

GC

May 3, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-88

Subject: **IMPORTANT NOTICE** – Certification of Brand Name Products

Effective May 17, 2010, all presentations for new products, and all re-presentation of existing products, including those considered for retention under a category review, must be certified by the manufacturer or its representative, as being available for sale in commercial stores under the same brand name, as required by 10 U.S.C. § 2484(f). Since the Defense Commissary Agency will rely on the certification in accepting products for resale, the certification will be subject to the provisions of Title 18, United States Code, section 1001. That provision imposes criminal penalties for providing false information to the Government.

A copy of the required certification is attached for your information.

Questions regarding the certification requirement may be submitted to Mr. Elliot Clark, Deputy General Counsel, Commercial Law, 804-734-8000, extension 4-8116, decagc@deca.mil.

/s/

William E. Sherman
General Counsel

attachment:
as stated