



American Association of
Motor Vehicle Administrators

License Plate Standard

EDITION 2

*Including Best Practices for
Managing Vanity and Specialty
License Plate Programs*

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VEHICLE AND LAW ENFORCEMENT STANDING COMMITTEES
LICENSE PLATE STANDARD WORKING GROUP

Contents

Executive Summary 5

PART ONE License Plate Standard

Chapter One Administrative 8

- 1.1 Display 8
- 1.2 Unique License Plate Numbers 8
- 1.3 Items Applied to License Plates 8
- 1.4 Replacement Cycle 8
- 1.5 Auditing and Accountability 8
- 1.6 License Plate Verification Program 8

Chapter Two Design 9

- 2.1 Issuing Jurisdiction 9
- 2.2 Character Sizing and Placement 9
- 2.3 Fonts 9
- 2.4 Stacked Characters 9
- 2.5 License Plate Type Identifiers 9
- 2.6 Messaging 9
- 2.7 Special Characters 10
- 2.8 Spaces and Dashes 10
- 2.9 Graphics 10
- 2.10 Graphic Placement 10
- 2.11 Background 10

Chapter Three Manufacture 11

- 3.1 License Plate Dimensions and Bolt Holes 11
- 3.2 Manufacturing Process 11
- 3.3 Retro-reflectivity 11
- 3.4 Security Features 11

Chapter Four	Temporary License Plates	12
4.1	Design	12
4.2	Display	13
4.3	Administrative and Internal MVA Processes	13
4.4	Fraud Prevention and Security of the Temporary License Plate Issuance Process	13
Chapter Five	Alternative Vehicle License Plate Displays	15
5.1	Introduction	15
5.2	Alternative License Plates Addressed in this Standard	15
5.3	New Technology Benefits – Digital License Plates	15
5.4	New Technology Challenges – Digital License Plates	16
5.5	Standards Specific to Digital License Plates	16
5.6	New Technology Benefits – License Plate Wraps	17
5.7	New Technology Challenges – License Plate Wraps	17
5.8	Standards Specific to License Plate Wraps	18
5.9	Additional Resources	18

PART TWO **Best Practices for Managing Vanity and Specialty License Plate Programs**

Chapter Six	Best Practices for Managing Vanity License Plate Programs	20
6.1	Authority	20
6.2	Administration	20
6.3	Examples of Unacceptable License Plate Numbers	20
6.4	Application	21
6.5	Online Process	21
6.6	Review Committee	21
6.7	License Plate Denial	22
6.8	Appeal Process	22
6.9	Complaints	22
6.10	Recall or Cancellation Process	22

Chapter Seven	Best Practices for Managing Specialty License Plate Programs	23
7.1	Authority	23
7.2	Administration	24
7.3	Specialty License Plate Sponsor.	24
7.4	Production Method	24
7.5	Presales of License Plates.	24
7.6	License Plate Sponsor Request or Application.	24
7.7	Design Approval	25
7.8	Communication Plan	25
7.9	Discontinuance of Specialty License Plates	26
<i>Appendix A</i>	<i>Definitions</i>	27
<i>Appendix B</i>	<i>Temporary License Plate and Temporary Registration Exemplars: Rhode Island</i>	29
<i>Appendix C</i>	<i>Sample Handout (for sponsors): Specialty License Plate Specifications</i>	31
<i>Appendix D</i>	<i>Example of a Specialty License Plate Agreement.</i>	32
<i>Appendix E</i>	<i>AAMVA License Plate Reader Program Best Practices Guide</i>	40
<i>Appendix F</i>	<i>AAMVA 2020 License Plate Standard Working Group Roster.</i>	41

Executive Summary

License plates quickly identify motor vehicles and vehicle registrant information and are most effective when they are designed to optimize legibility to the human eye as well as for license plate readers (LPRs). License plates serve one common purpose: to identify motor vehicles. The ability of motor vehicle agency (MVA) employees, police officers, and citizens to quickly and easily identify license plate numbers (consisting of alpha and/or numeric characters) is fundamental to accurate vehicle registration data creation, maintenance, and retrieval. The adoption of the standards within Chapters 1 to 5 streamlines the license plate retrieval processes within MVAs and improves the exchange of license plate data and information between jurisdictions. Alignment with these standards also supports highway safety and increases revenue collection, which are dependent on accurate license plate identification, such as toll collection, restricted lane access, and parking regulations. License plate recognition, by human eye and LPR, is critical to serving these purposes.

In addition, license plates play a central role in preventing and solving crimes. Every day across North America, crimes are prevented or solved through the identification of license plates. It is difficult to quantify the missed opportunities that occur to prevent or solve a crime because a license plate was misread by either the human eye or by LPR, but testing has documented that misreads occur. Adoption of the license plate standard contained in this document will minimize the risk of such misreads.

This standard was developed to support a jurisdiction's ability to produce license plates that enhance accurate license plate identification while not limiting a jurisdiction's flexibility for innovation and allowing for multiple license plate designs. It is designed for full-size license plates issued by jurisdictions; portions of it may not apply to smaller license plates typically issued to motorcycles and other similar vehicles.

AAMVA recommends jurisdictions involve law enforcement, tolling authorities, and other stakeholders they deem appropriate when developing new license plate designs.

Four new chapters have been established that do not appear in the original (2016) License Plate Standard. They are:

- Chapter Four, Temporary License Plates
- Chapter Five, Alternative Vehicle License Plate Displays
- Chapter Six, Best Practices for Managing Vanity License Plate Programs
- Chapter Seven, Best Practices for Managing Specialty License Plate Programs

It is recognized that with rapidly advancing technology, jurisdictions continue to explore alternatives to traditional license plate manufacture, design, and issuance. This document will be updated as needed to keep pace with emerging technologies, solutions, and best practices.

NOTE: Part One, the *License Plate Standard*, is in Chapters 1 to 5. Part Two, *Best Practices for Managing Vanity and Specialty License Plate Programs* are found in Chapters 6 and 7. Part Two is in the form of a *Best Practices Guide* wherein program *recommendations* are provided. All elements of the *Standard* should be utilized for jurisdictions to optimize license plate legibility and vehicle identification.

Chapters 1 to 5 of this document constitute the Standard. Chapters 1 to 3 of the Standard is broken into three main sections: Administrative, Design, and Manufacture with license plate design attributes addressed as follows:

Administrative	Design	Manufacture
<ul style="list-style-type: none"> <input type="checkbox"/> Display <input type="checkbox"/> Unique License Plate Numbers <input type="checkbox"/> Items Applied to License Plates <input type="checkbox"/> Replacement Cycle <input type="checkbox"/> Auditing and Accountability <input type="checkbox"/> License Plate Verification Program 	<ul style="list-style-type: none"> <input type="checkbox"/> Issuing Jurisdiction <input type="checkbox"/> Character Sizing and Placement <input type="checkbox"/> Fonts <input type="checkbox"/> Stacked Characters <input type="checkbox"/> License Plate Type Identifiers <input type="checkbox"/> Messaging <input type="checkbox"/> Special Characters <input type="checkbox"/> Spaces and Dashes <input type="checkbox"/> Graphics <input type="checkbox"/> Graphic Placement <input type="checkbox"/> Background 	<ul style="list-style-type: none"> <input type="checkbox"/> License Plate Dimensions and Bolt Holes <input type="checkbox"/> Manufacturing Process <input type="checkbox"/> Retro-reflectivity <input type="checkbox"/> Security Features

The above table can also be used as a “Summary Checklist” allowing jurisdictions to check on how they utilize the specifications in these chapters. Completing the checklist will give jurisdictions an immediate view of their level of alignment with this standard.

AAMVA License Plate Policies address areas not covered in this License Plate Standard.

See <https://www.aamva.org/aamva-policy-positions/>.

Part One

License Plate Standard

Chapter One Administrative

This section addresses administrative and policy aspects of license plates as well as elements of manufacture and design.

1.1 Display

License plates are displayed horizontally on the vehicle in the space designated by the vehicle manufacturer.

1.2 Unique License Plate Numbers

License plate numbers are unique to each vehicle within a jurisdiction and are not repeated unless first invalidated or purged from the jurisdiction's vehicle registration database (e.g., license plate number "ABC 123" should not be used on multiple license plates regardless of the license plate type).

