

United States Postal Service Licensing Department
Preliminary Application for companies seeking licensing opportunities

(Note – this preliminary application in no manner connotes that a license will be granted by the Postal Service. The Postal Service will verify all information on this application. This process can take up to 60 days to complete)

Licensees for the Postal Service Licensing Program are comprised of a select group of manufacturers and/or companies chosen for various product categories after very careful consideration of the following initial criteria:

- 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
- Distribution capabilities in mass market retail channels
- Cogent business and/or marketing plan

Please complete each line in the four sections below & fax the completed form to Attn: New Business at 202-268-2207.

Contact Information	
Company name	
DBA/AKA name (if applicable)	
Owner & Representative names	
Street address	
City, State, and ZIP code	
Telephone and Fax numbers	
Email addresses, and Internet address (URL)	
Contact Information	
Type of business & SIC code	
Year incorporated, and State of Incorporation	
Tax ID number	
D & B Rating	
Product liability insurance carrier with types and limits of coverage (Note: We require licensees to carry \$1 million in liability insurance coverage with no more than a 10 percent deductible)	
Product/Sales/Revenue Information	
Product categories (i.e., plush, accessories, collectibles, etc.)	
Describe product(s) to be sold, if licensed by the Postal Service (i.e., hat, scarf, gloves)	
Number of years selling each product in the marketplace	
Revenue performance of the product(s) over the past three years	
In what retail channels/outlets will the product(s) be sold?	
Buyer Contact Information	
Company Name, Contact Names, Address, Telephone Number, and Email Addresses	
Company Name, Contact Names, Address, Telephone Number, and Email Addresses	
Company Name, Contact Names, Address, Telephone Number, and Email Addresses	

Note: An Application Fee may apply should the applicant meet the initial criteria set forth above and advance beyond this preliminary stage.