



**EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503**

**OFFICE OF FEDERAL  
PROCUREMENT POLICY**

April 17, 2006

**MEMORANDUM FOR CHIEF ACQUISITION OFFICERS  
SENIOR PROCUREMENT EXECUTIVES**

**FROM:**

Robert A. Burton  
Associate Administrator

**SUBJECT:**

Publication of Brand Name Justifications

The purpose of this memorandum is to provide additional guidance to agencies when publicizing a brand name justification. As you know, Federal Acquisition Regulation (FAR) 11.105 requires all agencies to prepare justifications when brand name specifications are used in the solicitation. In April 2005, we requested agencies to publicize the justification with the solicitation. Since the requirement to post the brand name justification or documentation is new and impacts the federal acquisition process, this change will be incorporated into the FAR. FAR Case 2005-037, Brand Name Specifications, was opened to address this subject.

While the FAR is being updated to reflect the new publication requirement, agencies are required to post the brand name justification or documentation to:

- 1) the Governmentwide Point of Entry (GPE) system at [www.fedbizopps.gov](http://www.fedbizopps.gov) with the solicitation; or
- 2) the e-Buy system at <http://www.ebuy.gsa.gov> with the request for quotation (RFQ) when using the General Services Administration (GSA) Federal Supply Schedules (FSS).

The posting requirement applies to acquisitions exceeding \$25,000 that use brand name specifications, including simplified acquisitions and sole source procurements. If publication of the justification or documentation with the solicitation or the RFQ is inappropriate because one of the exceptions in FAR 5.102(a)(4) applies, agencies should keep a copy of the justification or documentation in the contract file.

Agencies should encourage their acquisition professionals to limit the use of brand name specifications and maximize competition. Questions regarding this memorandum may be directed to Julia Wise on (202) 395-7561 or [jwise@omb.eop.gov](mailto:jwise@omb.eop.gov).