



American Association of  
Motor Vehicle Administrators

# License Plate Standard

## EDITION 3

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

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VEHICLE STANDING COMMITTEE AND LAW ENFORCEMENT  
STANDING COMMITTEE

LICENSE PLATE STANDARD WORKING GROUP

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# 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, law enforcement, and citizens to easily identify license plate numbers (consisting of alpha and/or numeric characters) is fundamental to accurate vehicle registration data creation, maintenance, retrieval, and vehicle identification. Alignment with the standards within Chapters One to Five will achieve those goals, streamline the license plate retrieval processes within MVAs, and improve the exchange of license plate data and information between jurisdictions. Alignment with these standards also supports roadway safety and increases revenue collection, such as toll collection, restricted lane access, and parking regulations, which are dependent on accurate license plate identification.

License plates also play a crucial role in preventing and solving crimes. Every day across North America, crimes are prevented or solved through the identification of license plates. Although 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, testing has documented that misreads do occur. Alignment with the license plate standards 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. The standard is designed

*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.*

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.

The American Association of Motor Vehicle Administrators (AAMVA) recommends jurisdictions involve law enforcement, tolling authorities, and other stakeholders they deem appropriate when developing new license plate designs. Jurisdictions should consider submitting new license plate designs to the AAMVA License Plate Verification Program before they go to production. This will provide jurisdictions with opportunity to identify and rectify design components that do not align with the standard.

Minor adjustments have been made throughout the standard, and new standards have been developed for alternative license plates (wraps and digital plates). In addition, digital license plates have been more clearly defined and differentiated from flat license plates manufactured using a digital printing process.

**NOTE:** Part One, the *License Plate Standard*, is in Chapters One to Five. Part Two, *Best Practices for Managing Vanity and Specialty License Plate Programs* are found in Chapters Six and Seven. 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 One to Five of this document constitute the standard. Chapters One to Three of the standard are broken into three main sections: Administrative, Design, and Manufacture with license plate design attributes addressed as follows:

	License Plate Border
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The below 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>

Administrative	Design	Manufacture
Display	Issuing Jurisdiction	License Plate Dimensions and Bolt Holes
Unique License Plate Numbers	Character Sizing and Placement	Manufacturing Process
Items Applied to License Plates	Fonts	Retro-reflectivity
Replacement Cycle	Stacked Characters	Security Features
Auditing and Accountability	License Plate Type Identifiers	
License Plate Verification Program	Messaging	
	Special Characters	
	Spaces and Dashes	
	Graphics	
	Graphic Placement	
	Background	

**PART ONE**

# License Plate Standard

# CHAPTER ONE Administrative

This section addresses administrative and policy aspects of license plate design and manufacture.

## 1.1 Display

License plates are displayed horizontally on the vehicle in the space designated by the vehicle manufacturer or as otherwise specified by jurisdictional statute.

## 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 motor vehicle agency (MVA) 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

Jurisdictions have 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 or authorized by the jurisdiction. Decals are only authorized for the specific plate for which it is issued. If the decal becomes unreadable because of fading, damage, or degradation, the decal is replaced. A decal replacement cycle is adopted by the jurisdiction that is consistent with the life expectancy of the material used to manufacture the decal.

## 1.4 Replacement Cycle

A license plate replacement cycle is adopted. Because license plates lose significant retro-reflectivity within 7 years, a required rolling or full replacement cycle not to exceed 7 to 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 the 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 with the AAMVA license plate standard. (See Appendix B for more LPVP details.) 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. Jurisdictions may choose optional LPR and retro-reflectivity readability testing. For more information on the LPVP, see Appendix B.

## 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) to identify the correct vehicle record. These specifications also provide flexibility for allowing multiple license plate designs.

### 2.1 Issuing Jurisdiction

The name of the issuing jurisdiction is readable and appears in the top center location between the bolt holes of the license plate. The full jurisdiction name is displayed to avoid confusion between jurisdictions with similar postal abbreviations. The jurisdiction name is placed at least 0.25 inch above the license plate number and at least 0.125 inch from the top edge of the plate. Jurisdiction characters are no less than 0.75 inch and no more than 1 inch in height and width with a minimum of 0.10 inch.

### 2.2 Character Sizing and Placement

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

### 2.3 Fonts

The font and spacing present each alphanumeric as a distinct and identifiable character (alphanumeric

*If stacked characters are used, they are part of the official license plate number. No more than two characters are to be stacked.*

characters are from the English language. Non-English language alpha numeric characters, if used, are considered to be special characters). Standardized fonts and font sizes that clearly distinguish characters are used. For example, similar characters such as A and R (alpha/alpha) and 8 and B (numeric/alpha) are easily distinguishable from each other. Zeroes should contain a slash (from top right to bottom left) to differentiate from O and Q (alpha/alpha). For purposes of LPR readability, other problematic character pairings include 1/L/I (numeric/alpha/alpha) and S/5 (alpha/numeric).

