

NCOA^{Link}® Information Package

PAF Policies and Instructions

The collection of information on the Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service® (USPS®) requires that each NCOA^{Link} licensee have a completed NCOA^{Link} PAF for each of their NCOA^{Link} customers prior to providing the NCOA^{Link} service. The NCOA^{Link} licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its NCOA^{Link} customers at a minimum of once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed original or a photocopy or facsimile representation of the original document.

- Only the last page of this document (the PAF) needs to be returned and held on file at BK Atty Svcs.
- An original ink copy is necessary. Please mail the PAF form to BK Attorney Services, LLC.
- If you make a mistake, draw a line through it and make a correction next to it or above it.
- No whiteout is accepted.
- No PAF will be accepted unless it is properly filled out. All fields, except where noted, are required.
- Under **no** circumstances will an NCOA^{Link} customer's job continue to be processed or shipped if they are negligent in providing an acceptable PAF.

Section One: LIST OWNER

This section is to be filled out by the list owner.

1. Company Name	The company name must be written out completely. Initials or abbreviations such as USPS are not acceptable unless they are part of the legal name of the company.
2. Address	In the case that a company has multiple offices, a PAF must be filled out and signed for each address receiving data. Note: A P.O. Box™ is not an acceptable address unless it is the company's only address.
3. City	City name of the company location.
4. State	State name of the company location.
5. ZIP+4	ZIP+4™ of the company location.
6. Telephone Number	Telephone number for the company.
7. NAICS Code	The NAICS code is a six position code that has replaced the U.S. Standard Industrial Classification (SIC) code. If you are not sure what your NAICS code is, there are several websites on the Internet that provide this information, including: http://www.census.gov/epcd/www/naics.html
8. USPS Mailer ID (optional)	This does not apply to you.
9. Email Address	Email address for the person or group completing the PAF.
10. Parent Company Name	If the company identified in the "Company Name" field is a subsidiary of another company, list the name of the parent company here. If no parent company exists, enter 'None'.

11. Marketing or "DBA" Company Name or Primary Affiliate Company Name	If the company identified in the "Company Name" field is "doing business as" in place of another legal entity, please identify the name of that company here. If no other company name exists, enter 'None'.
12. Company Website (optional)	Website URL of company name listed in #2 above.
13. Name	Name of the person authorizing the processing.
14. Title	Title of the person (manager or higher).
15. Signature	Signature of the person authorizing the processing.
16. Date	Date the person signed the formed.

Section Two: LICENSEE

The box titled "Licensee" is designated as BK Attorney Services, LLC. No name should appear on the line designated for the licensee other than BK Attorney Services, LLC

BK Attorney Services, LLC, 6600 W. Deschutes Avenue, Bldg. B, Kennewick, WA 99336

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NCOA^{Link} Processing Approval Waiver

The USPS requires that all of its NCOA^{Link} licensees process and return all customer address list files within seven (7) business days of receipt unless a longer period is specified by the customer in writing. Melissa Data considers the completed NCOA^{Link} PAF associated with this document as acknowledgement in writing by the signatory that in some circumstances, services requested from BK Attorney Services may take longer than seven (7) business days to complete as stipulated by the USPS.

NCOA^{Link}® FULL SERVICE PROVIDER REQUIRED TEXT DOCUMENT

Version 2: 1/29/09

BK Attorney Services (hereafter "BKAS") is a non-exclusive Licensee of the USPS[®] (United States Postal Service[®]) to provide Full Service NCOA^{Link}® processing, ZIP + 4[®], Coding, DPV[®], LACS^{Link}® and Suite^{Link}™.

It is important to note that not all Service Providers can offer the same level of service. Data quantity differs based on license level. Full Service Providers receive the full 48 month data set while Limited Service Providers receive an 18 month data set. All data fulfillments to Service Providers are provided weekly under direct license from the USPS.

The full NCOA^{Link} file is a consolidated file of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the United States Postal Service (USPS). These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

Before being added to the NCOA^{Link} file, the **Old** address supplied by the Postal customer must be ZIP + 4[®] coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA^{Link} file. If unable to validate the **New** address, the NCOA^{Link} process will indicate that a move exists but will not provide the undeliverable **New** address.

New address information is provided only when a match to the input name and address is attained. The typical profile of the **New** address information contained on the NCOA^{Link} file is as follows:

- 80.92% Forwardable moves containing delivery point confirmed **New** addresses –
New address provided
- 1.18% Moves containing unconfirmed **New** addresses – **New** address not provided
- 13.80% Moved, left no address
- 3.92% PO Box Closed
- 0.18% Foreign moves

When possible, postal customers who move multiple times within the NCOA^{Link} time period are "linked" or "chained" to ensure that the latest address is furnished when an NCOA^{Link} match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g., name spelling differences or conflicting secondary information).

The provision of change of address information is controlled by strict name and address matching logic. NCOA^{Link} processing will only provide new address information when queried with a specific algorithm of the name and input address from a mailers address list which matches the information on the NCOA^{Link} Product. Data contained in and information returned by NCOA^{Link} is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

The data contained within the NCOA^{Link} Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves.

All matches made to the NCOA^{Link} file require a ZIP + 4 coded, parsed input address.

The five types of processing modes are Standard (S); Business and Individual (C); Individual (I); Business (B); and Residential (R).