1.3 Items Applied to License Plates

If decals are used to add a graphic to a license plate, such as a representation of veteran medals, other specialty license plate graphics, or expiration decals, the life expectancy of the decal is to be considered. If the decal becomes unreadable because of fading, damage, or degradation, the decal is replaced. Because decals may have a shorter life expectancy than license plates, information that is needed to identify the license plate is not to be displayed on the decal. A decal replacement cycle is adopted by the jurisdiction that is consistent with the life expectancy of the material used to manufacture the decal. Jurisdictions have in place a law or administrative rule prohibiting the display of any decal, other object, or material applied to the surface of a license plate unless it is issued by the jurisdiction.

1.4 Replacement Cycle

A license plate replacement cycle is adopted. Because license plates commonly lose significant reflectivity within 10 years, a required rolling or full replacement cycle not to exceed 10 years is recommended. Jurisdictions also have a process to replace damaged license plates as soon as practical.

1.5 Auditing and Accountability

Jurisdictions, contractors, and vendors follow established auditing and accountability standards.

To minimize risk of theft, counterfeiting, and fraud, materials used in the production of license plates are carefully controlled and properly stored and are produced in a secure environment. Quality control methods are used to ensure accountability over the production, storage, issuance, and disposal of license plates as well as consistency from one batch to another.

1.6 License Plate Verification Program

The AAMVA License Plate Verification Program (LPVP) allows jurisdictions to submit a limited number of license plates each year for analysis, by an independent laboratory, to see how a license plate compares to the AAMVA license plate standard. A written report is provided to the jurisdiction explaining whether the examined license plate aligns, or does not align, with each standard in this document. For more information on the LPVP, please visit <https://www.aamva.org/vehicle-registration-and-titling/>.

Chapter Two Design

License plate design has a significant impact on accurate license plate identification. This section provides specifications intended to optimize readability by the human eye and license plate reader (LPR) and connection to the correct vehicle record. These specifications also provide flexibility for innovation and allow for multiple license plate designs.

2.1 Issuing Jurisdiction

The name of the issuing jurisdiction is readable and appears in the top center location of the license plate. The full jurisdiction name is displayed to avoid confusion between jurisdictions with similar postal abbreviations.

Jurisdiction characters are no less than 0.75 inches and no more than 1 inch in height and width with 0.125 inches spacing and are at least 0.25 inches from the top edge of the license plate.

2.2 Character Sizing and Placement

Characters are at least 2.5 inches in height, proportionally wide, and spaced no less than 0.25 inches apart. Character stroke weight (thickness of lines) is between 0.2 and 0.4 inches. Characters are positioned on the license plate no less than 1.25 inches away from the top and bottom edges of the license plate.

2.3 Fonts

The font and spacing present each alphanumeric as a distinct and identifiable character. Standardized fonts and font sizes that clearly distinguish characters are

used. For example, similar characters such as A and R, 8 and B, or O and Q are easily distinguishable from each other.

2.4 Stacked Characters

If stacked characters are used, they are part of the official license plate number and appear before or after the other characters, not between them. No more than two characters are to be stacked, and license plates do not have more than one set of stacked characters. When one character appears above the other, the top character is entered first, immediately followed by the bottom character, in sequence, with the other characters on the license plate.

Each individual stacked character is displayed vertically, not staggered or slanted, and is 45% the size of the regular license plate characters with 10% vertical spacing between each character to ensure readability.

2.5 License Plate Type Identifiers

License plate type identifiers such as COMMERCIAL, APPORTIONED, TRAILER, or DEALER are placed on the bottom of the license plate between the bolt holes and do not interfere with the identification of the characters.

2.6 Messaging

When a name, phrase, motto, slogan, or other approved message is used, it is placed at the bottom of the license plate. The text is placed at least 0.25 inches below the license plate numbers.

2.7 Special Characters

When used, non-alphanumeric characters, such as ampersands and hashtags, found on a standard keyboard are considered part of the license plate number, are entered into the vehicle registration database, and are displayed on the license plate (see Standard 2.8, Spaces and Dashes).

Symbols that appear on the license plate that are *not* found on a standard keyboard, such as hearts, diamonds, or emojis, are considered graphics and are not considered part of the license plate number sequence nor is any representation of the symbol entered into the vehicle registration database.

2.8 Spaces and Dashes

If license plates include spaces or dashes, these spaces or dashes are not assigned a value. Dashes are treated the same as spaces in that they are not entered into the vehicle registration database (“ABC123,” “ABC 123,” and “ABC-123” are the same plate number).

2.9 Graphics

Graphics on license plates do not distort or interfere with the readability of the characters or any other identifying information on the license plate. If text is included within the graphic, a translucent ink or other technique is used to prevent the text from being read by LPR.

2.10 Graphic Placement

For license plates that contain a graphic, the graphic will either be on the right or left side of the license plate number. All graphics should be restricted to an area that will not interfere with meeting size requirements of the license plate number. Graphics can stretch from the edge of the license plate to within 0.25 inches from the closest character of the license plate number and to the top and bottom of the license plate.

2.11 Background

When used, a background image does not interfere with the ability to read the license plate number by the human eye and LPR.

Chapter Three **Manufacture**

This section provides key specifications in the manufacturing process necessary to produce license plates in a consistent manner that optimizes the readability, security, appearance, and performance of the license plate. This includes flat and embossed license plates.

3.1 License Plate Dimensions and Bolt Holes

License plate dimensions and bolt holes comply with the SAE, International – Motor Vehicle License Plates Standard J686 (revised July 2012).*

3.2 Manufacturing Process

The manufacturing process for license plates allows for high contrast recognition for infrared (IR) and visible light illumination in daylight and nighttime conditions.

* SAE International Standard J686 available (SAE charges a fee) at https://www.sae.org/standards/content/j686_201207

3.3 Retro-reflectivity

License plates contain a retro-reflective surface, and the license plate number is readable in both daylight and nighttime from distances of at least 75 feet. This provides illumination without distortion when viewed under headlights.

License plates contain a retro-reflective surface consistent with International Organization for Standardization ISO 7591:1982, clause 3.

3.4 Security Features

Security feature(s) are used. The specific security feature(s) chosen can be at the discretion of the issuing jurisdiction, but the chosen feature is difficult to duplicate, an integral part of the license plate, and does not interfere with license plate character legibility by the human eye and LPR. License plates contain at least one security feature that is identifiable by a visual or tactile inspection of the license plate.

Chapter Four Temporary License Plates

A temporary license plate is a nonpermanent license plate issued upon vehicle purchase for vehicle identification until the permanent license plate is issued and mounted on the vehicle.

It is important to note that, unless specifically noted, the license plate standards that precede this section also apply to temporary license plates.

4.1 Design

Although intended for short-duration use, temporary license plates should clearly identify the vehicle. Temporary license plate shape, size, and license plate number font match the basic permanent license plate providing visibility by LPR technology and the human eye.

The temporary license plate is most visible when placed outside of the vehicle with a white background and dark identification characters. This contrast allows for maximum visibility in all conditions and increases the likelihood a LPR will accurately read the license plate.

Unless specifically noted, the license plate standards that precede this section also apply to temporary license plates.

The temporary license plate is an all-weather material or protected as such, providing for protection from exposure to a variety of weather elements. This allows the license plate to maintain its integrity and readability through-out use. The duration of

validation may dictate the material used to protect the information and deter counterfeiting.

Minimum information displayed on a temporary license plate includes license plate number, jurisdiction name, expiration date, vehicle year, make, and Vehicle Identification Number (VIN). The temporary license plate number and jurisdiction name are displayed in the same location as on the basic permanent license plate. The license plate expiration date is the same font size as the jurisdiction name and spaced a sufficient distance from the license plate number to avoid confusion. Any additional information included on the temporary license plate does not interfere with the license plate number and readability as required.

The vehicle year, make, and VIN information is displayed on the outward facing, visible side of the license plate. This placement allows for validation that the temporary license plate is displayed on the correct vehicle. The vehicle year, make, and VIN characters on the temporary license plate are a smaller font—they need only be visible in close proximity viewing—to prevent interference with the other license plate information being read (see Appendix B [Rhode Island Exemplar]).

Security features deter alterations and counterfeiting. While the vehicle is in motion, it is difficult to determine if the temporary license plate is genuine, but a physical inspection of the license plate during a traffic stop, along with a query of the motor vehicle agency (MVA) database, helps an officer determine license plate validity.

The duration of validation may dictate the material used to protect the information and deter counterfeiting.

4.2 Display

The temporary license plate is attached to the vehicle in the same location and manner as the standard license plate. Any LPR or person looking for the license plate on a vehicle will focus on the standard display location, making it important to replicate this location. Window glare significantly impacts the ability to accurately read a temporary license plate attached to the inside of a vehicle window.