### 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 (+/- 2%) 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 license plate number.

## 2.6 Messaging

When a 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 inch below the license plate number and at least 0.125 inch from the bottom edge of the plate.

## 2.7 Special Characters

Special characters, such as ampersands and hashtags, are not used on license plates. If used, non-alphanumeric characters typically found on a keyboard are considered part of the license plate number. They 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* typically found on a keyboard, such as hearts, diamonds, or emojis, are considered graphics and are not considered part of the license plate number nor is any representation of the symbol entered into the MVA 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 MVA database (“ABC123,” “ABC 123,” and “ABC-123” are the same license 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 contained within the graphic from being read by the human eye or LPR.

## 2.10 Graphic Placement

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 and spacing requirements of the license plate number. Graphics can stretch from the edge of the license plate to within 0.25 inch from the closest character of the license plate number, the jurisdiction name, or approved message 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.

## 2.12 License Plate Border

For embossed license plates, SAE J686 (revised July 2012) requires a license plate border measurement of 0.19 to 0.25 inch from the license plate edge to where the embossed rim begins.\* License plates not embossed also require a license plate border measurement of 0.19 to 0.25 inch from the license plate edge.

\* SAE International Standard J686 available (SAE charges a fee) at [https://www.sae.org/standards/content/j686\\_201207](https://www.sae.org/standards/content/j686_201207)

*Special characters, such as ampersands and hashtags, are not used on license plates.*

## 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 license plates, embossed license plates, and alternative license plates unless otherwise noted in Chapter Five.

### **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.

### **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.

### **3.3. Retro-reflectivity**

License plates contain a retro-reflective material, 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 shall contain a retro-reflective material consistent with the below requirements<sup>†</sup>:

- Entrance angle: 0.2 degrees
- Observation angle: -4 degrees
- Minimum value: 45 cd/lx/m<sup>2</sup>

Retro-reflective testing in daylight conditions is conducted in the visible spectrum.

Retro-reflective testing in nighttime conditions is conducted in the IR spectrum.

### **3.4 Security Features**

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

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<sup>†</sup> ASTM International D4956-19 and ISO 7591: 1982, clause 3.

## CHAPTER FOUR Temporary License Plates

A temporary license plate is a nonpermanent license plate issued to a vehicle for identification purposes and for authorization to operate on public roads until the permanent license plate is issued and affixed to the vehicle. Temporary license plates include those issued by motor vehicle dealers at the time of vehicle purchase and other types of permits or tags that are issued for various lengths of time and reasons. It is important to note that, unless specifically noted, the license plate standards that precede this section also apply to temporary license plates.

See Chapter Eight for *Best Practices for Temporary License Plate Program Administration*.

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

The temporary license plate is made of an all-weather material, providing for protection from weather elements. If the temporary license plate is not made

of an all-weather material, it is protected from the weather elements by an approved covering. This allows the temporary license plate to maintain its integrity and readability throughout its short-duration use. The validation period may dictate the material used to protect the information and deter counterfeiting.

The minimum required information displayed on a temporary license plate includes license plate number, license plate type, jurisdiction name, expiration date, vehicle year, make, and Vehicle Identification Number (VIN). If jurisdictions require additional data fields, they do not interfere with the other required data fields. The license plate number, license plate type, and jurisdiction name follow the license plate standard as set forth in Chapter Two. The vehicle year, make, VIN, and other data fields required by a jurisdiction on the temporary license plate are a smaller font size to prevent interference with the other license plate information being read (see Appendix C). The temporary license plate expiration date is at a minimum the same font size as the jurisdiction name and spaced a sufficient distance from the license plate number to avoid confusion.

*Materials used to print temporary license plates will have the durability to maintain readability of data fields and security features of the plate through the plate's expiration date.*

Security features and the license plate issuance process have measures to prevent, detect, and remediate fraud to deter criminal activity, such as alterations to and counterfeiting of temporary license plates. While the vehicle is in motion, it is difficult to determine if the temporary license plate is genuine, but a physical

inspection of the temporary license plate during a traffic stop, along with a query of the MVA database, helps an officer determine license plate validity. Security features are further discussed further in 4.4.

## 4.2 Display

The temporary license plate is affixed to the vehicle in the same location and manner as the standard license plate (see 1.1 Display). Temporary license plates are not affixed inside of a window or windshield. Proper exterior affixing of the temporary license plate to the vehicle is important to avoid unintentional detachment (see 3.1 License Plate Dimensions and Bolt Holes). The license plate number, license plate type, jurisdiction name, expiration date, vehicle year, make, and VIN are displayed on the outward-facing, visible side of the temporary license plate. This placement allows for validation that the temporary license plate is displayed on the correct vehicle.

