
Notice of Market Dominant Price Adjustment
for First-Class Mail and Standard Mail

Docket No. R2011-5

COMMENTS OF L.L.BEAN, INC.

(May 2, 2011)

Pursuant to Commission Order No. 715, L.L.Bean, Inc. hereby submits its comments concerning the Postal Service's price adjustment to offer a temporary discount for mailers of First-Class Mail presort and Standard Mail commercial letters and flats that include a two-dimensional mobile barcode inside or on the mailpieces.

L.L.Bean commends the Postal Service for pursuing this initiative. We believe that, in the face of declining mail volumes and increasing competition from electronic communication alternatives, the Postal Service must take actions to enhance the utility, relevance, and value of the mail both to senders and recipients. This proposal does so by encouraging mailers to use the mail as a bridge to electronic communication channels.

The Public Representative notes that mailers are not currently precluded from placing two-dimensional barcodes on their mailpieces. This proposal, however, will create an incentive for mailers to test and expand the use of this technology. Although the stimulative effect of this proposal is impossible to estimate, we are confident that it will lead to greater mail volumes by increasing consumer response, generating additional sales, and building mailers' customer bases. For these reasons, L.L.Bean

urges the Commission to approve implementation of this two-dimensional barcode incentive.

Respectfully submitted,

/s/

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