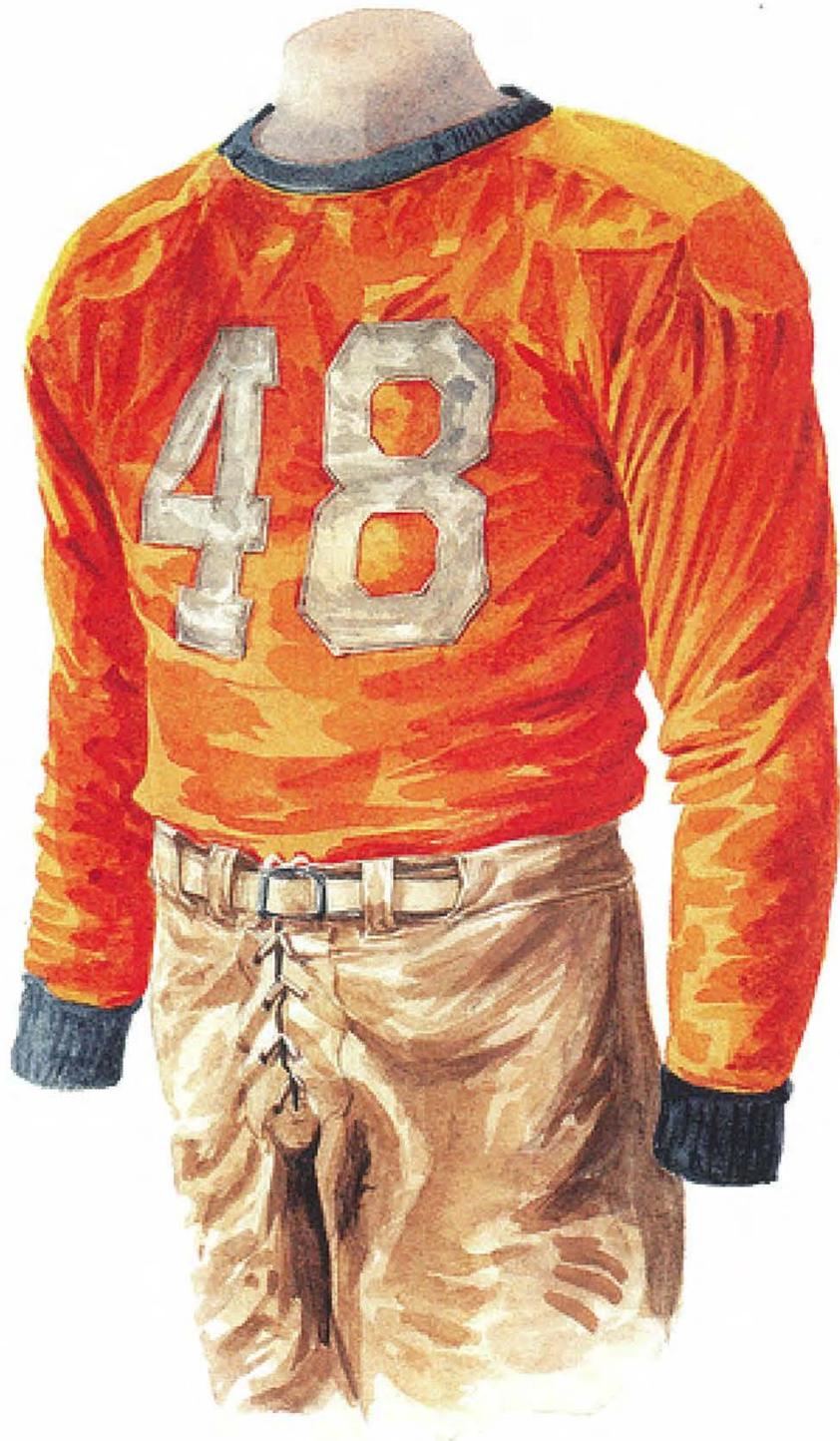
Florida Crater's
1913 #1
Nola McManus





*Florsica Gaces (Laminated)
1906 to 1923
Nida McCloskey*





NCAA Florida Gators
1928
Nolan McLoman ©



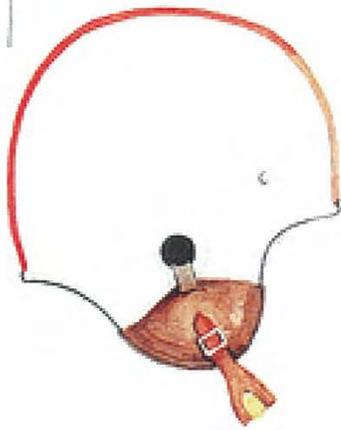
Florida Gators
1933
Nola McCannan

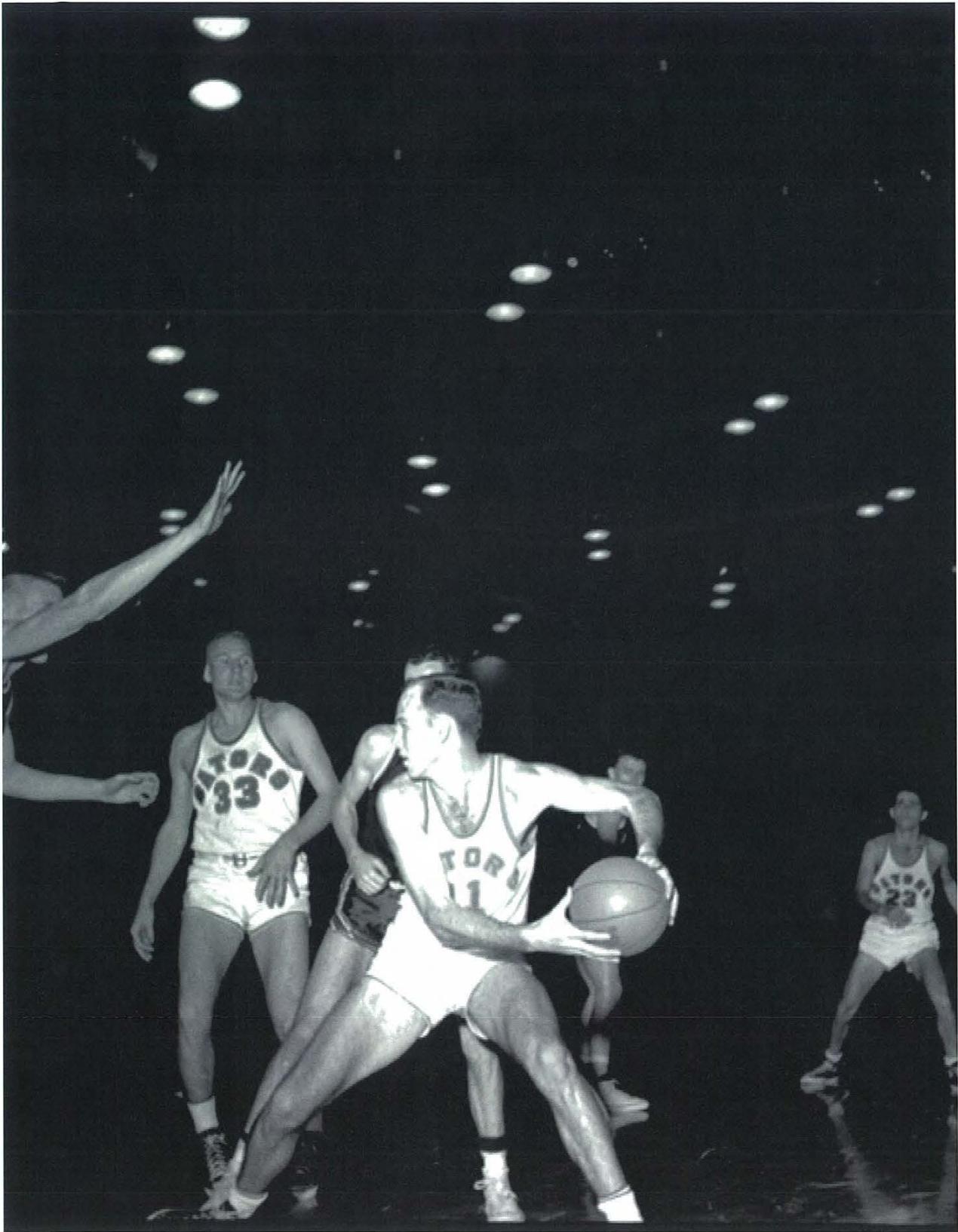


Florida's Gators
1934
Vla. McConner



*Florida Gators
1952-61
Ned McLean ©*





1956 - 1957

Opps' NORT2081



1957

Opps' NORT2082



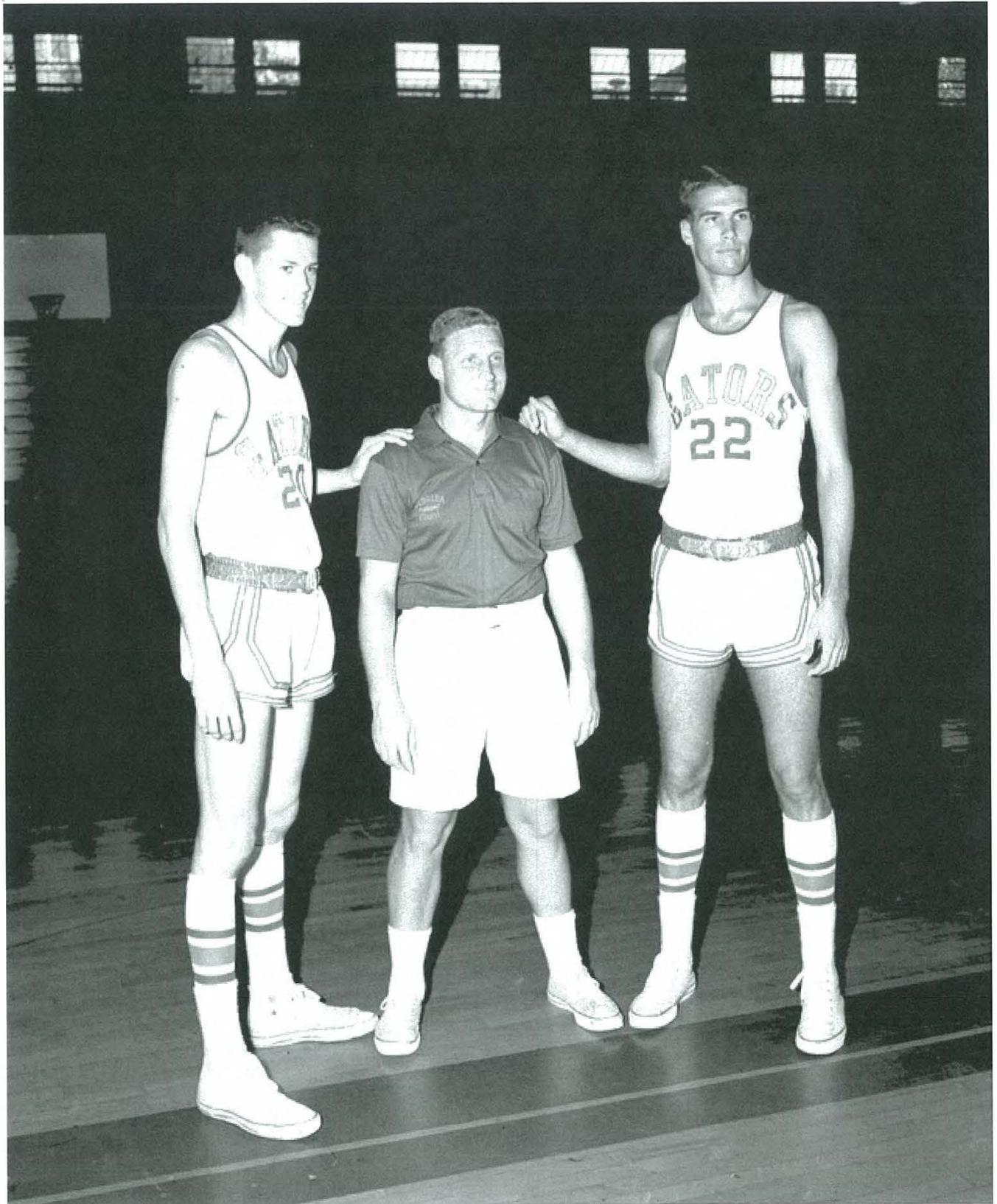
1960

Opps' NORT2083



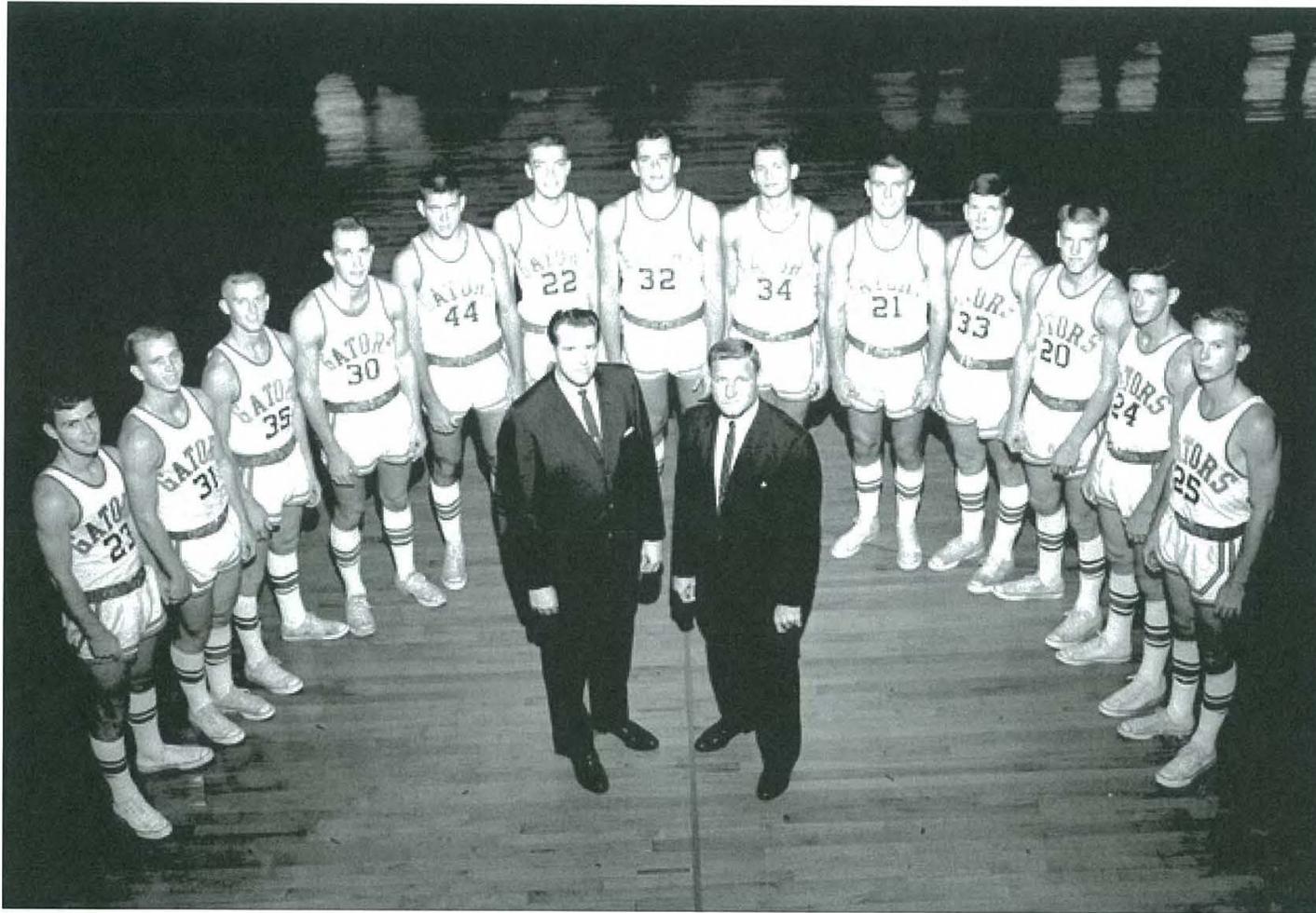
1961

Opps' NORT2084



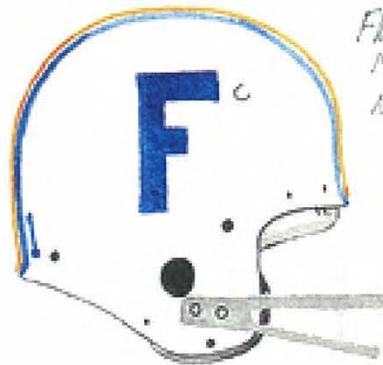
1962

Opps' NORT2085

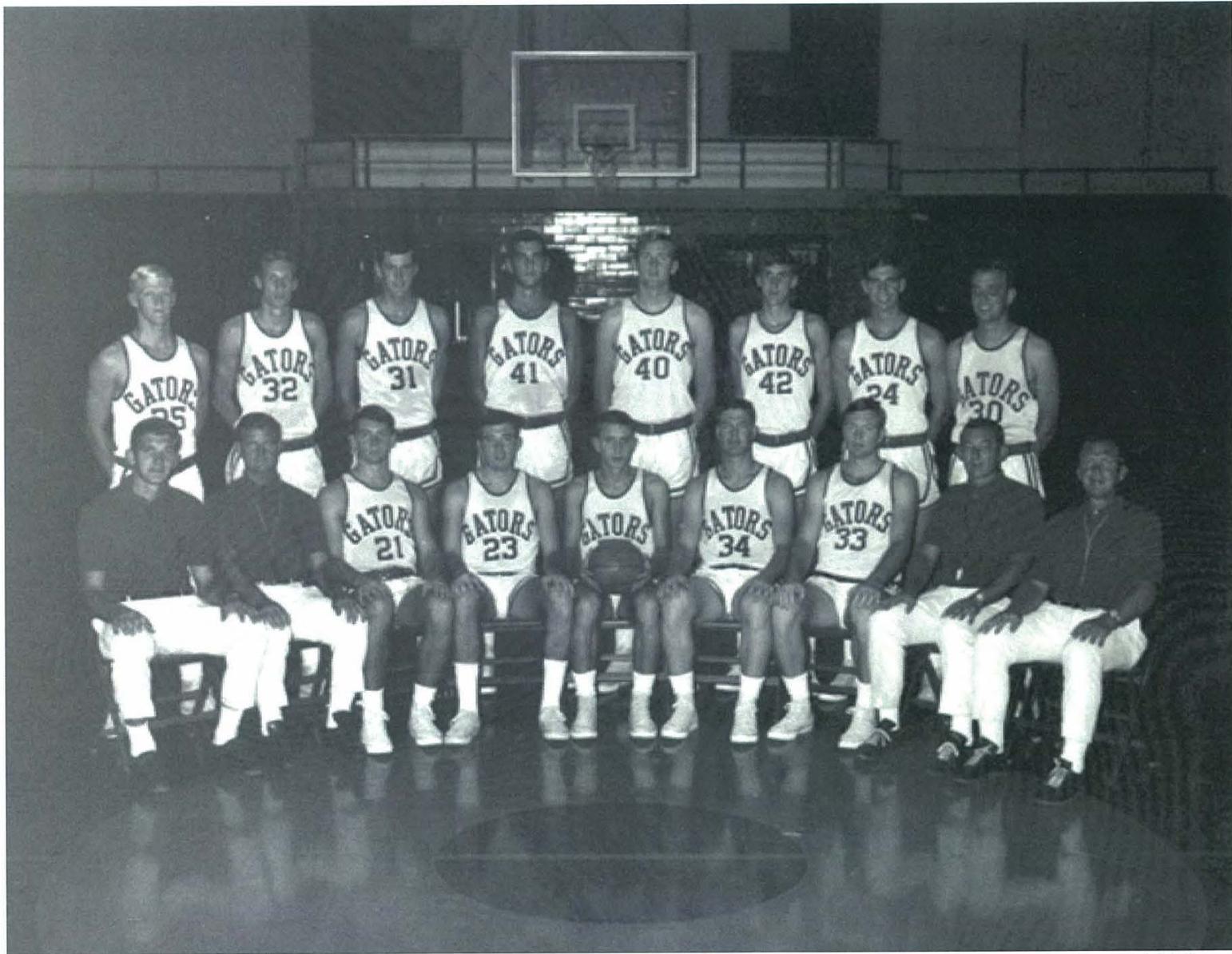


1962

Opps' NORT2086



Florida Gators
1960's
Walt McCann



1966

Opps' NORT2088





Florida Gators
1981-82
Mike McConard





2006



2010



2011



2011



2012



2012



© 2012 Nike

Opps' NORT2098



2012



2013



2013

Opps' NORT2101







SCHOOL SONGS

UF Alma Mater

Florida, our Alma Mater...
 Thy glorious name we praise...
 All thy loyal sons and daughters...
 A joyous song shall raise...
 Where palm and pine are blowing...
 Where southern seas are flowing...
 Shine forth thy noble Gothic walls...
 Thy lovely vineclad halls...
 'Neath the Orange and Blue victorious our love shall never fail...
 There's no other name so glorious...
 All hail, Florida, hail.



The Orange and Blue

On, brave old Flor-i-da, just keep on marching on your way!...
 On, brave old Flor-i-da, and we will cheer you on your play! Rah! Rah! Rah!...
 And as you march a-long, we'll sing our victory song anew...
 With all your might Go on and Fight Gators Fight for Dixie's rightly proud of you...
 (Chorus)
 So give a cheer for the Orange and Blue, Waving for-ev-er, forever...
 Pride of old Flor-i-da, May she droop nev-er...
 We'll sing a song for the flag to-day, Cheer for the team at play! On to the goal we'll fight our way for Flor-i-da.



Gator Fight Song

Cheer for the Orange and Blue
 Waving forever pride of old Flor-i-da
 May she droop never.
 We'll sing a song for the flag today
 Cheer for the team at play
 On to the goal We'll fight our way for Flor-i-da



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Download audio clips from School Songs, the Pride of the Sunshine Marching band, and the Gator

Go Gators!

We Are The Boys

We are the boys from old Florida, F-L-O-R-I-D-A...

Where the girls are the fairest, the boys are the squarest of any old state down our way...

We are all strong for old Florida down where the old Gators play...

In all kinds of weather we'll all stick together for F-L-O-R-I-D-A.



Flash movies courtesy of the UF Alumni Association

Cheerleaders.

-
- [Orange and Blue](#)
 - [Go Gators!: Studio | Live](#)
 - [Gimme a 'G!' / Go Gators!](#)
 - [We Are The Boys From Old Florida](#)
 - [We Are The Boys From Old Florida March: Full Version | Short Version](#)
 - [University of Florida Alma Mater: Full Version | Short Version](#)

-
- [2 Bits: Studio | Live](#)
 - [Orange & Blue / Let's Go Gators](#)
 - [UF Marching Band Intro](#)
 - [Here We Go Gators](#)
 - [Lets Go Gators](#)
 - [It's Great to be a Florida Gator](#)