Proper exterior securement and attachment of the temporary license plate to the vehicle is important to avoid unintentional detachment (see Standard 3.1, License Plate Dimensions and Bolt Holes).

4.3 Administrative and Internal MVA Processes

Temporary license plates serve the same purpose as a permanent license plate—to quickly identify motor vehicles and vehicle registrant information. Temporary license plate data are available for inquiry upon issuance of the temporary license plate.

When a temporary license plate inquiry is made, the information returned is the same as a permanent license plate query, including the vehicle year, make, VIN, color, expiration date, owner name, and address. After a permanent license plate has been issued, the temporary license plate information remains available for inquiry for a period of time in case it is unlawfully displayed on another vehicle. This also provides valuable intelligence information for a criminal investigation. The temporary license plate issuance system references the permanent license plate number when issued.

Procedures are developed for use when the temporary license plate issuance system is unavailable at the time of vehicle sale and delivery. These procedures allow for the continued integrity of the temporary license plate issuance process while allowing the customer to take possession of the vehicle. These procedures address entering data into the temporary license plate issuance system when it becomes available.

When a customer is issued a temporary license plate, a temporary registration is also issued to be carried in the vehicle. The registration provides the vehicle year, make, VIN, seller and buyer information, and date of sale. Insurance information may also be contained on the registration. If a jurisdiction includes machine-readable technology, such as a bar code or QR code, on its standard registration receipt, then it is included on the temporary registration (see Appendix B [Rhode Island Exemplar]).

The temporary license plate number is unique and not repeated unless first invalidated or purged. The unique license plate number is not simultaneously used on another valid temporary or permanent license plate used within that jurisdiction (see Standard 1.2, Unique License Plate Numbers).

When a temporary license plate is issued for a sale or transfer of ownership, the selling dealer's report of sale to the MVA documents the transaction, begins the title and registration issuance process, and allows for permanent license plate issuance.

4.4 Fraud Prevention and Security of the Temporary License Plate Issuance Process

Temporary license plates are targets for criminal use as they traditionally have been easier to obtain and have been less controlled than permanent license plates. Temporary license plates may be passed among a variety of vehicles, making criminal activity more difficult to detect.

Temporary license plate data are entered into the MVA database immediately upon issuance and available for real-time inquiry. Any delay in temporary license plate information availability through MVA license plate inquiry leaves open the potential for fraudulent use and other criminal activity, along with the ability of the vehicle to incur tolls and other travel fees without detection.

Proper management and control of the temporary license plate issuance system protects it from fraud. Thorough audit processes and procedures aid in detecting anomalies and unusual temporary license plate issuances, which can then be investigated (see Standard 1.5, Auditing and Accountability). The

ability to void temporary license plates issued in error is restricted to properly trained and authorized MVA staff. The monitoring of this activity ensures it is conducted properly and avoids internal fraud. Material used to create temporary license plates is secured.

Repeated issuance of a temporary license plate to the same vehicle by the same selling dealer may indicate the vehicle is being used illegally for rental purposes or the selling dealer is not complying with vehicle sales laws and selling vehicles without proper ownership. Safeguards within the MVA issuance system are in place to restrict repeated issuance unless proper justification is provided.

Chapter Five Alternative Vehicle License Plate Displays

5.1 Introduction

This section addresses two recent nontraditional license plate technologies, digital license plates and front license plate wraps. These alternative vehicle license plates are intended to replace traditional metal license plates. Unless specifically noted otherwise, the license plate standards preceding this section apply to these new license plate technologies as well.

5.2 Alternative License Plates Addressed in this Standard

Digital License Plate

A digital display license plate is mounted on a vehicle and emits a wireless signal so real-time license plate information can be displayed. Digital license plates may be equipped with GPS technology that determines and stores vehicle navigation and location. Digital license plates may also be equipped with Radio Frequency Identification (RFID) technology, which uses radio waves to identify objects carrying encoded microchips.



License Plate Wrap

A license plate wrap is an adhesive license plate applied to a vehicle's bumper. Wraps, where currently authorized for purchase, are only allowed to be applied to the front of a vehicle.



Unless specifically noted otherwise, the license plate standards preceding this section apply to these new license plate technologies as well.

5.3 New Technology Benefits – Digital License Plates

There may be benefits to jurisdictions that adopt digital license plates. Some benefits may include:

- Potential revenue for the motor vehicle licensing agency (MVA) via a unique digital license plate fee
- Potential reduction in operating costs such as eliminating postage for mailing validation stickers (unless required on front or nondigital license plate)
- Display of real-time public safety information without interfering with the readability of the identifying characters of the license plate, such as:
 - Amber, Silver, or Blue alerts
 - Other emergency alerts
 - Real-time display of registration expiration
 - Stolen vehicle banner
- Real-time GPS tracking in appropriate situations (such as providing law enforcement real-time suspect vehicle location during an active Amber Alert)

- Retrieval of historical GPS location data in compliance with court order or search warrant
- Standardized or interoperable RFID capability could offer a more reliable and cost-effective transmission of vehicle and registrant identifying data than current LPR technology. For example, RFID provides potential for reducing governmental infrastructure cost by virtualizing tolling and public meter parking.

5.4 New Technology Challenges – Digital License Plates

The aforementioned benefits are to be weighed against new technology challenges, including:

- Implementation cost
 - Full implementation costs are not yet fully understood but need to be carefully considered.
 - Under the most common business model, registrants who choose a digital license plate pay most, if not all, of the license plate purchase and installation cost, as well as a monthly subscription fee.
 - A Texas DMV legislative fiscal note for SB 604 (Article 3), estimated a five-year implementation cost, including information technology programming and adding two new program specialists.*
 - A California DMV report titled “Vehicle Registration Alternative Products Pilot” does not identify additional program costs but provides other information jurisdictions may find valuable.†
- Digital license plates are reflective but not retro-reflective, creating challenges for law

* <https://www.capitol.state.tx.us/BillLookup/Text.aspx?LegSess=86R&Bill=SB604>

† <https://www.dmv.ca.gov/portal/uploads/2020/04/AlternativeRegistrationProducts.pdf>

enforcement, tolling authorities, and others that read license plates in all light conditions and rely on reader technology, which is currently programmed to read retro-reflective license plates.

- Vehicle information is transmitted between the digital license plate vendor and the digital license plate itself, creating a cybersecurity vulnerability.
- Special digital license plate messaging could create distracted driving or other public safety issues.

Digital license plate data collection and sharing raises privacy concerns for MVAs and consumers.

5.5 Standards Specific to Digital License Plates

The MVA issues a vehicle-specific participation letter on official MVA letterhead (or other official documentation), which is to be kept in the vehicle at all times. The documentation outlines the validity of the digital license plate to avoid unnecessary enforcement action by any law enforcement officer coming into contact with the vehicle who may be unfamiliar with digital license plates. Jurisdictions determine when such letters are no longer needed. Jurisdictions may eventually provide a digital license plate indicator in their vehicle registration databases.

The alphanumeric characters constituting the official license plate number and jurisdiction of issuance are displayed in the manner prescribed by the Standard, for example, meeting character size specifications whenever a vehicle is operated or located in an area where the jurisdiction’s vehicle laws are enforceable.

Personally identifiable information (PII) stored on the digital license plate is limited to that which is absolutely necessary. U.S. and Canadian laws and MVA policies, procedures, and vendor agreement(s) provide means to protect this information to ensure it

is not misused. Specifically, the following requirements are pursued:

- PII provided to the digital license plate manufacturer or provider is limited to what is absolutely necessary.
- Protection of PII is required by digital license plate manufacturers or providers. Digital license plate manufacturers or providers have a well-defined and demonstrable PII security plan in place that meets the PII security standards of the jurisdiction. The MVA can audit the vendor's PII security plan and processes at any time.
- Information retention complies with laws, rules, and policies of the jurisdiction.
- Applicable registrants are informed when their PII is released to manufacturers or providers.
- Manufacturers and providers tell users how their PII is protected.

An agreement between the jurisdiction MVA and the digital license plate provider prohibits MVA data from being disclosed or shared with any person or entity not duly authorized by the MVA or a court.

Digital license plates must be visible, either through self-illumination or an external license plate light. Digital license plate illumination should not create a distraction or hazard for other drivers, such as emitting an overly bright light during nighttime (dark) hours.

