

UNITED STATES OF AMERICA  
POSTAL REGULATORY COMMISSION  
WASHINGTON, DC 20268-0001

Before Commissioners:

Ruth Y. Goldway, Chairman;  
Tony L. Hammond, Vice Chairman;  
Mark Acton;  
Dan G. Blair; and  
Nanci E. Langley

Modification of Mail Classification Schedule  
Regarding Forever Stamps

Docket No. MC2010-22

ORDER ACCEPTING CLASSIFICATION CHANGE

(May 6, 2010)

On April 23, 2010, the Postal Service filed a notice with the Commission pursuant to 39 CFR 3020.90 *et seq.* concerning a change in classification regarding the description of Forever stamps.<sup>1</sup> The Postal Service contends that the change in description is “needed in the event that the Postal Service offers Forever stamps in more than one design, and also to make the Mail Classification Schedule consistent with the Postal Service’s ownership of the trademark ‘Forever’ in connection with postage stamps.” *Id.* at 1. The Notice includes a proposal for conforming Mail Classification Schedule language. *Id.* at 2.

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<sup>1</sup> Notice of the United States Postal Service of Classification Change Related to Forever Stamps, April 23, 2010 (Notice); *see also* Errata to Notice of the United States Postal Service of Classification Change Related to Forever Stamps, April 26, 2010.

In Order No. 447, the Commission gave notice of the docket, appointed a Public Representative, and provided the public with an opportunity to comment.<sup>2</sup>

Comments were filed by the Public Representative.<sup>3</sup> No other interested person submitted comments. The Public Representative explains that the instant proposal will allow the Postal Service to issue Forever stamps in new designs. He cautions the Postal Service to carefully consider future designs to avoid possible public confusion. He also provides a brief history of no-value indicated postage, and makes suggestions for possibly expanding the application of the Forever stamp. The Public Representative states that the proposed change complies with the requirements of 39 U.S.C. 3642, and contends there is no reason for the proposal not to be approved. *Id.*

The Commission finds that the proposed change is in accordance with 39 CFR 3020.90 *et seq.* and is not inconsistent with 39 U.S.C. 3642. The draft Mail Classification Schedule will be modified to reflect the Postal Service's trademark of "Forever" and to allow various designs of the Forever stamp.

*It is Ordered:*

1. As set forth in this Order, the classification change is approved. The draft Mail Classification Schedule will be amended accordingly.

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<sup>2</sup> See Notice and Order Concerning Classification Change, April 27, 2010 (Order No. 447).

<sup>3</sup> Public Representative Comments in Response to United States Postal Service Notice of Classification Change Related to Forever Stamps, May 6, 2010 (Public Representative Comments). The Public Representative concomitantly filed Motion of the Public Representative for Late Acceptance of Comments in Response to United States Postal Service Notice of Classification Change Related to Forever Stamps, May 6, 2010. This motion is granted.

2. The Motion of the Public Representative for Late Acceptance of Comments in Response to United States Postal Service Notice of Classification Change Related to Forever Stamps, May 6, 2010, is granted.

By the Commission.

Shoshana M. Grove  
Secretary