 - [Gators Got That Rama-Jama](#)
 - [This is Gator Country](#)
 - [Gimme a 'G](#)
 - [TD We Want a Touchdown](#)
 - [Go Gators Go](#)





Hey Pros!
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UF Brand Center

Information on Image & Identity



FAQ's

- Signature Usage
- Secondary Signatures
- Web & Social Media
- Print**
- Stationery
- Audio & Video
- Signage & Vehicles

Print

Publications

The university and its many colleges, schools, departments, offices and institutes issue hundreds of publications every year. Brochures, bulletins, posters, newsletters, magazines, websites, video and other forms of communication should create a favorable, long-lasting impression, generating interest and support for the university. Individually and collectively, these publications create an impression. An effective publication – whether printed or electronic — is one that is written clearly, well designed and produced with an attention to quality. To provide a consistent visual image, it is important that each publication appear as a member of a family, sharing common graphic elements. The identity and graphics standards have been developed to provide this visual consistency while also allowing designers creative freedom.

- An approved university signature must be clearly and prominently displayed on the front cover of all university publications.
- No other logo or icon affiliated with the University of Florida may appear on the cover of primary publications. Some exceptions to this standard may be allowed for secondary publications targeting limited and/or internal audiences.
- Units of the university that have long-standing graphic identifiers can use such marks only on inside pages or the back cover of printed materials. No secondary logos are allowed on the front cover of publications or in the proximity of the University of Florida signature. In the case of one-sided printed materials, the secondary logo can be used if necessary, but must be reserved to the lower third of the page.
- In magazines, the signature, wordmark or monogram must also appear in the masthead and on the back cover. When and where appropriate, the words "University of Florida" are to be used in page folios.
- The signature, wordmark and monogram may be printed over a photograph, texture or other image, provided they remain a prominent visual element.



- Likewise, all licensed or promotional products displaying established college or department logos or icons are acceptable providing they are not used in conjunction with the university signature, wordmark, monogram or seal.
- Logos of non-UF partner institutions, such as funding or research partners, may be included on covers with the University of Florida signature, as long as sufficient separation is maintained and the UF signature remains dominant.
- UF is committed to diversity of people, thought and opinion, inclusiveness and equal opportunity. Campus communicators are encouraged to reflect diversity in imagery and in text by using gender-neutral language and picturing the broadest possible diversity of age, racial and ethnic groups, gender and ability.

Diversity

UF is committed to diversity of people, thought and opinion, inclusiveness and equal opportunity. Campus communicators are encouraged to reflect diversity in imagery and in text by using gender-neutral language and picturing the broadest possible diversity of age, racial and ethnic groups, gender and ability.

Print Color Palette

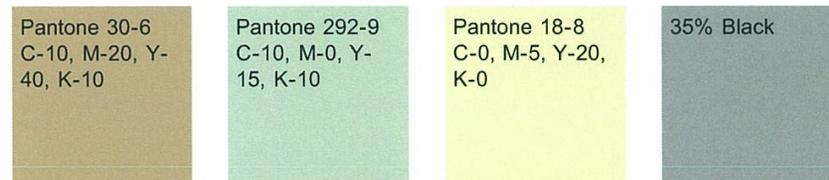
The University of Florida color palette (PMS, CMYK, Web) should be used whenever possible. The traditional orange and blue will remain a dominant design element enhanced by a palette of complementary and accent colors

Primary Color Palette



To assist designers with color decisions, the below secondary color palette is offered. This palette is meant to be a guide for publications and products and to complement the primary palette.

Neutral Color Palette



Bright Color Palette



Muted Color Palette



Business Documents: Fliers, Announcements, Advertisements, Posters, Banners, etc.

Print advertising and other collateral materials may vary greatly in design, but accurate application of the identity standards will ensure a consistent representation of the UF image.

The UF signature must be used in all advertising and appear prominently in the layout. When used with a partner logo, the second logo should appear at a bottom corner.

Occasionally, there will be opportunities to display the UF signature that are not described. When appropriate, the UF signature should be used only in the university's colors and typeface. These applications may include banners, exhibits, displays, plaques, clothing and specialty items. Do not use the UF signature in conjunction with other logos without permission from the Office of University Relations. 352-846-3903 or identity@admin.ufl.edu

Printer Certification

Additional Resources

- > [Outdoor Marquees](#)
- > [Stock Photography Library](#)
- > [University Relations](#)
- > [Web Services](#)
- [Writing Stylebook](#)

- > [FAQ's](#)
- > [Campus Service Providers](#)
- > [Licensing](#)
- > [Light Pole Banner Reservations](#)
- [UF Identity Style Guide \(1.6MB PDF\)](#)



[WebMail](#) | [eLearning](#) | [ISIS](#) | [MyUFL](#) | [Campus Map](#) | [News](#) | [Calendar](#) | [Directory](#) | [Web Site Listing](#) | [Ask UF](#) |
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APPENDIX B

UNIVERSITY OF FLORIDA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

SEPTEMBER 1, 2011

UNIVERSITY OF FLORIDA GATORS



PRIMARY MARKS				
SECONDARY MARKS				
PRIMARY WORDMARKS				
SECONDARY WORDMARKS				

COLOR INFORMATION			
<small>You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</small>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
ORANGE BLUE GREEN LIGHT GREEN	PANTONE 172 PANTONE 287 PANTONE 349 PANTONE 359 <small>(USED FOR STAND-UP GATOR ONLY)</small>	MADEIRA-RAYON 1078 MADEIRA-RAYON 1134 MADEIRA-RAYON 1370 MADEIRA-RAYON 1377	MADEIRA-POLY 1678 MADEIRA-POLY 1842 MADEIRA-POLY 1703 MADEIRA-POLY 1702
ORANGE	BLUE	GREEN	LIGHT GREEN

NOTE: The marks of The University of Florida are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF FLORIDA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

VERBIAGE	GENERAL INFORMATION
University of Florida® Florida™ Gators © Florida Gators © U of F™ UF © Fighting Gators ©	The Swamp © Billyball © House of Horrors™ Ben Hill Griffin Stadium™ Albert™ Rowdy Reptiles © The Gator Nation ©
LOCATION: GAINESVILLE, FL MASCOT: GATORS MASCOT NICKNAME: ALBERT	ESTABLISHED DATE: 1853 CONFERENCE: SOUTHEASTERN CONFERENCE (SEC)

SECONDARY WORDMARKS			
ALBERT MARKS		HELMET MARKS	
INSTITUTIONAL MARKS		SCHOOL SEAL	
UF UNIVERSITY of FLORIDA The Foundation for The Gator Nation		UF UNIVERSITY of FLORIDA * Seal must be used by itself. * Seal will only be approved for use on select products (i.e. graduation items, etc.)	

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	<input type="checkbox"/>	<input type="checkbox"/>
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input type="checkbox"/>	<input type="checkbox"/>
		Restrictions
		Approved on a case-by-case basis _____
		With adequate liability insurance _____
		With adequate liability insurance _____
		#1 & #96 for football, #1 for basketball, #1 all other sports _____





Licensing Links



The **University of Florida** is a major, public, comprehensive, land-grant research university. The state's oldest, largest and most comprehensive university, Florida is among the nation's most academically diverse public universities. In 1853, the state-funded East Florida Seminary took over the Kingsbury Academy in Ocala. The seminary moved to Gainesville in the 1860's and later was consolidated with the state's land-grant Florida Agricultural College, then in Lake City. In 1905, by legislative action, the college became a university and was moved to Gainesville. Classes first met with 102 students on the present site on September 26, 1906. With an enrollment of more than 50,000 students annually, UF is home to 16 colleges and more than 150 research centers and institutes.

- [Licensees Code of Conduct](#)
- [Internal Guidelines](#)
- [Frequently Asked Questions](#)
- [External Guidelines](#)
- [Crafters License](#)
- [CLC Website](#)
- [Contact](#)
- [UF Licensees \(pdf\)](#)
- [UF Licensees by Category \(pdf\)](#)
- [Crafters Application \(pdf\)](#)



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UNIVERSITY OF
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SEC



NCAA



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Licensing Links

Code of Conduct for University of Florida Licensees

The University of Florida is committed to conducting its business affairs in a socially-responsible and ethical manner. As part of that commitment, the University expects each Licensee of the University of Florida to recognize its responsibilities to employees for the conditions under which its licensed products and/or services are made. Employees producing and/or assembling products or services manufactured, sold, or distributed by a Licensee must be provided with decent working conditions and must be treated with dignity and respect. In order to attain these goals, the University has implemented the following Code of Conduct as part of its licensing agreements issued through our agent, The Collegiate Licensing Company. Licensees are required to adhere to, at a minimum, the principles and standards set forth in the Code. Each Licensee is also responsible for requiring that its contractors, subcontractors and primary suppliers adhere to these principles and standards as well. The University expects Licensees to assist in educating their employees regarding the standards set forth in this Code of Conduct.

Labor Code Standards Schedule I

1. Introduction: The Collegiate Licensing Company ("CLC") and the collegiate institutions represented by CLC ("Collegiate Institutions") are each committed to conducting their business affairs in a socially responsible and ethical manner consistent with their respective educational, research and/or service missions, and to protecting and preserving the global environment. While CLC and the Collegiate Institutions believe that Licensees share this commitment, CLC and certain Collegiate Institutions have adopted the following Labor Code Standards (the "Code") which requires that all Licensees, at a minimum, adhere to the principles set forth in the Code.

Throughout the Code the term "Licensee" shall include all persons or entities which have entered into a written "License Agreement" with CLC to manufacture "Licensed Articles" (as that term is defined in the License Agreement) bearing the names, trademarks and/or images of one or more Collegiate Institutions. The term "Licensee" shall for purposes of the Code, and unless otherwise specified in the Code, encompass all of Licensee' contractors, subcontractors or manufacturers which produce, assemble or package finished Licensed Articles for the consumer.

2. Standards: Licensees agree to operate work places and contract with companies whose work places adhere to the standards and practices described below. CLC and the Collegiate Institutions prefer that Licensees



exceed these standards.

Legal Compliance: Licensees must comply with all applicable legal requirements of the country(ies) of manufacture in conducting business related to or involving the production or sale of Licensed Articles. Where there are differences or conflicts with the Code and the laws of the country(ies) of manufacture, the higher standard shall prevail, subject to the following considerations. In countries where law or practice conflicts with these labor standards, Licensees agree to consult with governmental, human rights, labor and business organizations and to take effective actions as evaluated by CLC, the applicable Collegiate Institution(s) or their designee, and the applicable Licensee(s) to achieve the maximum possible compliance with each of these standards. Licensees further agree to refrain from any actions that would diminish the protections of these labor standards.

Employment Standards: Licensees shall comply with the following standards:

1. **Wages and Benefits:** Licensees recognize that wages are essential to meeting employees' basic needs. Licensees shall pay employees, as a floor, at least the minimum wage required by local law or the local prevailing industry wage, whichever is higher, and shall provide legally mandated benefits.
2. **Working Hours:** Except in extraordinary business circumstances, hourly and/or quota-based wage employees shall (i) not be required to work more than the lesser of (a) 48 hours per week and 12 hours overtime or (b) the limits on regular and overtime hours allowed by the law of the country of manufacture or, where the laws of such country do not limit the hours of work, the regular work week in such country plus 12 hours overtime; and (ii) be entitled to at least one day off in every seven day period.
3. **Overtime Compensation:** In addition to their compensation for regular hours of work, hourly and/or quota-based wage employees shall be compensated for overtime hours at such a premium rate as is legally required in the country of manufacture or, in those countries where such laws do not exist, at a rate at least equal to their regular hourly compensation rate.
4. **Child Labor:** Licensees shall not employ any person at an age younger than 15 (or 14, where, consistent with International Labor Organization practices for developing countries, the law of the country of manufacture allows such exception). Where the age for completing compulsory education is higher than the standard for the minimum age of employment stated above, the higher age for completing compulsory education shall apply to this section. Licensees agree to consult with governmental, human rights and nongovernmental organizations, and to take reasonable steps as evaluated by CLC, the applicable Collegiate Institution(s) or their designee, and the applicable Licensee(s) to minimize the negative impact on children released from employment as a result of implementation or enforcement of the Code.
5. **Forced Labor:** There shall not be any use of forced prison labor, indentured labor, bonded labor or other forced labor.
6. **Health and Safety:** Licensees shall provide a safe and healthy working environment to prevent accidents and injury to health arising out of, linked with, or occurring in the course of work or as a result of the operation of Licensee facilities.
7. **Nondiscrimination:** No person shall be subject to any discrimination in employment, including hiring, salary, benefits, advancement, discipline, termination or retirement, on the basis of gender, race, religion, age, disability, sexual orientation, nationality, political opinion, or social or ethnic origin.
8. **Harassment or Abuse:** Every employee shall be treated with dignity and respect. No employee shall be subject to any physical, sexual, psychological or verbal harassment or abuse. Licensees will not use or tolerate any form of corporal punishment.
9. **Freedom of Association and Collective Bargaining:** Licensees shall recognize and respect the right of employees to freedom of association and collective bargaining.

CLC and the Collegiate Institutions will continue to monitor these issues and will promote studies that examine

conditions and factors related to minimum and prevailing wages and employees' basic needs.

Links

- [The Fair Labor Association](#)
- [The Workers Rights Consortium](#)
- [UF Office of Sustainability](#)



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Licensing Links

Campus Departments/Recognized Student Organizations / Sport Clubs Guidelines for Use of Trademarks:

Requirements

Complete the [Internal Request for Use Form](#) and attach the proposed artwork.

Gain advance approval by the Licensing Department for all custom designed products with the use of university protected word marks or logos.

All designs with university logos, wordmarks, or trademarks are required to use an approved University of Florida licensed manufacturer or vendor.

[UF Licensees \(pdf\)](#) | [UF Licensees by Category \(pdf\)](#)

Royalty Bearing products include:

- Any item for resale for any reason including, but not limited to, sold to General Public, sold to members, family and/or friends, sold to faculty, staff and/or students, sold for fundraising within the department, school or student club or student organization
- Any item that features a sponsor or commercial message(subject to a promotional royalty and must have no conflict with corporate sponsor)
- Any item that is given away at an event that has a registration fee associated with it.
- All other uses of marks unless noted below are royalty bearing

Royalty Exempt products include:

- Campus Departments:
- Must be purchased with University/department funds ; Must include the name of the department or event (clearly differentiated from retail product)
- Items used for operation of the department such as stationery, businesscards, nameplates, nametags etc. Staff Shirts/Uniforms
- Promotional items used to promote the department, instructional programs, or events directly sponsored by the University

Sport Clubs:

SEE HOW UPS CAN UNLOCK
THE HIDDEN VALUE WITHIN
YOUR COMPANY.