An audit process provides the ability to review the use, access, and dissemination of PII, looking for anomalies requiring investigative follow-up. Anyone with access to PII related to the digital license plate is made aware of policies and procedures (see Standard 1.5, Auditing and Accountability).

5.6 New Technology Benefits – License Plate Wraps

There may be benefits to jurisdiction that adopt license plate wraps. Some benefits may include:

- Conforms to different bumper shapes
- Eliminates the need to mount a license plate frame or drill holes into the front of a vehicle

5.7 New Technology Challenges – License Plate Wraps

- A curved, indented, or otherwise non-flat surface could render the wrap unreadable to LPRs or the human eye.
- License plate wrap durability is unknown and may require a replacement cycle different from the cycle recommended in the standard.
- If jurisdictions require a validation sticker on the front license plate, it is not known how well the sticker will apply to the wrap, and visibility of the validation sticker may be an issue.
- Incorrect application of the wrap by the consumer may make it unreadable.
- Incorrect application by the consumer may cause the wrap to fall out of compliance with a jurisdiction's license plate placement requirements.
- Depending on their frangibility and adhesive qualities, license plate wraps may be easy to remove and fraudulently placed on another vehicle; conversely, a wrap that is difficult to remove may pose challenges for vehicle ownership transfer.

5.8 Standards Specific to License Plate Wraps

Malleable self-adhesive license plates, after they have been applied, meet the existing standards of readability and reflectivity (conformation to vehicle or bumper shape does not interfere with readability of all identifying elements of the license plate).

5.9 Additional Resources

Best Practices Guide for Improving ALPR Effectiveness through Uniform License Plate Design and Manufacture (*revised October 2012*)

<https://www.aamva.org/best-practices-and-model-legislation>

(AAMVA anticipates this document being updated and republished by end of 2021.)

Part Two

Best Practices for Managing Vanity and Specialty License Plate Programs

Chapter Six Best Practices for Managing Vanity License Plate Programs

A **vanity license plate**, for the purposes of this document, is an official license plate issued to a vehicle owner with specifically requested characters, numbers, or letters being referred to as the license plate number. They may also be referred to as personalized license plates.

Upon receipt of the request, the license plate issuing MVA reviews the request to determine if the combination of non-alphanumeric characters, numbers, or letters is available. The review determines if the requested license plate number is unique, not currently issued to another registrant, and meets acceptable license plate criteria.

When administering a vanity license plate program, the jurisdiction should be neutral and consistent while recognizing that societal norms change over time. Jurisdictions should consult with their legal counsel and stay aware of emerging court decisions related to vanity and specialty license plates.

Occasionally, jurisdictions may decide to recall a license plate if after issuance it is determined to meet the unacceptable criteria. It is preferred jurisdictions deny the license plate before it is issued as opposed to recalling it later.

The process for determining if a requested license plate is acceptable can be complex. It is important the review process described below is established, consistent, well-documented, objective, understood by staff, and supported by the jurisdiction's decision-making body.

6.1 Authority

The authority and description of the vanity license plate program should be established by statute or rule, clearly defining:

- The application process
- That license plates must be unique and cannot be duplicated
- Unacceptable license plate criteria
- The authority to recall or cancel a license plate
- The length of time a license plate is not renewed before it can be issued to another registrant
- Application and renewal fees

6.2 Administration

Clear and concise policies and procedures should be developed to provide staff with specific instructions for applying the law or rule, for approving and denying license plates, and for denying license plates that may be unacceptable.

When administering a vanity license plate program, the jurisdiction should be neutral and consistent while recognizing that societal norms change over time. Jurisdictions should consult with their legal counsel and stay aware of emerging court decisions related to vanity and specialty license plates.

6.3 Examples of Unacceptable License Plate Numbers

Defined and documented criteria for unacceptable license plates may include:

- Profanity
- Derogatory reference to a group based on age, race, nationality, ethnicity, gender, or religion

- Reference to illegal substances or criminal acts
- Sexual terms, intimate body parts, and bodily functions or fluids
- Reference to acts of violence

The unacceptable criteria should be considered when read left to right, right to left, by mirror image, or aloud through phonetic spelling.

6.4 Application

An application form, either paper or electronic, is important for the administration of the vanity license plate program and assists with streamlining processes and providing information to the public and staff. An application form includes:

Registrant and Vehicle Information

- Registrant's name
- Mailing address
- E-mail address
- Phone or cell phone number
- Current license plate number and license plate type
- VIN

Application Process

- Instructions on how to submit an application
- Instructions for any additional documents required
- The website address to use to order the license plate online

License Plate Request Criteria

- List of license plate types available as vanity license plates
- Minimum and maximum number of characters allowed for each license plate type along with any other specific license plate type criteria

- Symbols allowed
- Number and position of blank spaces allowed
- Unacceptable license plate criteria

Plate Number

- Type and class of license plate requested
- Allow more than one choice if the first choice is not available
- A description of the meaning of the license plate number requested (optional)

General information to include:

- Application and renewal fees
- Indicate a license plate may be recalled or canceled if a complaint is received or there is other cause for reevaluation
- Explain refund policy

6.5 Online Process

Many jurisdictions provide an interactive website to allow registrants to search for potential license plates to determine availability.

- The website should indicate that although a license plate number appears available, the agency has final approval of each license plate.
- If payment is collected online but later the license plate is not approved, information on the status of the funds should be provided.

6.6 Review Committee

Jurisdictions should have or establish a committee to review requested license plates when staff is uncertain whether they meet acceptable criteria. The review committee should:

- Be a diverse group of individuals.

- Understand the unacceptable license plate criteria, the history of license plates that have been approved and denied in the past, and the common combinations of letters and numbers that are unacceptable as established by the Jurisdiction’s policy.

Reference materials such as an “urban dictionary” and other search engines can assist in defining the meaning of a requested license plate number.

6.7 License Plate Denial

A license plate denial should be in writing to the requestor. If a license plate request is denied, the applicant should be provided the opportunity to submit another request or appeal the decision.

6.8 Appeal Process

An appeal process provides the applicant with an opportunity to have the application denial reconsidered. The applicant should be required to submit notice of appeal in writing to the designated agency within a specified period of time after the license plate is denied.

When an appeal is received, the license plate request should be reviewed a second time by the review committee. The jurisdiction should include the general counsel and/or agency administrator in this

level of review. If the license plate is still denied, the review committee should also consider providing an opportunity for the registrant to request a formal hearing under the agency’s hearing process.

6.9 Complaints

Occasionally, a member of the public will contact the license plate issuing agency to complain about a vanity license plate. The complaint should be in writing and include the basis for the complaint as well as the individual’s name and contact information. Complaints should be submitted to the review committee for consideration. The complainant should be informed, in writing, of the committee’s decision.

6.10 Recall or Cancellation Process

A vanity license plate recall or cancellation notice should be sent to the registrant in writing and should provide the registrant with an opportunity to apply for another license plate, request a refund, or request an appeal within an allotted timeframe. The registrant should also be informed that if the agency doesn’t receive a response, the license plate will be cancelled, suspended, or revoked and will be replaced by a standard license plate. They should be instructed to either return the license plate or to keep the license plate without displaying it. The notice should include information on the jurisdiction’s refund policy if applicable.

Chapter Seven Best Practices for Managing Specialty License Plate Programs

A **specialty license plate**, for purposes of this document, is an official license plate designated as promoting a specific cause or recognizing a specific group. Specialty license plates are popular as a mechanism for sponsoring organizations, to promote awareness, or to raise funds. Additional fees may be collected when the license plate is issued and subsequently each year upon registration renewal. Specialty license plates are popular with the public because they are able to choose a license plate design they want to display on their vehicle, and it may provide them with a convenient opportunity to financially assist a cause they support.

License plates issued to government personnel or agencies are not considered specialty license plates for purposes of this document.

Some specialty license plates are issued to recognize a specific group. In most cases, there are requirements to qualify for the license plate. There may or may not be additional fees; qualifying for some license plates may exempt the individual from certain taxes or fees.

Although specialty license plates are popular, there are challenges with license plate designs and program administration. Often the license plate sponsor provides artwork for a license plate design that emphasizes the organization and cause, causing the traditional identifying features of a license plate to become secondary. Jurisdictions should work with these organizations to redesign the license plate to ensure the identifying characters and features on the license plate are clearly visible to the human eye and LPR. A well-designed specialty license plate will increase accurate identification. The design

should not interfere with license plate identification characteristics such as the name of the jurisdiction, license plate number, license plate type indicators, and expiration date.

