

**A. Instructions**

1. You must attach a sample placement of the proposed use of the postal trademark or image.
2. 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. Send payments 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.
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 email this application and a copy of the check to:

Email: [permissions@usps.gov](mailto:permissions@usps.gov)

Mail the actual 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 of the check.)*

**B. Applicant Information**

1. Organization Name

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2a. Contact Name

2b. Contact Title

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3. Address (No., street, ste./apt./P.O. box no., city, state, ZIP + 4)

4. Telephone Number (Include area code)

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5. Email Address

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6. State of Incorporation (If applicable)

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**C. Property Requested (Use additional sheets if necessary)**

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

**Stamp Name and Description**

**Year of Issuance**

Stamp Name and Description	Year of Issuance

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



Other Logo (Please explain): \_\_\_\_\_

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3. Other USPS® Trademark(s) (e.g., Blue Collection box design, letter carrier uniform) or images (e.g., 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  .jpeg  .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's Contact

e. Publisher's Address (No., street, ste./apt./P.O. box no., city, state, ZIP + 4)

f. Publisher's Email

g. Publisher's Telephone 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

m. Additional Formats

1/4 Page  3/4 Page  Front Cover  
 1/2 Page  Full Page  Back Cover  
 Other (specify):

eBooks  Website (password protected)  
 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

f. Layout

Mock-up of piece is attached to this application.

### E3. Website/Internet or Other Electronic Uses

**Note:** This application is for reproduction of the logo only. For more information about linking to *usps.com*<sup>®</sup>, go to *www.usps.com/webtools* and our Website Affiliation instructions at: <http://about.usps.com/management-instructions/as610123.pdf>.

a. Web Address where image or logo will appear

b. Description of Website and intended image use (*Marketing, Education, etc.*)

c. Required Layout

Mock-up of Website is attached to this application.

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

a. Title of the Production

b. Production Company

c. Producer's Address (*No., street, ste./apt./P.O. box no., city, state, ZIP + 4*)

d. Producer's Name

e. Producer's Telephone Number (*Include area code*)

f. Type of Production (*Check all that apply.*)

TV Program       Feature Film       Video       Theatrical Production       Independent Film/Documentary

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

Entertainment       Cable Documentary       News Program       Infomercial       Other (specify):

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

G       PG       PG-13       R       Other (specify):

i. Required Attachments

Synopsis of production is attached to this application.

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

### E5. Filming and Still Photography on Postal Service Premises

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

b. Name of Post Office or Facility

c. Post Office or Facility Address (*No., street, ste./apt./P.O. box no., city, state, ZIP + 4*)

d. Postmaster's or Other Contact's Name

e. Postmaster/Contact's Telephone Number (*Include area code*)

f. Size of Crew (*If applicable*)

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

h. Other details you believe would be helpful in reviewing your request:

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

Authorized Signature

Date Signed

Printed Name

Title