TAKE THE LOGISTICS CHECK-UP →



- Uniforms or competition required apparel exempt from royalties for Sport Club Teams recognized through The University of Florida's RecSports Program.
- All designs must include the term "Club" and should be submitted to the Licensing Department for approval.
- Use of a licensed vendor required unless no licensed vendor can be identified by the Licensing Department.

Prohibited Use:

- Alcohol, tobacco, illegal substances, sexually explicit or religious graphics or descriptions, or unauthorized use of other trademarks is prohibited in conjunction with the university's word marks or trademarks.
- The Use of a current student-athlete's name on commercial merchandise is a violation of NCAA rules and may result in the student-athlete being declared ineligible.
- The use of the University seal on any product other than official graduation products.
- Implying endorsement, approval or underwriting of any organization, product, activity, service or contract by The University of Florida.



**GATOR
LOCKER ROOM**
OFFICIAL TEAM GEAR





Licensing Links

Frequently Asked Questions

Why Have A Licensing Program?

A trademark licensing program gives the University control over its logos and marks, thus, ensuring the quality and consistency of all of the University's merchandise. It also enables the University to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs campus wide. Outside of the University, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with the University.

CLC Website

What Qualifies As A Trademark?

Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with the University qualifies as a trademark.

What Products Can Be Licensed?

Students, alumni and fans generate many great ideas for new University products. Products will be considered and must be approved by the University's Licensing Director. No products will be licensed without the approval of the Licensing Director. This ensures all products associated with the University are of high quality and good taste and, ensures the non-approval of potentially hazardous items.

Who Needs A License?

Anyone wishing to use the marks, logos and symbols of the University must obtain a license.

What If You Do Not Get A License?

All products must be approved by the University's Trademark Licensing office. Failure to obtain a license or approval from the University's Trademark Licensing Office would be grounds for the seizure of all non-approved merchandise bearing the University's marks. It also could result in jail time and numerous fines if convicted.

Can An Alumni Or Student Group Sell Products Using The University's Marks As A Fundraiser?



Before contacting local manufacturers regarding new products, designs, or an idea for a fundraiser, be sure to check with the University's Trademark Licensing Office. They will be able to identify local manufacturers to produce the items, saving everyone time and effort.

What About Using The University's Name Or Logo On A Web Site?

Every use of the University's trademarks requires permission from the Trademark Licensing Office. The World Wide Web has made it easy for alumni, fans and supporters to build web pages with the University's name and logos, and the University appreciates this support. However, federal trademark laws require that the University control it's name and marks; therefore, the University must be very selective in granting permission in these and all instances. For more information, contact the University's Trademark Licensing Office.

Who is responsible for the program?

The person responsible for the Trademark Licensing Program at the University of Florida is:

Ms. Debbie Gay, Licensing Manager

Licensing Department, Athletic Association
P.O. Box 14485
Gainesville, FL 32604-2485
Phone:(352) 375-4683
Fax:(352) 374-7065

Contact

How Can You Obtain A License Application?

Anyone who wishes to obtain a license to produce merchandise must submit a license application. This application informs the University of how its marks will be used, what type of product the applicant makes, how the University is going to be represented, etc. Applications can be obtained by contacting:

The Collegiate Licensing Company
290 Interstate North
Suite 200
Atlanta, Georgia 30339
Phone: (770) 956-0520
Fax: (770) 955-4491

What Is The Collegiate Licensing Company?

The Collegiate Licensing Company is the licensing representative for the University. As the University's representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the University.

Who Is Licensed With The University?

Either the University's Trademark Licensing office or CLC can provide a list of current licensees for the University's merchandise. It is typically much easier to work with an established University licensee than to try and license a new product or idea. Both the University and CLC can provide you with information on the products produced by all licensees so you can match your needs with the right company.

The "Officially Licensed Collegiate Products" label signifies merchandise has passed the standards of quality set

forth by the University and a portion of the purchase is returned to the University.



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Licensing Links

Policies and Guidelines for External Requests

(Includes Booster Clubs, Alumni Clubs, Individual and Commercial use)

Use of The University of Florida's name and trademarks by organizations that are not official University departments or recognized student organizations, will be reviewed on a case-by-case basis. Below are the basic guidelines that will be followed:

1. The University recognizes that there are many groups that support the institution from academics to athletics (i.e. booster clubs). However, any group wanting to use University trademarks on product, regardless of use, must purchase the product from a current University licensee. By supporting the University's licensing initiatives, organizations can assist the University by ensuring that products bearing an UF logo are of the highest quality and meet all insurance and contractual requirements. The licensee is responsible for getting the design approved by the Licensing Department and remitting the University's royalty on the wholesale price of the product.
2. If a booster club wishes to utilize one of the University of Florida's trademarks in their logo, written permission must be obtained from the Licensing Department. The verbiage "supporting the University of Florida" or "supporting XXX at the University of Florida" must be included on all letterhead, publications, etc. All materials using the University logo must be submitted for approval before production.
3. Booster clubs may use sponsor names on merchandise only with written approval from the Licensing Department. The organization's name must be included in the design to communicate that the relationship is a partnership with the organization and not the University. Based on the scope of the program, a rights fee, in addition to royalties, may be assessed.
4. Businesses may use the University trademarks in a non permanent fixture (i.e. window painting, removable lettering on marquees) supporting University events.
5. Businesses may not establish a permanent statue or icon, paint a mural on the front or inside of a place of business that includes the University trademarks or likeness without written permission from the Licensing Department.
6. Businesses or organizations may not use the trademarks of the University in any type of advertisements, on



- web sites or on banners, etc., without written permission from the Licensing Department.
7. Businesses may not produce merchandise for resale or give-away that utilizes the University's trademarks and its name and/or logo without written permission from the Licensing Department.
 8. Businesses may not use University trademarks to promote their products or services in print advertising, radio or television without a promotional contract in place or written permission from the Licensing Department.
 9. Individuals or businesses may not use University trademarks on a website without written permission from the Licensing Department. If approved, the University will provide a disclaimer that must be used on the site.
 10. Individuals or organizations may not utilize the University's trademarks in conjunction with a candidate for political office or policy/legislative issue without written permission from the Licensing Department.
 11. Rights fees and royalties for the use of the University trademarks in all instances will be assessed.
 12. The University has more than 500 licensees nationwide and numerous in-state and locally licensed companies. [Licensees by product category \(pdf\)](#)





Licensing Links

Crafters License

University of Florida has an established in-house program that benefits the local craftsperson. We believe this program will provide crafters with an opportunity to use their creativity without infringing the University's trademarks, while still allowing the University to maintain the integrity of its brand. We also hope that this program will be used by local entrepreneurs to test the market, before entering into a broader license with the University through The Collegiate Licensing Company.

Outlined below are some of the elements that are incorporated into the Crafter License Program:

- Items must be hand-made; no commercially manufactured items are allowed.
- If anticipated sales exceed 500 units or sales revenue exceeds \$2,500 in one year, please refer to www.clc.com for more information on the Local or Standard Licenses available through the University's licensing agent, The Collegiate Licensing Company.
- A Crafter License allows for sales to individual consumers only, not via wholesale or a third party retailer.
- Sales may not be conducted through retail stores.
- Crafter is required to bear all risk in respect of the articles and hold the University harmless. Crafter will be required to purchase product liability insurance naming the following as additional insured; The University of Florida, The Board of Trustees, The University Athletic Association, P.O. Box 14485, Gainesville, Florida 32604-2485
- Licenses are valid for one calendar year and may be renewed.

Upon execution of a license and receipt of the licensing fee, an Officially Licensed Collegiate Craft certificate will be provided by the University for display by the Crafter.

This application form should be completed and submitted together with a sample of the proposed product (s) as directed.

Once the samples are reviewed and approved, a Crafter's License Agreement will be sent to the Crafter for signature. This License Agreement and the insurance certificate should be returned with a check or money order made payable to "University Athletic Association" and sent to: Debbie Gay, Trademark Licensing Manager, University Athletic Association, Inc., P.O. Box 14485, Gainesville, Florida 32604-2485.

Thank you for your support of The University of Florida





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In the Area

Commission Likely to OK
Action Against County — Page 5A

In Sports

Gator
SEC East Div

Final
Edition

Gainesville Sun

100th Year—No. 306 Gainesville, Florida, Monday, May 10, 1982 25¢



Debbie Liza Stands Within a Sea of Orange and Blue at the Gator Gift Shoppe

EXHIBIT
 43
 GAG

PENGAD 800-631-6969

1982

Opps' NORT2126

14,000 Gators Meet To Eat And Greet

Florida Field isn't the only gathering ground for orange and blue-clad Gator fans.

Since May, from Miami to Macclenny, Houston to Washington, nearly 14,000 alumni and fans have met at fish fries, picnics, buffets, barbecues and seated dinners to hear about the University from coaches, administrators and alumni officials.

"Attendance at the traditional Gator Gatherings has more than doubled in just three years, a tribute to both the University and to the local Gator Clubs sponsoring the events," said Director of Alumni Affairs Wayne McDaniel, who speaks at all of them.

"The strength of the local leadership is the key," he said.

Gator Club members are as diverse as Gator football fans that fill Florida Field every fall. Some are recent grads, others are members of the Grand Guard. Some never even attended UF but are faithful fans anyway.

With the addition of 10 clubs established within the past three years, every major geographical area of the state is represented, along with Atlanta, New York, New Orleans, Houston, South Georgia and Washington, D.C.

"And we've gotten inquiries from people interested in starting clubs everywhere from Birmingham and Chattanooga to Denver, Los Angeles and San Francisco," McDaniel said.

This year's 29 Gator Gatherings

featured UF officials reporting on campus achievements and football coach Charley Pell and basketball coach Norm Sloan discussing their coming seasons.

The local clubs are committed to the University's academic mission, too. Last year alone they raised \$50,000 for scholarships to help bright students attend UF.

The efforts have paid off. Combined with a strong recruitment program, backed by proceeds from campus vending machine sales, the University attracted 103 new National Merit and Achievement Scholars last year. A new high for UF, that total placed UF 5th among all state universities in the nation and 12th among all colleges and universities.

GATORS CUT 'EM DOWN

New for '82

POUCH \$4.50

#600 \$44.00

#720 \$24.00

#1381 \$22.00

#100 \$19.00

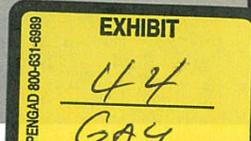
#889 \$13.00

#1408 \$14.00

Available through the
GATOR GIFT SHOPPE
 University of Florida
 Athletic Association

For Information
 Write To:
GATOR GIFT SHOPPE
 P.O. Box 14485
 Gainesville, FL 32604

also featured in 1983
 Gator Gift Shoppe Brochure



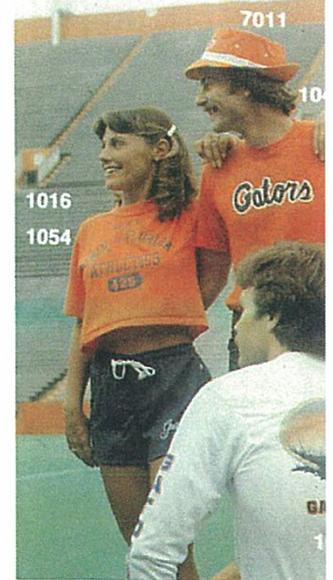


Gator Gift Shop '83

Located Inside
Gate 18 of Stadium
Mon-Fri 9:00-4:30
9-5 during
Football Season

EXHIBIT
45
GAY

PENGAD 800-631-8989



4002	Cheerleader Outfit - 2 piece - 2T-3T-4T- Size 6-8	22.95
4024	Youth Sweatshirt - Orange with Stand up Gator XS-S-M-L	12.00
7131	Stuffed Gator - Handmade	28.00
4012	Infant Raglan Sleeve Tee - Property of Florida Athletic Department 6/12/18 mos.	5.95
4013	Infant Orange Pants 6/12/18 mos.	5.00
4015	Toddler Raglan Sleeve Tee - Property of Florida Athletic Department 2T/3T/4T	5.95
4016	Toddlers Orange Pants 2T/3T/4T	5.75
7132	Handmade Gator Fan Doll	26.00
3002	Youth Orange Hat - Script Gators - adjustable	6.00
3004	Youth Tee - Orange - with Gator - Breast Stripe S-M-L	6.50
3005	Juvenile Tee - Royal - with Gator - Breast Stripe 4/5-6/7	6.50
3006	Youth Tee - Royal - with Gator - Breast Stripe S-M-L	6.50
4010	Infant Pin Stripe Suit - Royal 6/12/18 mos.	9.95
4011	Toddlers Pin Stripe Suit - Royal 1T/2T/3T	10.95
7142	Florida Basketball	15.00

