

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

REVIEW OF NONPOSTAL SERVICES

Docket No. MC2008-1 (Phase II)

DECLARATION OF AZEEZALY S. JAFFER

I, Azeezaly S. Jaffer, state as follows:

1. I served as the Vice President, Public Affairs and Communications for the United States Postal Service from 1999-2006 and retired after thirty years of government service.
2. I was asked by the USPS leadership to get involved in renegotiating the 2004 License Agreement between LePage's and the USPS and received signing authorization from the Vice President of Purchasing to ratify the Agreement.
3. I personally became involved with the negotiations for this License Agreement because there was general internal consensus that the USPS collaboration with LePage's was beneficial to the USPS and supportive of the USPS' long-term strategic planning and transformation goals.
4. I presented LePage's products to members of the Board of Governors, in particular Governors Fineman and Kessler, and explained the benefits of the License Agreement and why it was in the organizations interest to create USPS-branded mailing and shipping supplies. The Governors commented favorably to the presentation and about the LePage's products.
5. LePage's products appeared to be superior in quality compared to other retail products, such as the Scotch products made by 3M. LePage's had developed various innovative designs and patented technologies that appeared to surpass most other manufacturers in this

category. LePage's products appeared to be superior to the USPS' Ready Post brand that Hallmark supplied to the Postal Service for distribution at postal retail locations.

6. Beyond administration, there was little cost to the USPS, with all License Agreements. The program provided for an avenue for leveraging intellectual property rights and enhancing the corporate brand in a virtually financially risk-free form. The USPS' agreement with LePage's was thoroughly vetted and only signed and executed after validation and recommendation to proceed by a financial analysis conducted by the Business Evaluations department along with concurrences from the Chief Financial Officer, the Vice President of Purchasing and the General Counsel.

7. One of LePage's distinct attributes over other potential partners was rooted in its preparedness to make patents and intellectual property available to the products that would make-up USPS-branded program. Further, LePage's committed to assign future intellectual property to the USPS, demonstrating its alignment as a research and development enable and agent for the USPS for a wide array of mailing and shipping products. The relationship with LePage's allowed for the development of products and intellectual property to satisfy USPS' needs at no cost to the organization.

8. In 2006, the USPS handled approximately 40% of the mailing and shipping traffic worldwide. Poor customer behavior as it related to mailing and shipping products impacted service, speed, cost of sorting mail, damage to mailed items, and failure of items to reach the intended destination.

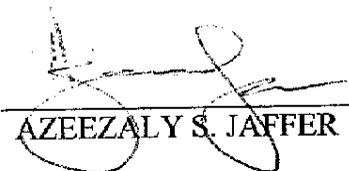
9. Offering the Licensing LePage's model and its products under the auspices of the Universal Postal Union was a reasonable and feasible way - if adopted - to influence the global market towards developing global standards of quality for mailing and shipping products.

10. [REDACTED]

[REDACTED]

11. This License Agreement was a unique opportunity for the USPS to market a global brand of innovative, secure, and quality mailing and shipping products as part of the USPS core business strategy to improve the quality of the mail and its overall service level to more effectively compete for mailing and shipping business. This along with a new source of revenue from royalties, made the License Agreement another way to promote the USPS-brand around the world.

Pursuant to 28 U.S.C. § 1746(b), I declare under penalty of perjury that the foregoing is true and correct. Executed on June 30, 2010.



AZEEZALY S. JAFFER

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