It is important that a jurisdiction's specialty license plate program be consistent and well documented, understood by staff, and supported by the jurisdiction's decision-making body.

7.1 Authority

The authority and description of specialty license plate programs should be established by statute or rule. A well-defined program will ensure the issuing agency, legislative body, executive officials, and sponsoring organizations have a clear understanding of requirements. It is recommended the following be addressed statutorily or by rule as appropriate for the jurisdiction:

- Criteria to qualify as a sponsoring organization
- Identification of the authority responsible for reviewing and approving the specialty license plate designs
- Issuance and renewal fees
- Fee allocation if the fees are shared between the issuing agency and the sponsoring organization
- Funds to be provided for the initial production of the license plates and the administration of the program
- Minimum number of license plates to be preordered prior to license plate production

7.2 Administration

When administering a specialty license plate program, the jurisdiction should be neutral and consistent. Jurisdictions should consult with their legal counsel and stay aware of court decisions related to vanity and specialty license plates.

7.3 Specialty License Plate Sponsor

Developing partnerships with sponsoring organizations benefits the issuing MVA. The agency should consider the following:

- Execute a contract or agreement with each sponsor outlining expectations and restrictions and describing how and why a license plate may be discontinued (see example in Appendix E).
- Require each sponsor to develop and submit a marketing plan.

7.4 Production Method

Jurisdictions may either have an on-demand or mass-production (inventory) method of producing license plates. Some jurisdictions use a combination of these two production methods. Jurisdictions that have the capability to also produce specialty license plates on-demand have more flexibility to produce small quantities of license plates. Jurisdictions using a mass-production method face challenges and may prefer to produce and distribute small quantities of license plates due to costs, resource demands, or storage space limitations. For these reasons, some jurisdictions require a minimum presale of license plates prior to producing a new design.

The license plate issuing agency should consider the following when establishing a new specialty license plate:

- How the license plates will be produced, whether on demand as each license plate is ordered or through mass production

- Inventory management, meaning where the license plates will be stored and how they will be secured
- Distribution points; the number of distribution points is a factor to determine the number of license plates that need to be produced
- Whether presale of license plates is required to obtain funding to produce license plates

7.5 Presales of License Plates

If a certain number of license plates must be presold before the agency will begin to produce the license plate, the jurisdiction should develop a plan to determine:

- The requisite minimum number of license plates to be sold prior to production
- Whether presale funds will be used for license plate material and production
- If other funding is also required for the initial license plate production
- The time frame allowed for reaching the minimum number of presales
- Whether extensions will be granted if the minimum sales are not reached in the time frame established
- How to return presale deposits if the minimum license plate sales are not met

7.6 License Plate Sponsor Request or Application

It is important for the license plate sponsor to submit a request or an application to begin the administrative process for establishing a new license plate. It is recommended the request or application form contain the following information:

Sponsoring Organization

- Name and mailing address of sponsoring organization

- Organization’s website address
- Primary contact’s name, telephone number, and e-mail address

Include an explanation of the following that may apply:

- Instructions on how to submit a request or an application
- Instructions for any additional documents required
- Preorder process and required fees
- License plate design approval process
- License plate design criteria and template
- Collection and distribution of fees that will raise funds for the organization
- Number of active license plates that must be maintained
- Length of time the license plates will be made available
 - Agency approval of advertising to ensure accuracy
 - Advertising guidelines and restrictions for the sponsoring organization

This information should also be available on the issuing agency’s website.

7.7 Design Approval

It is recommended that jurisdictions make their specialty license plate design criteria available to the sponsoring organization (see Appendix D). Chapter Two of the AAMVA License Plate Standard provides guidance for a jurisdiction’s design criteria. Jurisdictions should develop a license plate design template for sponsors.

When administering a specialty license plate program, the jurisdiction should be neutral and consistent. Jurisdictions should consult with their legal counsel and stay aware of court decisions related to vanity and specialty license plates.

Prior to approving a specialty license plate design, it is recommended the jurisdiction:

- Consult with law enforcement officials, toll authorities, and parking control authorities to identify concerns or difficulties reading the license plate identifying features by human eye or LPR.
- Utilize existing software and other testing methods to identify LPR readability before and after license plate manufacture.
- Consult with the license plate production or license plate manufacturer to identify concerns with the license plate design.
- Determine if the license plate design meets the AAMVA License Plate Standard.
- Test the design with LPR readers to determine license plate readability.
- Consider an executed third-party logo agreement for the intellectual property in the plate design (graphic, logo, motto, artwork, etc.).

If any concerns are identified, the issuing agency should require the sponsor to make adjustments to the design before approving it.

7.8 Communication Plan

After a license plate is approved and production is scheduled, notifications should be sent to staff and issuing agents with processing instructions. Law enforcement agencies, toll authorities, parking control

entities, and other interested stakeholders should also be notified. Notification to stakeholders should include the following as applicable:

- The numbering sequence
- A picture of the license plate
- Any weight restrictions
- License plate type or identifier
- Effective date

The agency should also ensure the general public is aware of the license plate sponsor, the design, any additional fees, when additional fees are charged, and how the fees are shared. The issuing agency may want to issue a press release and consider holding a joint press conference with the license plate sponsor.

7.9 Discontinuance of Specialty License Plates

Some jurisdictions have authority to discontinue specialty license plates if a minimum number of license plates do not remain active over a given period of time. Some jurisdictional laws automatically sunset a license plate after a specific number of years. The

discontinuance process may be initiated by the issuing agency or by the sponsoring organization.

If a license plate is going to be discontinued, the issuing agency should undertake the following:

- Determine how to discontinue the license plates; all license plates with a particular design may be replaced at one time, or individual license plates may be replaced upon renewal, replaced if lost, stolen, or damaged, or replaced in accordance with the jurisdiction's replacement cycle.
- Determine the timeframe within which the discontinuance should be completed.
- Determine if the current inventory will be exhausted or if the sponsoring organization will be required to buy-out the remaining inventory.
- Develop a communication plan that includes notification to staff, the license plate producer or manufacturer, law enforcement agencies, other interested stakeholders, and the general public.
- Send direct notification to each registrant.
- Update the agency's website, systems, and applications.

Appendix A Definitions

The following is an explanation of terminology used in this document. AAMVA is not necessarily recommending that jurisdictions adopt these terms for use in their statutes or administrative rules; they are provided to help readers understand their use in this document.

American Association of Motor Vehicle Administrators (AAMVA)	A nonprofit organization developing model programs in motor vehicle administration, law enforcement, and highway safety. AAMVA represents the state and provincial officials in the United States and Canada who administer and enforce motor vehicle laws. www.aamva.org
Background	A color, scene, or design element behind the license plate number.
Character	The single alphanumeric unit that, by itself or in combination with others, makes up the license plate number.
Digital license plate	A digital license plate is mounted on a vehicle and emits a wireless signal so real time information can be displayed. Digital license plates may be equipped with Radio Frequency Identifier (RFID), which uses radio waves to identify objects carrying encoded microchips.
Graphic	A design element, such as a logo or other representation, appearing on a license plate.
Jurisdiction	A state, district, province, or territory.
License plate number	The official alphanumeric character or combination of allowable characters appearing on the vehicle registration assigned to a vehicle and embossed or printed on a license plate.
License plate reader (LPR)	License plate recognition technology used by law enforcement, toll authorities, and other governmental entities. These devices use infrared illumination to capture license plate images and transform the image of the license plate into alphanumeric characters to compare against vehicle registration databases.

License plate wrap	An adhesive license plate applied to a vehicle's bumper. Wraps, where currently authorized for purchase, are only allowed to be applied to the front of a vehicle.
Manufacturing process	The application of dye, ink, paint, or film applied to the license plate or embossed characters on the license plate.
Opaque	An ink, pigment, or film that prevents transmission of light from a license plate's reflective material. The degree of opacity (100% opaque to 0% opaque) of an ink, pigment, or film may vary depending on the material used to make the ink, pigment, or film as well as the wavelength of the light source illuminating the license plate.
Retro-reflective	A surface that reflects light back to its source with a minimum scattering of light.
Security features	Holographic designs and other markings intended to identify authentic license plates and deter counterfeiting.
Specialty license plate	An official license plate designated to promote a specific cause or recognize a specific group.
Vanity license plate	An official license plate issued to a vehicle owner with specifically requested characters, numbers, or letters.
Vehicle registration database	An electronic repository of information identifying vehicles currently or previously registered in that jurisdiction.