1016	Adult Shimmel - Property S-M-L-XL	
3019	Youth Tee - Property of I S-M-L	
7011	Roll-up All Sport Hat S-M-L-XL	
1040	Adult Tee - Orange - Scri S-M-L-XL	
1015	Adult Tee - Orange - Pro S-M-L-XL	
1044	White Tee - Script Gator S-M-L-XL	
1045	Adult Shimmel Shirt - Wh S-M-L-XL	
1054	Adult Shimmel - Grey - P S-M-L-XL	
7101	How 'bout Them Gators	
1041	Adult Shimmel Shirt - Or S-M-L-XL	
1037	White Long Sleeve Tee - S-M-L-XL	
1099	White Long Sleeve Tee - S-M-L-XL	

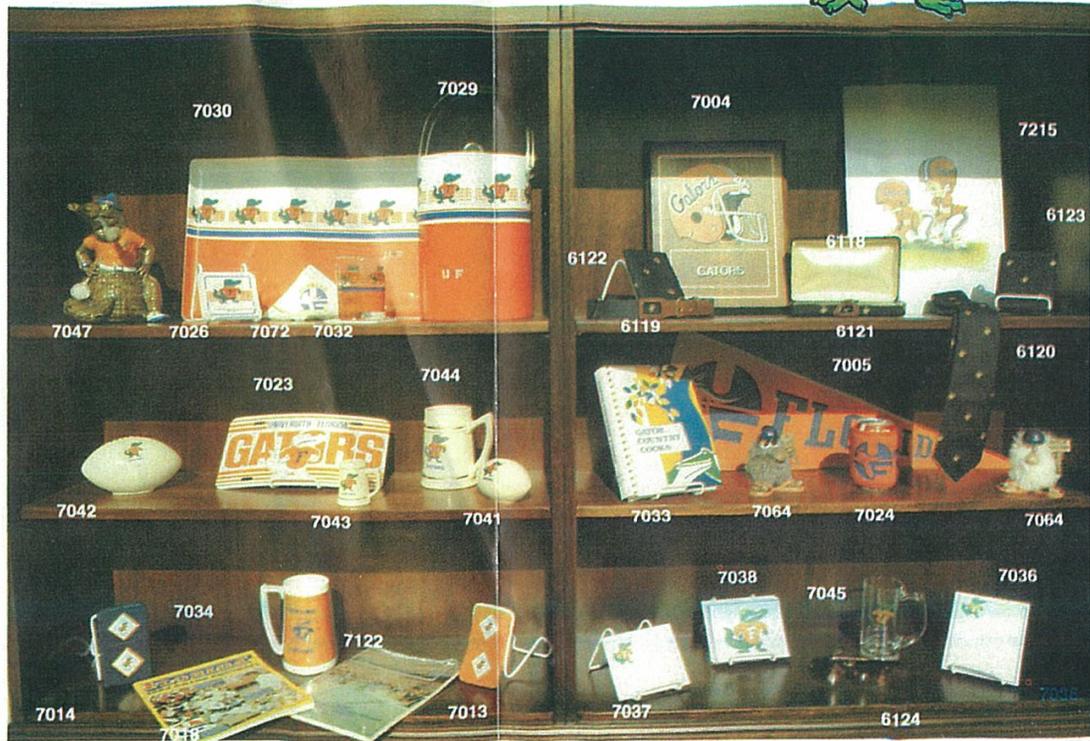


1124	Adult Royal Tee - Breast stripe with New Logo S-M-L-XL	7.95
1032	Adult White Draw String Shorts with Script Gators S-M-L-XL	11.95
1004	Adult Navy and White Pin Stripe shirt with Script Gators on sleeve S-M-L-XL	22.00
1034	Adult Navy Draw String Long Pants with Script Gators S-M-L	22.50
1005	Adult Navy Shirt with pocket - New Logo Script Gators on sleeve S-M-L-XL	21.00
1005A	XXL	23.00
1035	Adult White Draw String Long Pants with Script Gators S-M-L	22.50
2002	Ladies Royal and White Stripe Tee S-M-L	9.00
1031	Adult Navy Draw String Shorts S-M-L-XL	11.95
2109	Ladies Coaching Shirt with Logo S-M-L	20.00
7012	Visor - Orange with Gator - adjustable	5.00
7009	Coaching Cap with Stand up Gator - adjustable	8.00
1029	Adult Gator Coaching Shirt - Orange S-M-L-XL	15.00
7140	15" Wheel Cover - Orange Vinyl, Stand up Gator	59.95
7141	16" Wheel Cover - Orange Vinyl, Stand up Gator	59.95



1049	Long Sleeve Grey Tee with Hood - 2 print sleeve S-M-L-XL	16.95
1139	Adult Sweatshirt with Hood - Script Gators - Orange S-M-L-XL	19.50
1175	Adult Sweatshirt with Hood - Script Gators - White S-M-L-XL	19.50
1140	Fleece Drawstring Pants - Orange ONLY S-M-L-XL	15.95
5046	Ladies Sweater - New Logo - Off-white 32-34-36	28.00
7007	Coaching Hat - Orange - Script Gators - adjustable	6.00
5009	Jacket - Pullover - Navy with Cream Stripes S-M-L-XL	24.95
5010	Jacket - Zipper Front - Navy - Script Gators S-M-L-XL	24.95
1076	Jacket - Royal - Script Gators - Tri Blend	25.50
1075	Adult Long Pants - Royal - Script Gators - Tri Blend	22.25

This is...



Gator Country

On the Book Shelf

Top left shelf

7029	Gator Ice Bucket	25.49
7030	Gator Tray	16.49
7026	Gator Coasters (set of 6)	10.99
7032	Gator Glasses (set of 4)	14.49
7072	Logo Napkins - White - 50/pkg	2.00
7047	Ceramic Gator with Pipe	18.00

Top right shelf

7004	Team Plaque	12.98
6123	Bifold Wallet - Stand up Gator	12.95
6120	Navy Tie with Stand up Gator (20/80)	16.95
6118	Accessory Box with Stand up Gator	22.95
6121	Leather Key Fob with Stand up Gator	6.95
6119	Adjustable Belt with Stand up Gator - Navy Medium 34-38 Large 38-42	19.95
6122	Trifold Wallet with stand up Gator	12.95
7215	Cartoon Print	6.95

Middle left shelf

7042	Ceramic Bank - 22K. gold trim - Large with Stand up Gator	8.75
7041	Ceramic Bank - 22K gold trim - Small with Stand up Gator	6.25
7023	Car Tag	2.50
7044	20 oz. Ceramic Mug - 22K gold trim with Gator	9.95
7043	2 1/2 oz. Ceramic Mini Mug - 22K gold trim with Gator	4.75

Middle right shelf

7033	Gator Country Cookbook	12.00
7005	Logo Pennants	2.50
7024	Can Wrap	2.75
7064	Gator Critters	6.00

Bottom left shelf

7013	Pair Wristbands - Orange with Stand up Gator	2.00
7014	Pair Wristbands - Navy with Stand up Gator	2.00
7122	Football Strength and Conditioning Program	9.95
7018	Official U.A.A. Media Guide	5.00
7034	Gator Plastic Thermal Mug	3.99

Bottom right shelf

7036	Gator Recipe Cards - Blank - 12 per pkg	2.75
7038	Gator Note Cards - 12 per pkg	5.00
7037	Gator Post Cards - 12 per pkg	3.00
7045	Glass Mug with Stand up Gator	4.75
6124	Sunglasses - Tear drop or Square	8.25

(Please specify)

The Official Gator Sportshop

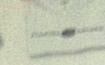


171-2000
Champion Hood Jacket
100% Cotton Fleece with Full Front Zip
M-XL ... \$79.95
XX ... \$81.95

171-2000
Champion Bomber Pullover
with Florida Gators Logo
M-XL ... \$59.95



171-2101
Champion 11011 Youth Colors Florida Youth T-Shirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$18.95
XX ... \$20.95



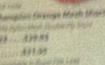
171-2101
Champion 11000 White Full Front Screen T-Shirt
100% Cotton Jersey T-Shirt
M-XL ... \$18.95
XX ... \$21.95



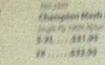
171-2101
Champion 11011 Oxford Royal Gator Sport T-Shirt
100% Cotton T-Shirt with Full Front Screen
M-XL ... \$19.95
XX ... \$21.95



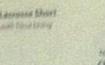
171-2100
Champion 11000 Royal Gator Sport T-Shirt
100% Cotton T-Shirt with Full Front Screen
M-XL ... \$14.95
XX ... \$16.95



171-2000
Champion Orange Mesh Short
100% Polyester Mesh with Full Front Zip
M-XL ... \$29.95
XX ... \$31.95



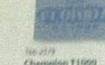
171-2000
Champion Mesh Lacrosse Short
100% Polyester Mesh with Full Front Zip
M-XL ... \$29.95
XX ... \$31.95



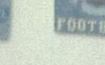
171-2101
Champion 11011 White Gators T-Shirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$19.95
XX ... \$21.95



171-2100
Champion 11000 Heather Gray Property of T-Shirt
100% Cotton T-Shirt with Full Front Screen
M-XL ... \$15.95
XX ... \$17.95



171-2101
Champion Oxford Gray T-shirt with Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$59.95
XX ... \$61.95



171-2111
Champion Youth Oxford Football T-Shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$16.95



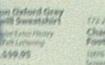
171-2000
Champion Power Blend Fleece
100% Fleece with Full Front Zip
M-XL ... \$49.95
XX ... \$51.95



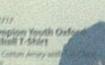
171-2101
Champion Long Sleeve Jersey Mock
100% Cotton Jersey Heather Gray with Embroidered Logo and Collar
S-XL ... \$24.95
XX ... \$26.95



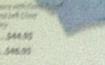
171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



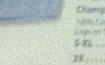
171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



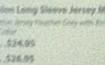
171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



171-2000
Champion Power Blend Full Zip Hooded Sweatshirt
100% Fleece with Full Front Zip
M-XL ... \$46.95
XX ... \$48.95



171-2101
Champion Long Sleeve Jersey Mock
100% Cotton Jersey Heather Gray with Embroidered Logo and Collar
S-XL ... \$24.95
XX ... \$26.95



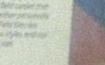
171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



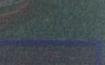
171-2111
Champion Youth Jersey T-shirt
100% Cotton Jersey with Full Front Screen
YS-YXL ... \$24.95



171-2000
Gator Floor
Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick.



171-2000
Gator Floor
Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick.



171-2000
Gator Floor
Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick. Available in 12'x12' and 18'x18' sizes. 1/2" thick.