## 4.3 Administrative and Internal MVA Processes

The temporary license plate number is unique and not repeated. The unique license plate number is not simultaneously used on another valid temporary or permanent license plate used within that jurisdiction (see 1.2 Unique License Plate Numbers). Upon issuance, temporary license plate data are immediately available for electronic inquiry in the same manner as a permanent license plate by those authorized to receive the information. 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, model, plate type, VIN, color, expiration date, owner name, and address. After a permanent license plate is issued for the vehicle, the temporary license plate information is connected to the vehicle record and remains available for inquiry. This serves as valuable intelligence for investigations.

If a jurisdiction allows a third party to issue temporary license plates, the plates are only issued during hours

*The temporary license plate number is unique and not repeated. The unique license plate number is not simultaneously used on another valid temporary or permanent license plate used within that jurisdiction.*

specified by the jurisdiction. Procedures are developed for use when the temporary license plate issuance system is unavailable when needed. These procedures allow for the continued integrity of the temporary license plate issuance process while allowing the individual to operate the vehicle. These procedures address immediate entry of data into the temporary license plate issuance system when it becomes available. When a temporary license plate is issued for a dealer sale, 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 plate data are entered into the MVA registration database immediately upon issuance and are available for real-time inquiry for law enforcement and authorized entities. Any delay in temporary license plate information availability through inquiry leaves open the potential for fraudulent use, perpetuation of fraud schemes, and other illegal activity, along with the ability of the vehicle to incur tolls and other travel fees without detection. Failure to provide real-time information during motor vehicle stops can also impact officer safety.

Proper management and control of the temporary license plate issuance system mitigates the risk of fraud. MVA audit processes, procedures, and monitoring aid in detecting anomalies and unusual temporary license plate issuances, which can then be investigated (see 1.5 Auditing and Accountability). MVAs have appropriate technological tools to collect, analyze, and organize data to proactively identify potential misuse.

*Temporary license plate data are entered into the MVA registration database immediately upon issuance and are available for real-time inquiry for law enforcement and authorized entities.*

Repeated issuance of temporary license plates 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 is selling vehicles without proper ownership. Safeguards within the temporary license plate issuance system are in place to restrict repeated issuance unless proper justification is provided. Comprehensive audits, including review of the number of system users, number of temporary license plates issued per user, access to the system, and utilization reviews of dealer issuance of temporary license plates, are conducted to prevent, detect, and remediate fraud. The ability to void an issued temporary license plate is restricted to properly trained users designated by the MVA.

In addition to overseeing the temporary license plate issuance system, jurisdictions can mitigate the risk of fraud by properly vetting entities that are authorized to issue temporary license plates. In the case of motor vehicle dealers, proper examination and evaluation

of business locations, meeting business licensing requirements, and user identity validation through national background investigations are essential tools for ensuring that legitimate business and users have access to a jurisdiction's temporary license plate issuing system. By proactively vetting these users, jurisdictions may reduce opportunities for fraud. For more information regarding vetting of entities with access to jurisdiction license plates, see Chapter 3 of AAMVA's *Regulation of Specific-Use License Plates Best Practices*.

Tamper evident physical or electronic security features are embedded into temporary license plate designs. Temporary license plates include at least one of the following types of security features:

**Overt**

Done or shown openly; plainly or readily apparent; not secret or hidden; i.e., unique plate sequence number, expiration date, state seal

**Covert**

Not openly acknowledged or displayed; i.e., geometric shapes, additional unique verification number, issuance electronic audit trail

**Forensic**

Specialized security features; i.e., security such as color-changing ink or holographic images

# CHAPTER FIVE Alternative License Plates

## 5.1 Introduction

This section addresses two nontraditional license plate technologies, digital license plates and 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.

Flat license plates have been referred to as digital license plates because they use a digital printing process. This nomenclature is no longer correct. These should now be referred to as “flat license plates” to differentiate them from newer digital license plate technology that allows the electronic display of the license plate number and other required data fields.

## 5.2 Alternative License Plates Addressed in This Standard

### *Digital License Plate*

A digital license plate is mounted on a vehicle and electronically displays the license plate number and all other required data fields. It also emits a wireless signal so real-time license plate information can be displayed. Digital license plates may be equipped with Global Positioning System (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. RFID, when installed, may be active or passive.‡

‡ Jurisdictions should consult their statute regarding privacy in relation to this technology.

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

### *License Plate Wrap*

A license plate wrap is a malleable, adhesive license plate applied to the front of a vehicle in lieu of the jurisdiction’s standard issue license plate.

## 5.3 Standards Specific to Digital License Plates

In addition to the applicable general license plate standards, the following additional standards apply to digital license plates:



The digital license plate displays the month and year of expiration in addition to any other required data fields.

