



G000 The USPS and Mailing Standards

G010 Basic Business Information

G013 Trademarks and Copyrights

Summary G013 describes the registered trademarks and copyrights. It also covers permitted use of copyrights and design reproductions.

1.0 TRADEMARKS AND SERVICE MARKS

Registered Marks The following are among the registered USPS trademarks and service marks:

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|-----|-----------------------------------|---|
| 1.1 | 1-800-ASK-USPS | Priority Mail United States Postal Service and Design |
| | Confirm | Returns@Ease |
| | Direct Mail Delivers | Stamps By Mail |
| | The Eagle Logo | Stamps to Go |
| | Express Mail | U.S. Mail and Design |
| | <i>FASTforward</i> | U.S. Postal Service |
| | First-Class Mail | United States Post Office |
| | Official Election Mail and Design | United States Postal Service |
| | The Old Eagle Design | United States Postal Service and Design (with the Eagle Logo) |
| | Parcel Post | |
| | PC Postage | USPS |
| | pcpostage.com | usps.com |
| | Planet Code | We Deliver |
| | Planet Code USPS and Design | We Deliver For You |
| | Postal Explorer | ZIP+4 |
| | Priority Mail | |

Use of Registered Marks USPS trademarks must be used in the form listed in 1.1. Proper use of USPS registered marks requires capitalizing the initial letters of the marks to distinguish them from terms not used as trademarks. Words and phrases that are registered trademarks may also use the registration symbol ®. Figures that are registered marks must always use the registration symbol. (An exception to this rule is the USPS emblem used on letterheads and business cards. All other uses of the emblem must include the ®.)

Proposed or Pending Registration The USPS has additional trademarks not yet registered. The rules in 1.2 apply to these common law marks, except that such marks are not to be identified by the symbol ®. Instead, the superscript initials ™ may be used to identify these marks. The common law USPS trademarks and service marks for which registration is pending or proposed include the Express Mail International Service logotype, Presort, and Priority Mail.

2.0 COPYRIGHTS

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- b. In advertising matter, circulars, or price lists for the sale of the postal items illustrated.



- c. In advertising matter, circulars, or price lists for the sale of newspapers, magazines, journals, books, philatelic catalogs, and philatelic albums containing illustrations of philatelic designs.
- d. In motion-picture films, microfilms, slides, or electronic tape for projection on a screen or for use in telecasting. No print or other reproduction from such films, slides, or tapes may be made except for the uses permitted in this section.

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2.3

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2.4

The USPS may grant licenses for the use of illustrations of its copyright designs and registered trademarks outside the scope of the above permission. A request for such a license must be sent to the manager, Licensing, Public Affairs and Communications (see [G043](#) for address).

Publication 65

2.5

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