

ANNOUNCING THE

**IRRESISTIBLE MAIL**

**AWARD**

FOR INNOVATIVE MAIL

- Awarded to Marketer, Agency, and Mail Service Provider
- Voted on by 2016 National Postal Forum Attendees
- Finalist entries to be displayed at USPS Booth and in Breakout Session

Send Mail Pieces and Signed Permission Agreements to:

United States Postal Service Irresistible Mail Award  
P.O. Box 44091  
Washington, DC 20026-4091

**ENTRIES DUE FEBRUARY 22ND, 2016**

## PERMISSION AND RELEASE AGREEMENT

This Permission and Release (“Agreement”) is entered into by and between the United States Postal Service, an independent establishment of the executive branch of the Government of the United States (the “Postal Service” or “USPS”), and \_\_\_\_\_ (“Company”), a \_\_\_\_\_ corporation with its principal place of business at \_\_\_\_\_ (each a “Party”).

For valuable consideration, the receipt of which is hereby acknowledged, including the opportunity to be included in USPS promotional and marketing materials, Company grants this Permission and Release to the Postal Service to use the Work identified below as set forth in this Agreement.

1. Company is the owner of the direct mailpiece attached (the “Work”).
2. Company represents and warrants that it has the authority to grant all of the rights conveyed in this Agreement, that it owns or controls all rights in the Work, and that the Work does not infringe the copyright, trademark, publicity, or other intellectual property rights of any person or entity.
3. Company hereby grants the Postal Service and its Governors, officers, employees, contractors and agents a perpetual, worldwide, royalty-free, non-exclusive license to use, exhibit, display, publish, and reproduce the Work, in whole or in part, in any and all media, for purposes of: (a) displaying the Work at mailing industry events, forums, and presentations (including but not limited to the National Postal Forum); (b) commending, exhibiting, and/or commenting on the Work or portions thereof in or on Postal Service materials and presentations (including but not limited to [irresistiblemail.com](http://irresistiblemail.com), [USPS.com](http://USPS.com), and Postal Service advertising materials promoting the use of direct mail); and (c) Postal Service internal and archival purposes. Company also consents to the use of Company’s name in connection with these purposes.
4. The Postal Service agrees in all non-internal uses of the Work to credit the Work as follows:

\_\_\_\_\_ by \_\_\_\_\_ (agency) and \_\_\_\_\_ (printer) for \_\_\_\_\_ (client).

IN WITNESS WHEREOF, Company has caused this Permission to be signed and delivered by its duly authorized representative.

By  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Business Phone: \_\_\_\_\_  
Business Email: \_\_\_\_\_  
Date: \_\_\_\_\_

If you have any questions about the competition or the process, please send them to [irresistibleaward@usps.gov](mailto:irresistibleaward@usps.gov) or call Ray Van Iterson at (202) 268-8155.