Appendix B Temporary License Plate and Temporary Registration Exemplars: Rhode Island

This is the Temporary Registration Permit. Place in plastic pouch and attach to rear vehicle license plate bracket. DO NOT PLACE PERMIT IN BACK WINDOW

	STATE OF RHODE ISLAND - 20 DAY TEMPORARY PLATE
Expires	04-29-20
013244	
VEHICLE: 2014 FORD FUSION	3FA6P0SUXER216621
DEALER: Test Dealership - RI DMV (9999)	ISSUED: 04/09/2020

State of Rhode Island
DIVISION OF MOTOR VEHICLES
Temporary Vehicle Registration

Temporary plate #013244
Issued: April 9, 2020 3:29 PM
Expires: April 29, 2020

Dealer

Test Dealership - RI DMV (9999)

Vehicle

2014 FORD FUSION
VIN: 3FA6P0SUXER216621

Owner information

JOHN DOE
12 MAIN STREET, APT. 2, PROVIDENCE, RI 02908

Insurance information

ACME AUTO 1234-000000 - Valid 03/06/2020 through 03/06/2022

The above described vehicle to which this temporary plate has been attached may be operated by the purchaser for a period not to exceed 20 consecutive days from the date of purchase.

AFFIDAVIT OF COMPLIANCE FOR INSURANCE OR OTHER FINANCIAL RESPONSIBILITY

The holder of the 20 Day Temporary Plate (hereinafter referred to as "applicant" swears that, in compliance with Title 31, Chapter 47 of the General Laws, Motor and Other Vehicles, known as the Motor Vehicle Repairs Act, he/she will not operate or allow to be operated the motor vehicle described in this registration nor any other motor vehicle unless all such motor vehicles are covered for financial security.

Because of a concern over the rising toll of motor vehicle accidents and the suffering and loss thereby inflicted, the legislature determined that it is a matter of grave concern that motorists shall be financially able to respond in damages for the negligent acts so that innocent victims of the motor vehicle accidents may be recompensed for the injury and financial loss inflicted upon them. The aforementioned act was passed to address such concern.

The Act requires every natural person, firm, partnership, association or corporation registering a vehicle or renewing the registration of a vehicle to aver that he/she will provide financial security on same.

The obligation will be met by maintaining a policy of liability insurance with bodily injury limits of \$25,000 to any one person and \$50,000 to two or more persons in any one accident along with a limit of \$25,000 for injury to or destruction of property of others in any one accident of a combined bodily injury and property damage liability limit of \$75,000; OR by filing with the assistant director for motor vehicles in the Department of Administration, a financial security bond in the amount of \$75,000; OR by qualifying as a self insurer.

Penalties for failure to comply with the provisions of the Act may result in fines and/or suspension of your license and registration.

The existence of this Act and its requirements does not prevent the possibility that the applicant may be involved in an accident with an owner or operator of a motor vehicle who is without financial responsibility.

Appendix C Sample Handout (for sponsors): Specialty License Plate Specifications *(Synopsis of AAMVA License Plate Standard Information)*

License plates quickly identify motor vehicles and vehicle registrant information and are most effective when they are designed to optimize legibility to the human eye as well as for automated license plate readers (LPRs). The ability for motor vehicle agency employees, police officers, and citizens to quickly and easily identify license plate numbers (consisting of alpha and/or numeric characters) is fundamental to accurate vehicle registration data creation, maintenance, and retrieval. The following specifications are provided to specialty license plate sponsors to assist with the initial design of a new license plate.

- License Plates are 12 inches by 6 inches.
- The license plate rim is $\frac{1}{4}$ inch wide.
- Bolt holes are $2\frac{1}{2}$ inches from the side of the license plate and $\frac{1}{2}$ inch from the top and bottom of the rim of the license plate.
- Graphics must not distort or interfere with the name of the jurisdiction, the license plate number, or any other identifying feature on the license plate.
- Graphics may be either to the left or right of the of the license plate number. Graphics can stretch from the edge of the license plate to within 0.25 inches from the closest character of the license plate number.
- Graphics must not be behind the license plate number.
- A single color may be used behind the license plate number, but there must be a contrast between the license plate number and background color.
- If symbols appear on the license plate that are *not* found on a standard keyboard, such as hearts, diamonds, or emojis, they are considered a graphic and are not considered part of the license plate number sequence nor is any representation of the symbol entered into the vehicle registration database.
- If text is included within the graphic, a translucent ink or other technique is used to prevent it from being read by LPR.
- The sponsor's slogan may be across the bottom of the license plate, must be in a single color, and at least 0.25 inches below the license plate number as not to interfere with the bottom of each character in the license plate number.
- The name of the jurisdiction must be on the top of the license plate, centered between the bolt holes, 1 inch down from the rim of the license plate and 1 inch wide.

Appendix D Example of a Specialty License Plate Agreement

This Agreement made effective this X day of X month, 20XX.

BETWEEN:

ORGANIZATION

(called “The ORGANIZATION”)

- and -

NAME OF JURISDICTION

(called “XXX”)

BACKGROUND

- (a) XXX is responsible for issuing License Plates in the Jurisdiction;
- (b) XXX administers the Specialty License Plate Program which allows for organizations to participate in the issuance of a License Plate series displaying organizations’ logos, graphics, slogans or other identifiable intellectual property;
- (c) THE ORGANIZATION is the owner and has the right to license for commercial purposes certain names, nicknames, slogans, symbols, logos, emblems, insignia, graphics, colors, marks or other indicia that may be imprinted as a graphic onto a License Plate, including the Intellectual Property as defined in this Agreement;
- (d) THE ORGANIZATION has had discussions with XXX and has agreed to participate in the Specialty License Plate Program;
- (e) With the assistance of THE ORGANIZATION, XXX will be responsible for implementing the Specialty License Plate Program whereby XXX will offer for sale a Specialty License Plate which incorporates the Intellectual Property into its design; and

- (f) THE ORGANIZATION wishes to grant a License to XXX, and XXX wishes to receive a license from THE ORGANIZATION, to use the Intellectual Property for the purposes of carrying out the above-mentioned program, on the terms and conditions as further set out below.

NOW THEREFORE, in consideration of the foregoing recitals, and the mutual promises, terms, conditions, and covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, the XXX and THE ORGANIZATION agree as follows:

DEFINITIONS

1. In this Agreement:
 - (a) “Agreement” means this document including Schedule “A”;
 - (b) “Business Day” means 8:15 am to 4:30 pm in Jurisdiction X from Monday through Friday excluding holidays observed by Jurisdiction X;
 - (c) “Logo” means the design as shown in Schedule “A” and its related designs, slogans, and expressions, including the “Respect for Animals” phrase;
 - (d) “Effective Date” means the date first above written;
 - (e) “Intellectual Property” means certain names, nicknames, slogans, symbols, logos, emblems, insignia, graphics, colors, marks, phrases, or other indicia that may be imprinted as a graphic onto a License Plate including the graphic designs which are set out in Schedule “A”;

- (f) “License Plate” means a number plate, which is the property of XXX and for which XXX has the right to manufacture, issue, authorize, provide and restrict the use thereof under *The Traffic Safety Act* S.S. 2004, c. T-18.1, as amended from time to time;
- (g) “Specialty License Plate” means a License Plate that incorporates into its design the Intellectual Property and that displays a series of letters or a combination of letters and numbers which have been selected by XXX and that may be issued to the public for use on a class or classes of motor vehicles as determined by XXX.

LICENSE

2. THE ORGANIZATION hereby grants to XXX a non-exclusive, non-transferable License in perpetuity to use and incorporate the Intellectual Property into the design of a Specialty License Plate, and to manufacture, distribute, and promote such Specialty License Plates commencing on the Effective Date of this Agreement.
3. Schedule “A” sets out the design of the Specialty License Plate which may be sold by XXX after the Effective Date of this Agreement. THE ORGANIZATION hereby acknowledges that the Intellectual Property of THE ORGANIZATION is incorporated into the design of the Specialty License Plate.
4. Notwithstanding any amendment or change to the Schedules to this Agreement, or any change made to the design of the Specialty License Plates in the future, THE ORGANIZATION acknowledges and accepts that any person, company, partnership, organization agency or group who purchased and obtained Specialty License Plates, whether or not registered for use upon motor vehicles, may continue to use and display such

Specialty License Plates for as long as permitted by law and by XXX.

