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U.S. POSTAL SERVICE EXPANDS LICENSING PROGRAM

Seeks possible partners at International Licensing Show

WASHINGTON – America’s unending fascination with the “wild west” of yore might best be summed up with two words: “Pony Express,” the fastest communication between east and west until the telegraph. Pony Express riders, thundering across 2,000 miles of uncharted land, captured the hearts and imaginations of people all over the world.



The image is one valued by the U.S. Postal Service as integral to its longstanding commitment to service. And now, “Pony Express” is one of two registered trademarks the Postal Service hopes to license on brands that uphold this high standard and reflect the unique role the Postal Service has played in the history of the United States.

This week, representatives from the U.S. Postal Service will join hundreds of other companies and corporations in New York City for the “Licensing International” show at the Jacob K. Javits Convention Center. The second trademark being offered for licensing is “Air Mail.” With the cooperation of the U.S. Air Service, the former U.S. Post Office flew the mail from 1918 until 1927. Air Mail Service pilots are the unsung heroes of early aviation. In their frail Curtiss Jennies and postwar de Havillands, they battled wind, snow, and sleet to pioneer round-the-clock airmail service along the world's longest air route.

With properties like Pony Express and Air Mail, the Postal Service licensing program seeks to expand into more traditional licensed categories for consumer products, including apparel makers. Traditionally, the Postal Service has focused on the integrity of its stamp



program and licensed the fine art that appears on many of the stamps. The new direction of the program will allow the Postal Service to seek new and exciting partners and licensing relationships.

“The importance of preserving and communicating the Postal Service brand to the public and upholding our commitment to serving every American, every day, everywhere is more important than ever before,” said Nick Barranca, Vice President, Product Development. “The Postal Service is a symbol of trust and dependability in the life of Americans, and the licensing program is a true reflection of that mission.”

Potential licensees are carefully considered and all licensees must be approved by a review committee of the Postal Service. Criteria for selection includes:

Strategic fit with the goals and objectives of the Postal Service Licensing Program

Ability to maintain and enhance the Postal Service's image and brand personality

Prospective licensee's business capability and financial stability

Ability to produce quality products

A number of items have been licensed by the Postal Service, including a line of packaging and shipping products available at Home Depot, K-Mart, and other stores; a sticker book based on the stamp art featuring Curious George, available at Barnes and Noble Bookstores; and “Patriot Game,” an educational board game featuring stamp art of historic images and people, available for purchase by school districts and sold at gift shops.

Please note: Reporters attending the International Licensing Show are encouraged to visit the U.S. Postal Service at Booth 4813.

- [Download PDF of the Pony Express™ logo](#)
- [Download PDF of the Air Mail™ logo](#)
- [USPS Licensing Program Frequently Asked Questions](#)

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$70 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.

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