171-2100
Champion Tye Dye T-Shirt
100% Cotton T-Shirt with Full Front Screen
L-XL ... \$25.95
XX ... \$27.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



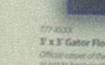
171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



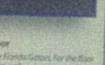
171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



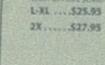
171-2100
Champion Tye Dye T-Shirt
100% Cotton T-Shirt with Full Front Screen
L-XL ... \$25.95
XX ... \$27.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2100
Champion Tye Dye T-Shirt
100% Cotton T-Shirt with Full Front Screen
L-XL ... \$25.95
XX ... \$27.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



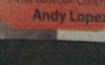
171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2000
Champion Sweatshirt
100% Cotton Jersey with Full Front Screen
M-XL ... \$44.95
XX ... \$46.95



171-2100
Puma Logo Athletic Play Line Graphic Cap
100% Polyester Mesh with Full Front Zip
M-XL ... \$17.95
XX ... \$19.95



171-2100
Puma Logo Athletic Sky Blue Ladies Tank Top
100% Cotton Jersey with Full Front Zip
M-XL ... \$19.95
XX ... \$21.95



171-2100
Puma Logo Athletic King Short Royal Polo
100% Cotton Jersey with Full Front Zip
M-XL ... \$44.95
XX ... \$46.95



171-2100
Puma Logo Athletic White Ladies Mock T-Shirt
100% Cotton Jersey with Full Front Zip
M-XL ... \$19.95
XX ... \$21.95



171-2100
College Concepts Sackweave Camo Pant
100% Cotton Jersey with Full Front Zip
M-XL ... \$27.95
XX ... \$29.95



171-2100
College Concepts Flannel Y-Neck Top
100% Cotton Jersey with Full Front Zip
M-XL ... \$27.95
XX ... \$29.95



171-2100
College Concepts Youth Tear Bower Short
100% Cotton Jersey with Full Front Zip
M-XL ... \$9.95
XX ... \$11.95



171-2100
College Concepts Youth Tear Bower Short
100% Cotton Jersey with Full Front Zip
M-XL ... \$9.95
XX ... \$11.95



171-2100
College Concepts Youth Tear Bower Short
100% Cotton Jersey with Full Front Zip
M-XL ... \$9.95
XX ... \$11.95



171-2100
Tribe Sportsweave Circle Design T-Shirt
100% Cotton Jersey with Full Front Zip
M-XL ... \$15.95
XX ... \$17.95

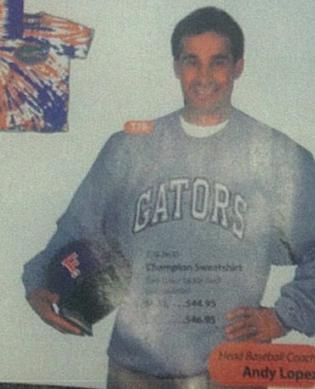


171-2100
Tribe Sportsweave Be Faced T-Shirt
100% Cotton Jersey with Full Front Zip
M-XL ... \$15.95
XX ... \$17.95



171-2100
Tribe Sportsweave Be Faced T-Shirt
100% Cotton Jersey with Full Front Zip
M-XL ... \$15.95
XX ... \$17.95

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PERFORMANCE	PERFORMANCE	PERFORMANCE	PERFORMANCE
Nike Florida Gators Performance 2013 Coaches Polo - Royal Blue \$64.95	Nike Florida Gators Performance 2013 Coaches Polo - White \$64.95	Nike Florida Gators Performance 2013 Coaches Polo - Orange \$64.95	Nike Florida Gators 2013 Dri-FIT Pre-Season Performance Polo - Royal Blue \$64.95



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PERFORMANCE

Nike Florida Gators 2013 Dri-FIT Pre-Season Performance Polo - Anthracite
\$64.95



Nike Florida Gators The Swamp 2013 Local T-Shirt - Orange
\$24.95



Florida Gators Star Spangled T-Shirt - Royal Blue
\$18.95



Nike Florida Gators The Swamp 2013 Local T-Shirt - Royal Blue
\$24.95



Florida Gators 2013 We Own Saturday Football Schedule T-Shirt - Black
\$18.95



Florida Gators Be Afraid 2013 Football Schedule T-Shirt - Ash
\$19.95



Nike Florida Gators The Swamp 2013 Local T-Shirt - White
\$24.95



Florida Gators 2013 Football Schedule T-Shirt - Royal Blue
\$19.95



Florida Gators Mens Apparel - University of Florida Gear for Men, UF Clothing Gifts - Gator Locker Room

Nike Florida Gators #1 Replica
Football Jersey - Royal Blue
\$59.95



Nike Florida Gators #1 Replica
Football Jersey - Orange
\$59.95



Nike Florida Gators #1 Game
Football Jersey - Orange
\$89.95



Nike Florida Gators #1 Game
Football Jersey - Royal Blue
\$89.95



PERFORMANCE

Nike Florida Gators Practice
Team T-Shirt - Royal Blue
\$24.95

Florida Gators Napa Leather
Jacket - Black/Royal Blue
\$349.95

Nike Florida Gators #1 Replica
Football Jersey - White
\$59.95

Nike Florida Gators 2013 Players
Performance Polo - Royal Blue
\$54.95



PERFORMANCE



Florida Gators Royal Blue
Mascot One Sweatshirt
\$26.95

Nike Florida Gators Replica
Baseball Jersey - Royal Blue
\$64.95

Florida Gators Orange Arch Logo
T-shirt
\$12.95

Cutter & Buck Florida Gators
Recruit Stripe Polo - Royal Blue
\$69.95



PERFORMANCE

Nike Florida Gators Fourth Down Performance Pullover Wind Jacket - Royal Blue
\$64.95



PERFORMANCE

Nike Florida Gators Fly Performance Shorts - Royal Blue
\$35.95



Florida Gators Royal Blue Arch Logo T-shirt -
\$12.95



Nike Florida Gators Practice Team Logo T-Shirt - Royal Blue
\$24.95



Florida Gators Go Large T-Shirt - White
\$14.95



Zephyr Florida Gators White-Royal Blue Superstar Snapback Adjustable Hat
\$21.95



Zephyr Florida Gators Royal Blue DH Fitted Hat
\$19.95



Florida Gators Ash Vertical Arch Logo T-shirt
\$12.95



Florida Gators Mens Apparel - University of Florida Gear for Men, UF Clothing Gifts - Gator Locker Room

Nike Florida Gators #15 Royal Blue Twilled Pro Combat Rivalry Football Game Jersey
\$79.95



Florida Gators Big Arch & Logo Long Sleeve T-Shirt - Royal Blue
\$19.95

New Era Florida Gators Victory 59FIFTY Fitted Flatbill Hat - Gray
\$34.95



Zephyr Florida Gators White DH Fitted Hat
\$19.95

Nike Florida Gators Practice Team T-Shirt - Ash
\$24.95



Nike Florida Gators Practice Team T-Shirt - Orange
\$24.95

New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Royal Blue
\$34.95



Nike Florida Gators Soft Shell Full Zip Jacket - Royal Blue
\$134.95



VINTAGE

Zephyr Florida Gators Royal Blue-Orange Superstar Snapback Adjustable Hat
\$21.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Graphite -
\$34.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Gray
\$34.95



Majestic Florida Gators Breathe Victory Long Sleeve T-Shirt - Ash
\$25.95



Majestic Florida Gators Quick Toss Long Sleeve T-Shirt - Charcoal
\$25.95



Florida Gators Storm Long Sleeve T-Shirt - Charcoal/Black
\$25.95



Nike Florida Gators Royal Blue-Orange Varsity Mesh Performance Shorts
\$31.95



Columbia Florida Gators White Bonehead Short Sleeve Shirt
\$49.95

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 - Luggage & Sportbags
 - Polos

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Nike Florida Gators Womens School Tribute Tri-Blend V-Neck T-Shirt - Royal Blue \$31.95	Nike Florida Gators #15 Women's Replica Football Jersey - Orange \$54.95	Nike Florida Gators Ladies Replica Football Premium T-shirt - Royal Blue \$31.95	Nike Florida Gators #15 Royal Blue Ladies Replica Football Jersey \$54.95

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Nike Florida Gators Ladies Fan Top V-Neck T-Shirt - Royal Blue
\$34.95



Nike Florida Gators Ladies The Swamp 2013 Local T-Shirt - Royal Blue
\$24.95



VINTAGE

Nike Florida Gators Womens Vault Full Zip Windrunner Jacket - Royal Blue/Black
\$84.95



PERFORMANCE

Nike Florida Gators Ladies Royal Blue NikeFIT Tempo Performance Training Shorts
\$33.95



Nike Florida Gators Ladies Royal Replica Jersey - Royal Blue
\$54.95



Nike Florida Gators Ladies 2013 Local T-Shirt - Orange
\$24.95



Nike Florida Gators Women's #1 Replica Football Jersey - White
\$54.95



Florida Gators Ladies Scoop Neck Fleece Sweatshirt - Orange
\$41.95



Nike Florida Gators Ladies Royal



Nike Florida Gators Ladies Fan



Nike Florida Gators Ladies



Florida Gators Ladies Tailgate

Florida Gators Ladies Apparel - University of Florida Womens Clothing, UF Gear for Women - Gator Locker Room

Blue Classic Full Zip Hoodie
Sweatshirt
\$54.95



Top V-Neck T-Shirt - Orange
\$34.95



Replica Football V-Neck
Premium T-Shirt - Royal Blue
\$34.95



Boatneck Sweatshirt - Orange
\$49.95



Nike Florida Gators #1 Women's
Twill Football Jersey - Orange
\$69.95

Nike Florida Gators Ladies
Orange Tempo Performance
Shorts
\$33.95

Nike Florida Gators Ladies Ash
Classic Full Zip Hoodie
Sweatshirt
\$54.95

Florida Gators Women's Titan
Hoodie - Royal Blue
\$44.95



Nike Florida Gators Ladies My
School Local T-Shirt - Orange
\$24.95

Nike Florida Gators Womens
Rally Fleece Pants - Ash
\$54.95

Florida Gators Ladies Study Hall
Long Sleeve Cardigan - Ash
\$39.95

Nike Florida Gators Ladies Black
NikeFIT Tempo Performance
Training Shorts
\$33.95

Florida Gators Ladies Apparel - University of Florida Womens Clothing, UF Gear for Women - Gator Locker Room



Florida Gators Ladies Orange
Rugby Distressed Deep V-neck
Hoodie Sweatshirt
\$35.95



Nike Florida Gators Women's
The Swamp Local T-Shirt - Royal
Blue
\$24.95



Nike Florida Gators Ladies Blue
Classic Logo Long Sleeve T-shirt
\$27.95



Florida Gators Ladies Supernova
Full Zip Hoodie - Charcoal
\$74.95



Nike Florida Gators Womens
School Stamp Pullover Hoodie -
Royal Blue
\$59.95



Florida Gators Ladies Orange
Rugby Distressed Deep V-neck
Hoodie Sweatshirt -
\$35.95



Florida Gators Ladies Flurry Full
Zip Hoodie - Royal Blue
\$69.95



Nike Florida Gators #15 Royal
Blue Ladies Tackle Twill Football
Jersey
\$69.95



PERFORMANCE



Florida Gators Ladies Apparel - University of Florida Womens Clothing, UF Gear for Women - Gator Locker Room

Florida Gators Ladies Glacier
Full Zip Puffer Jacket - Royal
Blue
\$89.95

Columbia Florida Gators
Collegiate Thermoator
Performance Gloves - Black
\$34.95

Florida Gators Ladies Front
Panel Top - Royal Blue
\$34.95

Florida Gators Double Loop
Trion-Z Bracelet - Desert Camo
Regular Price: \$24.95
Sale Price: \$14.99
Extra 20% Off: \$11.99



Nike Florida Gators Ladies Vault
Comfy Crew Sweatshirt -
Charcoal
\$44.95



Nike Florida Gators Ladies
Replica Premium V-Neck T-Shirt
- Orange
\$34.95



Nike Florida Gators #1 Women's
Tackle Twill Football Jersey-
Royal Blue
\$69.95



PERFORMANCE

Nike Florida Gators Ladies
Tempo Performance Short -
White
\$33.95



Florida Gators 18" Titanium Sport
Necklace
Regular Price: \$24.95
Sale Price: \$14.99
Extra 20% Off: \$11.99



Florida Gators Ladies Supernova
Pullover Hoodie - Royal Blue
\$59.95



Florida Gators Titanium Sport
Necklace
Regular Price: \$19.95
Sale Price: \$14.99
Extra 20% Off: \$11.99



Nike Florida Gators Ladies
Classic Fleece Crew Sweatshirt -
Royal Blue
\$54.95



Florida Gators Womens Whisper V-Neck T-Shirt - Royal Blue
\$21.95



PERFORMANCE

Nike Florida Gators Ladies Training Performance Polo - White
\$54.95



Florida Gators Women's Varsity Blues Snap-Up Jacket - Royal Blue
\$49.95



PERFORMANCE

Nike Florida Gators Ladies Royal Blue Pacer Performance Shorts
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Nike Florida Gators #15 Youth Royal Blue Replica Football Jersey
\$43.95



Nike Florida Gators #1 Youth White Replica Football Jersey
\$49.95



Nike Tim Tebow Florida Gators Youth #15 Tackle Twill Football Jersey-Royal Blue
\$64.95



Florida Gators Dream Lites Pillow Pet
\$34.95

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 T-Shirts
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 over \$60

On Sale



Nike Florida Gators Medium Training Duffel - Royal Blue
\$60.00



Nike Florida Gators #1 Youth Replica Football Jersey - Orange
\$49.95



Nike Florida Gators #1 Royal Blue Youth Replica Football Jersey -
\$49.95



Florida Gators Infant Creeper, Bib & Booties Set - White/Orange
\$29.95



Florida Gators Royal Blue Reusable Tote Bag
\$2.49



Nike Florida Gators Toddler Royal Blue & Orange Cheer Dress & Bloomers
\$37.95



Nike Florida Gators Preschool Royal Blue & Orange Cheer Dress & Bloomers
\$41.95



Florida Gators Mascot Pillow Pet
\$24.95



Florida Gators Kids Apparel - University of Florida Youth Gear, UF Children's Clothing Gifts - Gator Locker Room

Florida Gators Black Roadblock
Duffel Bag
\$39.95



Florida Gators Youth Royal Blue
Vector Workout Shorts
\$24.95



PERFORMANCE

Florida Gators Big Logo
Drawstring Backpack - Royal
Blue
\$9.95



Nike Florida Gators Training
Gym Sack - Royal Blue
\$18.00



Nike Florida Gators Large
Training Backpack - Royal Blue
\$60.00

Nike Florida Gators Youth Girls
Royal Blue Tempo Performance
Shorts
\$27.95

Nike Florida Gators Royal Blue
Infant Replica Football Jersey
Creeper
\$29.95

Florida Gators Youth Lightweight
Team Logo Poly Full Zip Jacket -
Royal Blue
\$39.95



Nike Florida Gators Youth Girls
Football Replica T-Shirt - Royal
Blue
\$29.95

Nike Florida Gators Orange-
Royal Blue Home & Away Gym
Bag
\$15.00

Florida Gators Youth Alpine
Polar Fleece Full Zip Jacket -
Royal Blue
\$54.95

Florida Gators Black Southpaw
Backpack
\$24.95



Nike Florida Gators Infant Royal Blue-White-Ash 3-Pack Creeper Set
\$33.95



Nike Florida Gators Youth Black Knit Beanie & Gloves Set
\$23.95



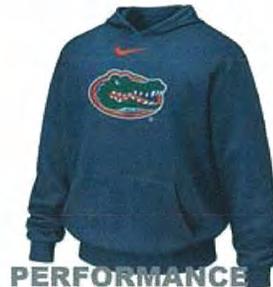
Florida Gators Youth Wizard Full Zip Hoodie - Royal Blue
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Florida Gators Youth Royal Blue-Orange Southpaw Backpack
\$24.95



Florida Gators Royal Blue-Orange Axis Drawstring Backpack
\$14.95



Nike Florida Gators Youth Royal Blue Thermo-Fit Performance Pullover Hoodie Sweatshirt
\$49.95



Florida Gators Youth Varsity Single Full Zip Hoodie - Royal Blue
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Nike Florida Gators Youth Team Pride Cuffed Knit Beanie - Orange
\$17.95



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Nike Florida Gators #1 Youth
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Royal Blue
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Florida Gators Black Trooper
Backpack
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Nike Florida Gators Youth Royal
Blue Arch Lettering Full Zip
Hoodie Sweatshirt
\$54.95



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Jersey - Royal Blue
\$44.95

Florida Gators Team Logo Diaper
Bag
\$51.95



Florida Gators Toddler Girls
Firework Tank & Pants Set -
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\$39.95

Florida Gators 20" Uniform Sock
Monkey
\$19.95



Florida Gators Youth Royal Blue
Automatic Full Zip Hoodie
Sweatshirt
\$39.95



Florida Gators Infant Royal Blue
Mascot Long Sleeve Creeper
Regular Price: \$23.95
Sale Price: \$18.99
Extra 20% Off: \$15.19



Florida Gators Youth Royal Blue
Automatic Hoodie Sweatshirt
\$35.95



Nike Florida Gators Youth
Classic Logo Long Sleeve T-Shirt
- Orange
\$23.95



Florida Gators Youth #1 Stadium
Relica Football Jersey - Orange
\$37.95



Nike Florida Gators Youth 2-Fer Layered Long Sleeve T-Shirt
\$32.00



Florida Gators Youth Swingman Shorts - Royal Blue
\$27.95



Florida Gators Youth Black Mascot Blackout Long Sleeve T-shirt
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Florida Gators Black Fold-Away Tote Bag Travel Pack
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Team:
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Florida Gators Dream Lites
Pillow Pet
\$34.95



Nike Florida Gators Medium
Training Duffie - Royal Blue
\$60.00



Florida Gators Royal Blue
Reusable Tote Bag
\$2.49



Florida Gators Mascot Pillow Pet
\$24.95

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- \$20 to \$40
- \$40 to \$60
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Florida Gators Black Roadblock Duffel Bag
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Tim Tebow: Everything In Between DVD
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Florida Gators Big Logo Drawstring Backpack - Royal Blue
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Nike Florida Gators Training Gym Sack - Royal Blue
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PERFORMANCE

Columbia Florida Gators Collegiate Thermerator Performance Gloves - Black
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Nike Florida Gators Large Training Backpack - Royal Blue
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Florida Gators Double Loop Trion-Z Bracelet - Desert Camo
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Florida Gators 18" Titanium Sport Necklace
Regular Price: \$24.95
Sale Price: \$14.99
Extra 20% Off: \$11.99



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Florida Gators Titanium Sport
Necklace
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Nike Florida Gators Orange-
Royal Blue Home & Away Gym
Bag
\$15.00

Florida Gators Double Loop
Trion-Z Bracelet - Forest Camo
Regular Price: \$24.95
Sale Price: \$14.99
Extra 20% Off: \$11.99

Florida Gators Black Southpaw
Backpack
\$24.95



Florida Gators Oversize Logo
iPhone 5 Hard Case – Royal
Blue/Orange
\$24.95



Florida Gators iPhone 5 Snap-
On Case - Orange/White
\$29.95



Florida Gators Youth Royal Blue-
Orange Southpaw Backpack
\$24.95



Florida Gators Royal Blue-
Orange Axis Drawstring
Backpack
\$14.95



Florida Gators Crunch Tri-Fold
Leather Wallet - Brown
\$39.95



Florida Gators Jersey Hard
iPhone 4 Case
\$24.95



Florida Gators Flat Logo
Burnished Tall Wallet - Tan
\$44.95



Florida Gators iPhone 5 Polka
Dot Snap-On Case - Orange
\$29.95



PERFORMANCE

Nike Florida Gators Charcoal Thermo-FIT Performance Gloves
\$19.95



Florida Gators iPhone 5 Snap-On Case - Black
\$29.95



Florida Gators Team Logo Diaper Bag
\$51.95



Florida Gators iPhone 5 Logo Snap-On Case - Orange
\$29.95



Florida Gators 20" Uniform Sock Monkey
\$19.95



Florida Gators Flat Logo Money Clip - Brown
\$27.95



Florida Gators Black Trooper Backpack
\$49.95



Florida Gators Training Camp Watch - Silver/Black
\$49.95



Florida Gators Fanatik Silk Tie - Orange/Royal Blue



Florida Gators Crunch Leather Tall Wallet - Brown



Florida Gators Crazy Horse Leather Billfold Wallet - Brown



Florida Gators Mossy Oak Break-Up Leather Tri-Fold Wallet -

Florida Gators Accessories - University of Florida Belts, UF Ties, Tote Bags, Wallets - Gator Locker Room

\$24.95



Florida Gators Break Up Leather Billfold Wallet - Mossy Oak Camo

\$44.95



Florida Gators Black Fold-Away Tote Bag Travel Pack

\$22.95

\$44.95



Florida Gators Guardian iPhone 4/4S Case - Black

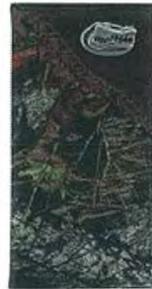
\$31.95

Camo
\$44.95



Florida Gators Safety Clip Lanyard

\$5.95



Florida Gators Crazy Horse Tall Leather Wallet - Camo/Brown

\$39.95



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Florida Gators Blingz Rhinestone iPhone 4 Shell Case

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Florida Gators Championship Series Watch

\$39.95



Florida Gators Survival Paracord Bracelet
\$41.95



Florida Gators Ladies MVP Crystal Necklace
\$29.95



Florida Gators Full Repeat iPhone 4 Case
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Florida Gators Ghost Halloween Bucket - White/Orange
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Bucket
Fitted
Flex Fit



Zephyr Florida Gators White-Royal Blue Superstar Snapback Adjustable Hat
\$21.95



Zephyr Florida Gators Royal Blue DH Fitted Hat
\$19.95



New Era Florida Gators Victory 59FIFTY Fitted Flatbill Hat - Gray
\$34.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Royal Blue
\$34.95

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Knit
Straw
Visors

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less than \$10
\$10 to \$20
\$20 to \$40
\$40 to \$60

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- Gators Hockey
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- Gators Tennis
- Gators Track & Field
- Gators Volleyball



Zephyr Florida Gators White DH Fitted Hat
\$19.95



VINTAGE
Zephyr Florida Gators Royal Blue-Orange Superstar Snapback Adjustable Hat
\$21.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Graphite -
\$34.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Gray
\$34.95



PERFORMANCE
Nike Florida Gators Sideline Dri-FIT Adjustable Performance Visor - White
\$23.95



New Era Florida Gators Victory 59FIFTY Fitted Flat Bill Hat - Black
\$34.95



Nike Florida Gators White-Royal Blue On-Field College Fitted Hat
\$31.95



PERFORMANCE
Nike Florida Gators Sideline Dri-FIT Adjustable Performance Visor - Blue
\$23.95



PERFORMANCE



PERFORMANCE

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Nike Florida Gators 2013 Players
True Adjustable Snapback Hat -
Royal Blue
\$29.95

Nike Florida Gators Dri-FIT
Stadium Adjustable Performance
Visor - Royal Blue
\$21.95

Zephyr Florida Gators Black X-
Ray Fitted Hat
\$21.95

Nike Florida Gators 2013 Legacy
91 Coaches Adjustable
Performance Hat - Royal Blue
\$25.95



PERFORMANCE

New Era Florida Gators Victory
59FIFTY Fitted Flat Bill Hat -
Black -
\$34.95

New Era Florida Gators Victory
59FIFTY Fitted Flat Bill Hat -
Graphite
\$34.95

New Era Florida Gators 9FIFTY
Snapback - Black
\$27.95

Columbia Florida Gators
Collegiate Thermoerator
Performance Gloves - Black
\$34.95



PERFORMANCE



Nike Florida Gators 2013 Legacy
91 Coaches Adjustable
Performance Hat - White
\$25.95

Zephyr Florida Gators Camo
Mossy Oak Camp Full Draw Z-
Fit Hat
\$20.95

New Era Florida Gators 9FIFTY
Albert Snapback Hat - Royal
Blue/Orange
\$27.95

Zephyr Florida Gators Digital
Camo Adjustable Hat
\$21.95

Florida Gators Hat- Gators Hats Florida Snapback Cap, UF Hats- - Gator Locker Room - Gator Locker Room



PERFORMANCE

Nike Florida Gators Dri-FIT Heritage 86 Campus Adjustable Performance Hat - Royal Blue
\$23.95



Nike Florida Gators Royal Blue On-Field College Fitted Hat
\$31.95



New Era Florida Gators 9FIFTY Snapback - Royal Blue
\$27.95



Nike Florida Gators Youth Black Knit Beanie & Gloves Set
\$23.95



Zephyr Florida Gators Orange Fitted Hat
\$19.95



PERFORMANCE

Nike Florida Gators Dri-FIT Stadium Adjustable Performance Visor - Khaki
\$21.95



Zephyr Florida Gators Mossy Oak Camo Decoy Adjustable Hat
\$21.95



Zephyr Florida Gators Side Show Fitted Hat - Royal Blue
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PERFORMANCE



PERFORMANCE

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Nike Florida Gators Dri-FIT
Heritage 86 Campus Adjustable
Performance Hat - Orange
\$23.95



Nike Florida Gators Royal Blue
Swoosh Flex-Fit Hat
\$19.95



PERFORMANCE

Nike Florida Gators Youth Team
Pride Cuffed Knit Beanie -
Orange
\$17.95



PERFORMANCE

Nike Florida Gators Charcoal
Therma-FIT Performance Gloves
\$19.95



Top of the World Florida Gators
Forkhorn Adjustable Hat - Mossy
Oak Camo
\$19.95



Nike Florida Gators Dri-Fit Wool
Classic Adjustable Hat - Royal
Blue
\$23.95



Nike Florida Gators Legacy 91
Dri-FIT Players Swoosh Flex Hat
- Royal Blue
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Nike Florida Gators Sideline Knit
Beanie - Black/Gray/Royal Blue
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New Era Florida Gators Royal
Blue 59FIFTY Fitted Hat-
\$31.95



Florida Gators Mascot Knit
Beanie
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Adjustable Snapback Hat -
Orange/Royal Blue
\$23.95



'47 Brand Florida Gators Frost
Adjustable Hat - Realtree Camo
\$21.95





Top Of The World Florida Gators Ladies Team Color One-Fit Flex Hat - White/Orange/Royal Blue
\$23.95

Nike Florida Gators Youth Black Team Beanie
\$17.95

Nike Florida Gators 2013 Sugar Bowl Bound True Snapback Hat - Gray
\$25.95

Top of the World Florida Gators Ladies On-Field Softball Recruit Adjustable Hat - Royal Blue
\$23.95

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	Home
	Away

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Alumni Union, Campus
Special Meeting — Alumni Association
Reitz Union, Campus
Gators vs. Mississippi State
Florida Field, Campus

October 7 and 8
President's Inauguration
Campus

Gators vs. North Carolina
Chapel Hill, North Carolina

October 26

Gators vs. Vanderbilt
Nashville, Tennessee
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Albert Pick Hotel (Team Headquarters)
Nashville, Tennessee

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 Fall Heather
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 Navy
 Orange
 Oxford
 Royal Blue
 Varsity Royal
 White
 More Color

Size

2XLarge
 3 Toddler
 32 Waist
 3XLarge
 Hat 7
 Large
 Medium
 Small
 Sox 9-11 Medium
 XLarge
 More Size

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Hurley University of Florida Mesh Shorts
\$48.00



University of Florida Gators 1/4 Zip Sweatshirt
\$64.00



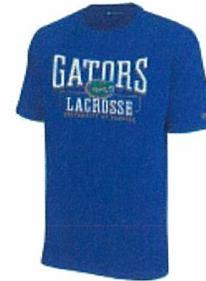
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University of Florida Gators Dog Jersey
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University of Florida Gators Lacrosse T-Shirt
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University of Florida Gators Soccer T-Shirt
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University of Florida Gators



University of Florida Gators



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\$22.00

Tank
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University of Florida Gators
 Women's Tank
\$26.00

Volleyball T-Shirt
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University of Florida Gators
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University of Florida Mom
 Women's T-Shirt
\$18.00



University of Florida Victory
 Falls Long Sleeve T-Shirt
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University of Florida Victory
 Falls Tank
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University of Florida
 Women's Scoop Neck T-
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\$32.00



Alta Gracia University of Florida Gators Long Sleeve T-Shirt
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Alta Gracia University of Florida Long Sleeve T-Shirt
\$24.00



University of Florida Cotton Tote
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University of Florida Gators Infant T-Shirt
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University of Florida Gators Tank Top
\$14.95



University of Florida Gators
Toddler T-Shirt
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University of Florida Gators
Women's Racerback Tank
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Umbrella
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University of Florida Gators
48" Umbrella
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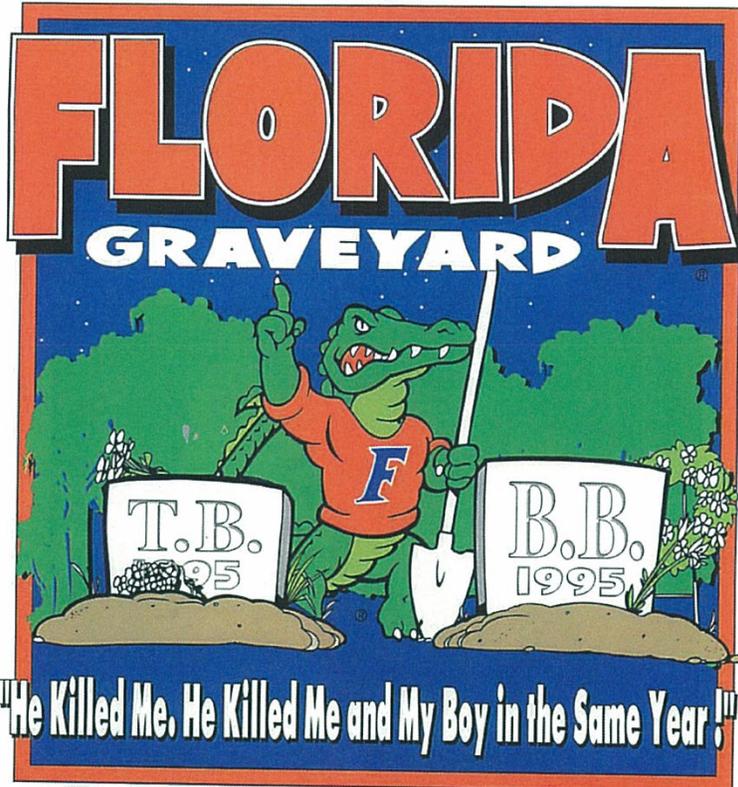
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ELI THRIVES

Williams Spearheads Splendid Night

BY GUERRY SMITH

Elijah Williams has shared Florida's tailback duties since the start of last year, first with Fred Taylor and then in a three-way rotation with Taylor and Terry Jackson.

Even though his statistics suffered, Williams never complained. Considering his smallish stature (5-10, 182), he liked saving a little wear-and-tear to his body. And he had been conditioned to accept going in and out during his high school career at tiny Milton in the Florida panhandle.

"I deal with it well. It's just like high school to me," he said. "My senior year in high school, we had three backs in our backfield get 1,000 yards just like I did. I didn't get the ball more than they did. I think I get the ball here more than I did in high school."

The stereotypical star running back is supposed to want the ball as much as possible, so Williams is somewhat of an anomaly. He also does not mind criticizing himself, an unusual trait he shares with Taylor. In the middle of the season, even though he was having a good year, he lamented his lack of long runs.

"I think I have to improve on getting closer to the defender before I make my cut," he said. "I'm in the habit of making my cut far away from the defender. I cut too

WILLIAMS BRICE STADIUM

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quickly, and most of the time they'll dive and grab my ankle or leg at the last second."

When UF traveled to South Carolina,

Williams finally received an opportunity to go solo, and he answered just about every question anyone could have asked about his ability. Taylor, sidelined by a knee injury, did not even make the trip. Jackson, bothered by a nagging sprained ankle and a bruised shoulder, exited in the second quarter after his third carry.

Williams responded like all top-notch backs. Despite getting dinged twice, he had the best game of his career, emerging as one of the most dangerous backs in the nation by darting and dodging all over the field. He finished with 187 total yards, getting 126 rushing on 14 carries and 61 more on five catches. Oh, he also scored three touchdowns.



Elijah Williams found the endzone three times – two runs and one reception



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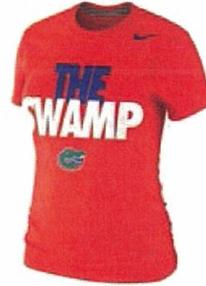


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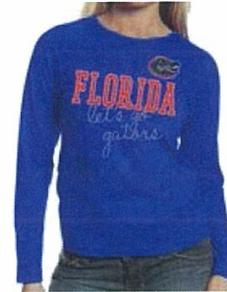
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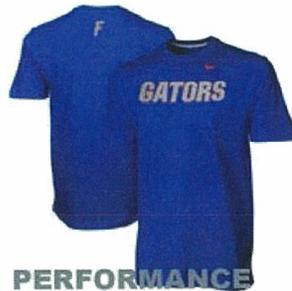


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Date	Description	Proceeding Number
Aug. 29, 2012	OPPOSITION INSTITUTED NO. 999999	206761
May 11, 2012	EXTENSION OF TIME TO OPPOSE RECEIVED	
May 01, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 01, 2012	PUBLISHED FOR OPPOSITION	
Apr. 11, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 28, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Mar. 27, 2012	ASSIGNED TO LIE	68171
Mar. 09, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 09, 2012	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 09, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 09, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 09, 2012	EXAMINERS AMENDMENT -WRITTEN	82095
Mar. 08, 2012	ASSIGNED TO EXAMINER	82095
Dec. 01, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 26, 2011	NEW APPLICATION ENTERED IN TRAM	

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TM Staff Information

TM Attorney: ROSSMAN, WILLIAM M

Law Office Assigned: LAW OFFICE 109

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 28, 2012

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swanson@bellsouth.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending Plaintiff(s)	85480582	

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
 KILPATRICK TOWNSEND & STOCKTON LLP
 1100 PEACHTREE STREET, SUITE 2800
 ATLANTA GA , 30309
 UNITED STATES

Correspondent e-mail: tmadmin@kilpatricktownsend.com , aljones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Extension of Time

Proceeding Number: [85480582](#)

Filing Date: May 11, 2012

Status: Terminated

Status Date: Aug 29, 2012

Interlocutory Attorney:

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W. HANSON
 SVEN W. HANSON, ATTY.
 PO BOX 357429
 GAINESVILLE FL , 32635-7429

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	85480582	

Potential Opposer(s)

Name: University Athletic Association

Correspondent Address: Michael Drucker
 The Collegiate Licensing Company
 290 Interstate North, Suite 200
 Atlanta GA , 30339
 UNITED STATES

Correspondent e-mail: mbridges@clc.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
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Prosecution History

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	May 11, 2012	
2	EXTENSION OF TIME GRANTED	May 11, 2012	



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2011 Gator Schedule

Apr 9	Orange & Blue
Sep 3	FL Atlantic
Sep 10	Alabama-Birmingham
Sep 17	Tennessee
Sep 24	@ Kentucky
Oct 1	Alabama
Oct 8	@ LSU
Oct 15	@ Auburn
Oct 29	Georgia
Nov 5	Vanderbilt
Nov 12	@ S. Carolina
Nov 19	Furman
Nov 26	FSU

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- Bags & Pool
- Christmas
- Collectibles
- Florida Keys Vacation Rental
- Gator Hats
- Gator T-shirts
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Florida Gator Beach Towel



Ladies Raw Edge Vintage Soft Tank



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Gators Baggo Cornhole Game



Gator Neon Orange Frat Tank



Gator Baseball Replica Jersey

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2013 Gator Schedule

Apr 6	Orange & Blue
Aug 31	Toledo
Sep 7	@ Miami
Sep 21	Tennessee



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Sweats & Active
Wear

Sep 28	@ Kentucky
Oct 5	Arkansas
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Automotive		Gainesville, FL 32603	
Kids Gear		(352) 376-5191	
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All Categories		Hello from the Gator Shop! Our company was established in 1946 and has been trying to make purchasing Gator accessories easier ever since. We hope that you will enjoy shopping at our web site and will continue to use our services in the future to find your Gator merchandise.	
15 Tim Tebow Merchandise		All orders placed through your Gator Club receive a 15% discount. In addition, all members of the Alumni Association who have their Alumni number can receive the same discount (some restrictions may apply). Our company often sends Gator Clubs a few boxes of merchandise when they are having a meeting so that the members can see an assortment of the items we offer. The merchandise can be sold and the remaining items sent back to us. This may be something to keep in mind at your next Gator Club meeting.	
Autographed Merchandise			
Automotive			
Bags & Pool		We would like to help you out in any way we can. Feel free to call us any time at 800-365-8633 with questions or comments that you may have. We also send out a free season catalog, which goes out in July. To be put on our mailing list and receive our catalog annually, please call our 800 number and we would be more than happy to sign you up.	
Christmas			
Collectibles			
Florida Keys Vacation Rental		The Gator Shop is not responsible for any "glitches" in your computer that do sometimes occur while shopping online. Prices are subject to change without further notice.	
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Gator T-shirts			
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Gator Hats

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Florida Gator Adjustable Hat
\$14.99



Gameday Camo Adjustable Hat
\$16.99



Gator Angler Bucket Hat
khaki bucket hat with snaps on the side and drawstring
\$17.99



Gator Birch Golf Hat
\$34.99



Gator Blue Snapback Hat
\$15.99



Gator Deflection Hat
One Fit Hat. Performance Material
\$19.99



Gator Do-Rag
Albert print, Terry cloth headband



Gator Hat Battle Fade
Stretch fit
Regularly: ~~\$19.99~~



Gator Head Visor

Sweats & Active Wear

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Gator Natural Golf Hat
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Gator Nike Adjustable Khaki F Hat
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PERFORMANCE
Gator Nike Blue Campus Cap
Adjustable. Soft crown.
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PERFORMANCE
Gator Nike Khaki Visor
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PERFORMANCE
Gator Nike Orange Campus Cap
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PERFORMANCE
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Gator Straw Hat
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Orange Adjustable Champs hat
Velcro Close
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Swamp Life Visor
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Gator T-shirts

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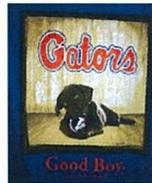
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Dri Fit material. Available in Grey and Blue

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Orange Nike Dri Fit Gator Head T-Shirt
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Script Gators T Royal
Also available in White
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Front print showing, "Stay



Swamp Life "Get Tailgators" T-Shirt



Swamp Life "Get Tailgators" T-Shirt

Victorious My Friends" on Back
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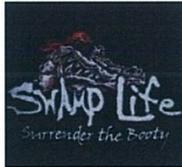
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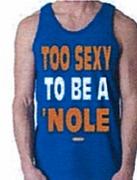
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Gators Camo Text T-Shirt
"Ready and Waiting"
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Gators Vintage Swamp T-Shirt
super soft material
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Now: \$9.99

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Orange Gator Head T-Shirt
\$15.99

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