5. THE ORGANIZATION accepts and acknowledges that the Specialty License Plate may be sold and issued by XXX’s employees, agents and other representatives on behalf of XXX.

OWNERSHIP AND USE OF INTELLECTUAL PROPERTY

6. For greater certainty, nothing in this Agreement requires XXX to use the Intellectual Property or to sell and issue Specialty License Plates which incorporate the Intellectual Property. XXX, either directly or through its agents, may sell and issue the Specialty License Plates and collect the applicable sale proceeds.

LICENSE PLATES ARE PROPERTY OF XXX

7. Notwithstanding any other provisions in this Agreement, all License Plates, including Specialty License Plates, are the property of XXX. This Agreement is not a sale of any or all of XXX’s right, title or interest in License Plates of any kind whatsoever. While THE ORGANIZATION can encourage sales of the License Plates, THE ORGANIZATION cannot give, issue or provide the License Plates to any person, company, partnership, organization, agency or group without the express written consent of XXX.

XXX’S SOLE AUTHORITY TO APPROVE SPECIALTY LICENSE PLATES

8. THE ORGANIZATION acknowledges and agrees that the combination of letters and numbers appearing on Specialty License Plates are not subject to any approval of THE ORGANIZATION whatsoever at any time and that XXX has the sole unfettered subjective discretion to approve or reject any such combination of letters and numbers without incurring any liability to THE ORGANIZATION whatsoever.

NO OBLIGATION TO RECALL SPECIALTY LICENSE PLATES

9. THE ORGANIZATION acknowledges and agrees that XXX is under no obligation whatsoever to THE ORGANIZATION at any time to recall, revoke, or otherwise replace a Specialty License Plate that has been sold.

SPECIALTY LICENSE PLATE REVENUE AND ROYALTY AMOUNT

10. Upon XXX's approval of the sample plate, THE ORGANIZATION shall pay to XXX a non-refundable setup fee of X.
11. Before the sale of any Specialty License Plate, THE ORGANIZATION shall pay to XXX a refundable application fee of X. This refundable application fee represents THE ORGANIZATION's guarantee that a minimum of X of the Specialty License Plates will be purchased from XXX by XXX customers within the first twelve (12) months that the Specialty License Plate is offered for sale by XXX. If sales of the Specialty License Plates reach a minimum of five hundred X license plates sold in the first twelve (12) months the plate is offered by XXX, XXX will return the application fee to THE ORGANIZATION within thirty (30) days after the elapse of the first twelve (12) months. If sales of the Specialty License Plates do not reach a minimum of X License plates sold in the first twelve months the plate is offered by XXX, XXX reserves the right to retain the entirety of the refundable application fee paid by THE ORGANIZATION.
12. Notwithstanding any other provision in this Agreement, the Organization understands that if a minimum order quantity of one hundred (100) Specialty License Plates is not reached in the twelve (12) month period following the initial twelve (12) month period that the Specialty License Plate is offered for sale, and each year thereafter that XXX elects to offer the Specialty

License Plate for sale, then XXX may elect to no longer offer the Specialty License Plate for sale.

13. After remittance of the amount collected, XXX shall retain \$xx of the \$xx collected for each Specialty License Plate sold, and the remaining \$xx from the sale of each Specialty License Plate (hereinafter the "Royalty Amount") shall be forwarded to THE ORGANIZATION. The Royalty Amount paid to the THE ORGANIZATION is derived solely from the specialty plate fee paid by the customer for their initial acquisition of the Specialty License Plate. The Royalty Amount shall not include any other administration fees charged to customers by XXX related to this program or the licensing and registration of Jurisdiction X vehicle and drivers in general including, without limitation, fees associated with the cost for a duplicate or replacement License plate or the fees associated with a personalized License plate. Without limiting the foregoing, XXX shall have the right to set-off monies due to THE ORGANIZATION by XXX against any amounts due and owing XXX by THE ORGANIZATION.
14. XXX will pay the Royalty Amount referenced in clause 13, above, to THE ORGANIZATION periodically as the Specialty License Plates are sold. At minimum, payment will be made by XXX to THE ORGANIZATION every six months.

DESIGN CHANGES TO SPECIALTY LICENSE PLATE

15. THE ORGANIZATION may request design changes to amend Schedule "A" and thus change the design of the Specialty License Plate, provided THE ORGANIZATION shall be responsible for paying the costs incurred by XXX in processing the design change, and XXX consents to the requested change. Such consent is in the unfettered discretion of XXX. Notwithstanding the foregoing, XXX in its unfettered discretion will determine what combination of letters and

numbers will be used in relation to the amended Specialty License Plate.

PUBLICITY REGARDING THE SPECIALTY LICENSE PLATE OFFERING

16. THE ORGANIZATION agrees that any advertisement of the Specialty License Plate, including all printed advertising material, television, radio, or internet advertising, must receive prior written approval by XXX. Such permission will not be unreasonably withheld.
17. Any other promotion (e.g. website content, social media posts) must not portray XXX as endorsing this Specialty License Plate.

REVIEW OF PROGRAM

18. On an annual basis, on or before X of each calendar year, XXX shall conduct a review of the Specialty License Plate program contemplated under this Agreement to determine whether the volume of sales of the Specialty License Plates warrants the continuation of the Specialty License Plate program.
19. As part of the review contemplated in clause 18, above, XXX shall provide THE ORGANIZATION with a report as to how many Specialty License Plates have been sold to date, and the amount of any remaining inventory of Specialty License Plates, if applicable.

TERM AND TERMINATION

20. The term of this Agreement shall commence on the Effective Date and shall continue until X, unless terminated or extended in accordance with the terms and conditions of this Agreement.
21. THE ORGANIZATION may terminate this Agreement immediately upon written notice to XXX in the event of default by XXX in the performance of any term or condition of this Agreement, and failure by XXX to remedy such default within forty-five (45) days after its receipt

of written notice of such default from THE ORGANIZATION.

22. XXX may terminate this Agreement in accordance with the terms set out in a written notice delivered to THE ORGANIZATION in the event of default by THE ORGANIZATION in the performance of any term or condition of this Agreement, and failure by THE ORGANIZATION to remedy such default within forty-five (45) days after its receipt of written notice of such default from XXX.
23. Either party may terminate this Agreement by providing forty-five (45) Business Days written notice, if either party is of the opinion, in its sole discretion that continuing the Specialty License Plate program would be unfeasible or otherwise undesirable.
24. At the date of the expiration or of the termination of this Agreement by THE ORGANIZATION, XXX may destroy all remaining supply of Specialty License Plates manufactured prior to the expiration termination of this Agreement, in which case THE ORGANIZATION shall reimburse XXX for all reasonable costs incurred in the manufacture and destruction of such Specialty License Plates.
25. XXX shall cease the manufacture, sale or issuance of the Specialty License Plate which incorporate the Intellectual Property in their design after the date of the expiration or termination of this Agreement.

DEFAULT

26. In the event of default of any of the terms and conditions in this Agreement by THE ORGANIZATION, whether by omission or commission, or if an event of default under clause 27 occurs, XXX shall have the right, effective immediately without notice, to terminate this Agreement. Upon such termination, all rights

and privileges of THE ORGANIZATION under the Agreement shall terminate. In addition, XXX reserves the right to pursue any other legal remedy available to XXX.

EVENTS OF DEFAULT

27. Events of default include, but are not limited to the following:
- (a) THE ORGANIZATION becomes bankrupt or insolvent, goes into receivership, or takes the benefit of any statute from time to time in force relating to bankrupt or insolvent debtors;
 - (b) an order is made or resolution passed for the winding up of THE ORGANIZATION or THE ORGANIZATION is dissolved;
 - (c) THE ORGANIZATION ceases to operate or carry on business in the normal course;
 - (d) THE ORGANIZATION has submitted false or misleading information to XXX or makes a false representation in this Agreement;
 - (e) THE ORGANIZATION breaches or fails to comply with a term or condition of this Agreement, or
 - (f) XXX determines that contractual association with THE ORGANIZATION is inconsistent with the reputation of, or public confidence in XXX.

ONGOING USE OF SPECIALTY LICENSE PLATES AFTER TERMINATION

28. For greater certainty, nothing prohibits any person, company, partnership, organization, agency or group who purchased Specialty License Plates prior to any termination of this Agreement, from continuing to use and display these Specialty License Plates on their vehicles or elsewhere for as long as may be permitted by law and by XXX.