Standard Processing Mode (S)

- Standard Processing Mode requires inquiries in the following order:
 - Business – Match on business name.
 - Individual – Match on first name, middle name, surname and title required. Gender is checked and nickname possibilities are considered.
 - Family – Match on surname only.
- **Under no circumstances shall there be a “Family” match only option.**

Business and Individual Processing Mode (C)

- The NCOA^{Link} customer may choose to omit all “Family” match inquiries and allow only “Individual” and “Business” matches to be acceptable. This matching process is also known as C Processing Mode.

Individual Processing Mode (I)

- The NCOA^{Link} customer may also choose to omit “Business” match inquiries when processing individual names for mailing lists that contain no business addresses.

Business Processing Mode (B)

- The NCOA^{Link} customer may choose to process for only “Business” matches when processing a “Business-to-Business” mailing list which contains no residential (Individual or Family) addresses.

Residential Processing Mode (R)

- The NCOA^{Link} customer may choose to omit “Business” match inquiries and allow only “Individual” and “Family” matches to be acceptable under Residential Processing Mode. This matching process is also known as R Processing Mode.

The USPS has opted to remove soundex from the matching logic process. Consequently, the USPS has established a process called the “Rules Table.” This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY, without the risks associated with soundex.

All nickname possibilities are derived from a standard USPS nickname list. In considering alternate presentations of an input name, only reasonable derivatives of the original input name are acceptable. If an input name and address do not match to NCOA^{Link} and alternative queries are attempted, any variations which obtain NCOA^{Link} matches will be provided to the NCOA^{Link} customer for analysis.

When a match or a near match of an input name and address to NCOA^{Link} is identified, a standard NCOA^{Link} return code is provided indicating the type of match made or reason that a match could not be made.

The standard output of a USPS NCOA^{Link} process is:

- a) Each original unaltered input name and address as it was presented.
- b) The standardized input address appended with the correct ZIP + 4/DPC, other postal values and any other intelligence flags or footnotes that result from the CASSTM processing segment.
- c) For each mailing address for which there is a match to the NCOA^{Link} Product, a standardized new address with 11-digit Delivery Point Barcode (DPBC) and standard return codes.
- d) When a match is made, the following elements must be returned: the move effective date, the specific name and address utilized in the query that obtained the match, and the move type. The move type is determined by the Interface based on the specific name inquiry utilized to obtain the match.
- e) For each mailing address for which there is not a match to the NCOA^{Link} Product, the Interface shall return all elements as appropriate under items a and b as well as any standard return codes as may be appropriate.
- f) The urbanization name information, when applicable.
- g) The carrier route information for new (updated) addresses.
- h) DPV[®] results for the input address, if requested.
- i) LACS^{Link}[®] results, if requested.
- j) Suite^{Link}TM results, if requested.
- k) Processing summary report containing information to identify the specific list and the statistics resulting from the NCOA^{Link} process performed on the list.

Although every record must be returned, the format of the records returned by a Service Provider to their clients is determined by a separate agreement between the processor and the customer.

NCOA^{Link} processing has the potential to reduce returned mail, yet the USPS and BKAS do not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the mail owners sole responsibility.

An NCOA^{Link} customer with questions about the specific results returned from an NCOA^{Link} process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA^{Link} data, every customer must have completed and returned to their NCOA^{Link} Licensee the "NCOA^{Link} PROCESSING ACKNOWLEDGEMENT FORM" provided to them by their Licensee or Agent. It is inappropriate to misrepresent any of the information on the form. Punitive action will be taken by the USPS if the customer, agent or licensee is found to have knowingly supplied false information. Depending on the severity of the offense, actions may include litigious or even criminal charges being brought against the offender.

The following trademarks are owned by the United States Postal Service[®]: CASS, NCOA^{Link}, DPV, LACS^{Link}, Suite^{Link}, United States Postal Service, USPS, ZIP + 4, P.O. Box, and Intelligent Mail.



NCOA^{Link}® MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA^{Link} Mail Processing Equipment (MPE) Service Provider Licensee have a completed NCOA^{Link} MPE PAF for each of their NCOA^{Link} MPE customers prior to providing the NCOA^{Link} MPE service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed hardcopy document or equivalent alternative.

MAIL OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City

State

ZIP+4

Telephone Number

NAICS

USPS Mailer ID
(optional)

E-mail Address
(optional)

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name
(if applicable)

Company Website (optional)

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA^{Link} Mail Processing Equipment Information Package supplied to me by BK Attorney Services, LLC, an NCOA^{Link} MPE Data User Licensee. I also understand that the sole purposes of the NCOA^{Link} MPE service is to provide:

1. Mailpiece redirection (via re-addressing) due to customer moves for mailpieces that I have submitted to the Licensee for mailing;
2. A mailpiece correction service (electronic return) for my customer addresses that will be used for preparation of future mailings. The mailpiece facsimiles that I have submitted to the Licensee will be returned within seven (7) business days of processing, unless I authorize a longer time period in writing; or
3. Mailpiece address correction service in which mailpieces that obtain address correction information as a result of this process will be separated from my mailing and returned either in the form hardcopy or photocopied mailpieces and returned within seven (7) business days of processing by the Licensee, unless I authorize a longer time period in writing. The information provided to me for this service will be used for preparation of future mailings.

Furthermore, I understand that the NCOA^{Link} MPE process may not be used to create or maintain new movers' lists.

LICENSEE

BK Attorney Services, LLC

Business Name (Please print)

Jay S. Jump

Name (Please print)

CEO

Title

Signature

Date

(509) 737-0505

Telephone Number

(253) 270-8970

Fax Number

For Licensee Use Only

PAF ID: