

LICENSING ANNOUNCEMENTS

APRIL 18, 2008

Statement Concerning Advertisements Not Required for USPS[®] Licensing Review and Approval

Primary Audience: All Licensees

What: Advertisements that do not mention USPS Licensed Products for which you hold a license do not require submission to the USPS for review and approval. These documents will neither be approved nor disapproved by the USPS.

If USPS registrations and trademarks are mentioned in the advertisements, you must adhere to the guidelines outlined in the Advertising Technical Guide and Trademarks document. These documents can be found at <http://www.ribbs.usps.gov/files/NCOALINK/>.

When: Immediate

Impact: Licensees are not required to submit advertisements that do not mention USPS Licensed Products for which they are licensed for.

What you need to do: Licensees should follow advertising guidelines set forth in the Advertising Technical Guide and the appropriate licenses whether or not advertisements are required to be submitted to the USPS.

New Registrations

Primary Audience: All Licensees

What: The following trademarks are now registrations:

- AEC II[®]
- DPV[®]
- LACS^{Link}[®]
- eLOT[®]

When: Immediate

Impact: USPS is in the process of updating documents as appropriate to reflect the registered trademark symbol on these products/services.

What you need to do: Licensees should update their advertisements, including but not limited to, printed and electronic marketing materials, websites, etc. as appropriate. Electronic materials and websites should be updated within 30 days from the date of this notice.

It is not necessary to dispose of marketing materials that were previously published; however on the next reprint, it is expected the necessary revisions be completed.

Reminders

- If your customers are ACS™ participants, be sure to let them know about OneCode ACS™ and its many advantages over traditional ACS. For more information, visit <http://www.ribbs.usps.gov/files/ACS/PUB8B.pdf>. If you have questions regarding OneCode ACS, submit them to acsmail.ncsc@usps.gov.
- If you have any questions concerning these announcements, submit them to ncoalink@usps.gov.
- If you have personnel changes, please forward an updated Key Personnel Form to ncoalink@usps.gov or fax it to 901-681-4579.
- For any changes made to licenses and supporting documents, check the Modifications document under the appropriate product name.
- All monthly reports are due by the 7th of each calendar month. Please submit these reports to ncoastat@usps.gov.