

## A. Instructions

**NOTE:** You must also attach a sample placement of the proposed use of the postal trademark or image. Completion of this application and submission of a sample placement does not guarantee approval.

**FEES:** Two types of fees may be assessed:

1. Application Fee. A NON-REFUNDABLE administrative fee of \$25 is required and must be sent with the completed application. Payments must be sent via check made payable to the U.S. Postal Service. At this time we are unable to process credit card payments. If payment is sent separately from the application, please be sure to include the contact name on the check.  
[NO FEE IS REQUIRED FOR REQUESTS TO USE "WE SHIP" LOGOS TO SHOW SHIPPING METHOD]
2. One-Time Royalty Payment. In addition to the application fee, a royalty fee may be required. This fee is generally assessed for commercial uses and is based on the number of images/trademarks, intended application, medium of use, and production scale.

Complete and return this application and copy of check to:

UNITED STATES POSTAL SERVICE  
ATTN RIGHTS AND PERMISSIONS GROUP  
475 L'ENFANT PLAZA SW RM 1P801  
WASHINGTON DC 20260-0801  
Fax: 202-268-2207  
Email: permissions@usps.gov

Mail Check (payable to U.S. Postal Service) to:

USPS LICENSING PROGRAM  
P.O. BOX 7247-7087  
PHILADELPHIA, PA 19170-7087

*(when possible include the property requested in the memo line)*

## B. Applicant Information

1. Organization Name

2a. Contact Name	2b. Contact Title
3. Mailing Address	4. Telephone <i>(include area code)</i>
	5. Fax Number <i>(include area code)</i>
6. Email Address	7. State of Incorporation <i>(if applicable)</i>

## C. Property Requested *(use additional sheets if necessary)*

1. Stamp Image(s) Requested. Include the following:

**Stamp Name and Description**

**Year of Issuance**


2. Logo(s) requested (color of logo will be different than depicted here):



Other Logo *(Please explain):*

3. Other USPS Trademark(s) *(e.g., Blue Collection box design, letter carrier uniform)* or Images *(Post Office murals, USPS photographs):*

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## D. Image Format Information

1. Will you need the image if available?

Yes (Not all images are available.)  No

Mac  PC  .jpg  .tiff  .eps (Not all formats are available)

2. Additional Information

## E. Product/Project Use

**Description of Use** (Give a detailed description of the product or project. If the project is intended for commercial use, complete the additional sections that follow. Complete Section E1 for publishing use; complete Section E2 for print advertisement use; complete Section E3 for all website/internet use; and complete section E4 for all entertainment/broadcast use.)

### E1. Publishing or Editorial Use

a. Name of Publication	b. Author
c. Name of Publishing House	d. Publisher Contact Name
e. Publisher Mailing Address	f. Publisher Email Address
	g. Publisher Phone Number (include area code)
h. Type of Publication (textbook, periodical, trade book, etc.)	i. Print Run or Circulation
j. Geographical Distribution of Publication	k. Publishing Language(s)
l. Size and Placement of Image in Final Product <input type="checkbox"/> ¼ Page <input type="checkbox"/> ½ Page <input type="checkbox"/> Front Cover <input type="checkbox"/> ½ Page <input type="checkbox"/> Full Page <input type="checkbox"/> Back Cover <input type="checkbox"/> Other (specify):	m. Additional Formats <input type="checkbox"/> CD-Rom <input type="checkbox"/> Website <input type="checkbox"/> Other (specify):
n. Retail Price (US \$)	

### E2. Advertising, Promotional or Corporate Use

a. Specify medium of use (check all that apply) For website/email use, complete E3, on Page 3.

Marketing Materials:  Promotional Postcard  Brochure  Catalog  Single Sheet  Flyer

Advertisements:  Newspaper Ad  Magazine Ad  TV -Commercial  TV - Infomercial

Displays:  In-store display/poster  Outdoor display  Tradeshow panel

Other (specify):

b. Intended Audience	c. Geographical Distribution
d. Print Run (if applicable)	e. Term: Length of Promotion/Use
e. Layout <input type="checkbox"/> Mock-up of piece is attached to this application	

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**E3. Website/Internet or Other Electronic Use**

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*Note: This application is for reproduction of the logo only. For more information about linking to usps.com go to [www.usps.com/webtools](http://www.usps.com/webtools) and our Website Affiliation instructions at: <http://www.usps.com/cpim/ftp/manage/a610016.pdf>.*

a. Web Address where image or logo will appear

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c. Description of Website and Intended Image Use (Marketing, Education, etc.)

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d. Required Layout

Mock-up of website is attached to this application

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**E4. TV/Film/Video** (also includes theatrical productions)

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a. Title of Production

b. Production Company

c. Producer's Mailing Address

d. Producer's Name

e. Producer Telephone Number

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f. Type of Production (check all that apply)

TV Program     Feature Film     Video     Theatrical Production     Independent Film/Documentary

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g. If Program made for TV: Which best describes your program

Entertainment     Cable Documentary     News Program     Infomercial     Other (specify):

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h. If Feature Film: What is anticipated rating? (check all that apply)

G     PG     PG-13     R     Other (specify):

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i. Required Attachments

Synopsis of production is attached to this application

Attach relevant script pages where Postal Service property will be featured (for example, a character puts letters in a collection box)

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**E5. Filming and Still Photography on Postal Premises**

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a. Which Type? (Note: You must also fill out the applicable section describing end use in either E1, E2, E3 or E4)

Filming     Still Photography

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b. Name of Post Office or Facility

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c. Post Office or Facility Address

d. Postmaster or Other Contact Name

e. Postmaster /Contact Telephone (include area code)

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f. Size of Crew (if applicable)

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g. Request to use other Postal property outside of a facility (such as an LLV delivery truck or uniform). Specify property:

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h. Other Details You Believe Would Be Helpful in Reviewing Your Request

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**F. Signature** (Sign and forward 1 copy of this application to the USPS)

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Authorized Signature

Date Signed

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Printed Name

Title