REPRESENTATIONS AND WARRANTIES

29. THE ORGANIZATION represents and warrants to XXX that:
- (a) it has the proper legal power and capacity to enter into this Agreement and to perform its obligations under this Agreement;
 - (b) it is and shall remain the administrator of the Intellectual Property for as long as this Agreement is in effect and as such has the legal power and capacity to license the Intellectual Property to XXX, and that, to its knowledge, the use of the Intellectual Property pursuant to this Agreement does not infringe upon the intellectual property rights of any other person, firm or corporation;
30. XXX represents and warrants to THE ORGANIZATION that it has the proper legal power and capacity to enter into this Agreement and to perform its obligations under this Agreement; and
31. Each party to this Agreement is responsible for maintaining liability insurance, in an amount sufficient to protect such party in the event of third party claims for bodily injury, personal injury or property damage (including loss of use thereof) arising in connection with the performance of this Agreement and all other business operations.

THIRD PARTY CLAIMS, INDEMNITY AND HOLD HARMLESS

32. Each party shall indemnify and hold harmless the other, its employees and agents against and from any and all third party claims, demands, actions, or costs (including legal costs on a solicitor-client basis) to the extent arising from:
- (a) that party's breach of this Agreement, or

- (b) the negligence, other tortious act or willful misconduct of that party, or its employees, in relation to the performance of its obligations under this Agreement.

The party claimed against or sued by a third party must notify the other in writing of a claim or suit promptly and provide reasonable cooperation, at the responsible party's expense. Neither party shall have any obligation under any settlement made without its written consent.

THIRD PARTY CLAIMS IN RELATION TO INTELLECTUAL PROPERTY

- 33. If a third party claims that the Logo delivered to XXX for use and incorporation into the Specialty License Plates by THE ORGANIZATION, THE ORGANIZATION's employees or agents under this Agreement infringes any copyright, patent, trade secret, industrial design, trade mark or any other proprietary right enforceable in Canada, THE ORGANIZATION will defend XXX against that claim at THE ORGANIZATION's expense.

In this regard, THE ORGANIZATION will pay all costs, damages and legal fees that a court finally awards or are included in a settlement agreed to by THE ORGANIZATION, provided that XXX:

- (a) promptly notifies THE ORGANIZATION in writing of the claim; and
 - (b) cooperates with THE ORGANIZATION, and allows THE ORGANIZATION to control, with XXX's participation, the defense and any related settlement negotiations.
- 34. If such a claim is made or appears likely to be made under clause 33, XXX agrees to permit THE ORGANIZATION to enable XXX, at THE ORGANIZATION's cost and with

XXX's agreement, to continue to use the Logo or to provide XXX with a non-infringing replacement or modification for use and incorporation into a Specialty License Plate. If THE ORGANIZATION determines that none of these alternatives is reasonably available, XXX shall halt issuing the Specialty License Plates that display the alleged infringing Logo on THE ORGANIZATION's written request and THE ORGANIZATION shall pay XXX, upon XXX providing THE ORGANIZATION an invoice identifying the number of issued and unissued Specialty License Plates, the reasonable costs associated with recalling all issued Specialty License and exchanging them with replacement License Plates and the costs of the unissued stock of Specialty License Plates.

The party claimed against or sued by a third party must notify the other in writing of a claim or suit promptly and provide reasonable cooperation, at the responsible party's expense. Neither party shall have any obligation under any settlement made without its written consent.

NON-ASSIGNABILITY

- 35. THE ORGANIZATION shall not assign or otherwise dispose of any of its rights, obligations or interests in this Agreement without the prior written consent of XXX, which shall not be unreasonably withheld.

RELATIONSHIP OF THE PARTIES

- 36. The relationship of THE ORGANIZATION to XXX under this Agreement is that of an independent licensor of the Intellectual Property, and nothing in this Agreement is to be construed as creating an agency, partnership, joint venture or employment relationship between THE ORGANIZATION and XXX.

NOTICES

37. Any notice to be made under this Agreement is to be made in writing, and is effective when delivered to the address or transmitted by fax to the fax number, as follows:

XXX: NAME, TITLE, ADDRESS &
CONTACT INFO HERE

THE ORGANIZATION: NAME, TITLE,
ADDRESS & CONTACT INFO

The parties respectively designate for the time being, the individuals identified in this clause as having the authority to give notice, and notice given by these individuals is binding on the party giving the notice.

38. Either party may change its information in clause 37 by giving notice to the other in the manner described in clause 37.

39. Any notice personally served or sent by fax shall be deemed received when actually delivered or received, if delivery or fax transmission is on a Business Day, or if not on a Business Day, on the following Business Day.

GENERAL

40. In the case of conflicts or discrepancies among this document and Schedule A, the documents shall take precedence and govern in the following order:

- (a) The body of this document; and
- (b) Schedule A.

41. This Agreement contains the entire agreement of the parties concerning the subject matter of this Agreement and except as expressed in this Agreement, there are no other understandings or agreements, verbal or otherwise, that exist between the parties.

42. This Agreement shall be for the benefit of and binds the successors and assigns of the parties.

43. Time is of the essence of this Agreement.

44. The Parties may amend this Agreement only by mutual written agreement signed by the parties.

45. The terms and conditions contained in this Agreement that by their sense and context are intended to survive the performance of this Agreement by the parties shall so survive the completion and performance, suspension or termination of this Agreement.

46. This Agreement shall be governed by and interpreted in accordance with the laws in force in Jurisdiction X and the laws of Canada applicable in Jurisdiction X, and the parties irrevocably attorn to the exclusive jurisdiction of courts in Jurisdiction X.

47. In this Agreement any reference to a statute shall mean the statute in force as at the Effective Date, together with all regulations promulgated thereunder, as the same may be amended, reenacted, consolidated or replaced, from time to time, and any successor statute thereto, unless expressly provided.

48. Any waiver by either party of the performance by the other of an obligation under this Agreement must be in writing, and such waiver does not constitute a continuing waiver of the performance of that obligation unless a contrary intention is expressed in writing.

49. The rights and remedies of XXX under this Agreement are cumulative and any one or more may be exercised.

50. The headings in this Agreement are inserted for convenience of reference only and shall not affect the meaning or construction of this Agreement.

51. In this Agreement words in the singular include the plural and words in the plural include the singular.

52. This Agreement may be executed in counterparts, in which case (i) the counterparts together shall constitute one agreement, and (ii) communication of execution by fax transmission or e-mailed in PDF shall constitute good delivery.

This Agreement has been executed on behalf of each party by their duly authorized representatives.

XXX

_____ signed on _____ 2018

Name Printed: Title:

ORGANIZATION

_____ signed on _____ 2018

Name Printed: Title:

Appendix E AAMVA License Plate Reader Program Best Practices Guide

The following link will navigate readers to the AAMVA Best Practices and Model Legislation website page where the complete *License Plate Reader Program Best Practices Guide* (October 2021) can be found.

<http://www.aamva.org/best-practices-and-model-legislation>

Appendix F AAMVA 2020 License Plate Standard Working Group Roster

CO-CHAIRS

Chris Childs

Assistant Chief
California Highway Patrol

Charles Hollis

Assistant Administrator
Rhode Island Division of Motor Vehicles

MEMBERS

Nikki Bachelder

Clerk IV, Registration Section Office Supervisor
Maine Bureau of Motor Vehicles

Brandy Bray

Manager, Issuer & Customer Support Services
Saskatchewan Government Insurance

Tom Foster

Captain
Washington State Patrol

Lisa Green

Bureau Director
Mississippi Department of Revenue

Jessica McEwen

Director of Registration
Indiana Bureau of Motor Vehicles

Hermenia Perkins-Brown

License Plate Officer
South Carolina Department of Motor Vehicles

LeeAnn Phelps

Public Service Executive I
Kansas Division of Vehicles

Craig Phillips

Captain
Kansas Highway Patrol

Cindy Zuerblis

Division Manager
Connecticut Department of Motor Vehicles

PARTNER

Ryan Daugirda

Manager
International Association of Chiefs of Police

TECHNICAL ADVISORS

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Chief Strategy Officer
Reviver

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Jeff Hielsberg

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Lauren Dolan

Marketing Manager
Waldale Irwin Hodson Group

AAMVA STAFF

Brian Ursino

Director, Law Enforcement

Cathie Curtis

Director, Vehicle Programs

Kristen Shea

Senior Programs Analyst

Paul Steier

Law Enforcement Program Manager



OUR VISION

Safe drivers

Safe vehicles

Secure identities

Saving lives!



American Association of Motor Vehicle Administrators

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