- Banners: Display of real-time public safety or other information, such as:
  - Alerts (such as Amber or Silver)
  - Other emergency alerts
  - Real-time display of registration status
  - Stolen vehicle banner

Banners do not interfere with the readability of the license plate number and required data fields. Any information not part of the official jurisdiction license plate design (i.e., advertisements) does not result in reducing the size of the license plate number or otherwise interfere with readability.

*Any information not part of the official jurisdiction license plate design (i.e., advertisements) does not result in reducing the size of the license plate number or otherwise interfere with readability.*

The MVA provides a digital license plate indicator in their MVA registration databases, which also appears on the registration document issued to the registered owner. The official license plate number and jurisdiction of issuance are displayed in the manner prescribed by the Standard (see Chapter Two).

Digital license plate vendor systems have personally identifiable information (PII) and therefore are subject to audits. 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 1.5 Auditing and Accountability). PII is not stored on a digital license plate.

Digital license plates must be visible through self-illumination. 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. The digital license plate number and other required data fields must remain clearly visible and

always illuminated (not go dark), including when the vehicle is parked or otherwise not in use.

See Appendix D for a list of potential benefits and challenges presented by digital license plates.

## 5.4 Standards Specific to License Plate Wraps

Malleable, adhesive license plates affixed to the front of the vehicle, after they have been applied, meet the



existing standards of readability and retro-reflectivity (conformation to vehicle or bumper shape does not interfere with readability of all required data fields). The wraps are only used on the front of the vehicle in jurisdictions that require two license plates to be displayed. The purpose of the wrap (in jurisdictions that have authorized their use) is to avoid drilling holes into the front of the vehicle to accommodate a license plate holder (in some people's view adversely affecting the aesthetics of the vehicle).

In jurisdictions only requiring one (rear) license plate to be displayed, license plate wraps are not used.

See Appendix D for a list of potential benefits and challenges presented by license plate wraps.

**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 a 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, is not currently issued to another registrant, and meets acceptable license plate criteria based on statutes or regulations within a jurisdiction. The process for determining if a requested license plate is acceptable can be complex. It is important a review process such as the one described below is established; it must be consistent, well-documented, objective, understood by staff, and supported by the jurisdiction's decision-making body. Occasionally, jurisdictions may decide to recall a license plate if after issuance it is determined to not meet the acceptable criteria. It is preferred that jurisdictions deny the license plate before it is issued as opposed to recalling it later.

### 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 plate numbers 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 approving and denying vanity license plates. Jurisdictions should provide the public with clear information on the issuance process and include applicable statutes, regulations, and policies. When administering a vanity license plate program, the jurisdiction should be neutral and consistent. Jurisdictions should consult with their legal counsel and stay aware of emerging court decisions related to vanity license plates.

### 6.3 Application

An application form, whether paper, electronic, or online, is important for the administration of the vanity license plate program and assists with

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

streamlining processes and providing information to the public and staff. An application form includes, at a minimum, the following information:

#### Registrant and Vehicle Information

- Registrant's name
- Mailing address
- E-mail address
- Phone number
- Current license plate number and license plate type
- VIN
- Make
- Model

#### Application Process

- Instructions on how to submit an application and any additional documents required by the MVA

#### 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
- Only alphanumeric combinations are allowed on vanity plates
- Number and position of blank spaces allowed
- Unacceptable license plate criteria (see 6.4 Examples of Unacceptable Vanity License Plate Number Criteria)

#### Requested License Plate Number

- License plate type requested (e.g., passenger, commercial)
- Allow more options if the first choice is not available
- Jurisdictions may require a description of the meaning of the license plate number requested

#### Additional information to include:

- Application and renewal fees
- Indicate a license plate may be recalled or canceled if a complaint is received, applicable statutes or rules are changed, or there is other cause for reevaluation
- Explain refund policy
- Signature on the application to acknowledge receipt of the statutes, rules, and policies for vanity license plates

## 6.4 Examples of Unacceptable Vanity License Plate Number Criteria

Defined and documented criteria for unacceptable vanity 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 (see 2.3 Fonts).

## 6.5 Review Committee

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

- Be a diverse group of individuals.
- Understand the unacceptable vanity license plate criteria, the history of vanity 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 vanity license plate number.

## 6.6 Vanity License Plate Denial

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

## 6.7 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 (usually dictated by statute or regulation) after the vanity license plate is denied.

When an appeal is received, the vanity license plate request should be reviewed a second time by individuals who were not on the original review committee that denied the application. The jurisdiction should include the general counsel and/or agency administrator in this level of review. If the vanity license plate is still denied, the jurisdiction should inform the applicant of the next steps in the jurisdiction's appeal process.

## 6.8 Complaints

Occasionally, the MVA may receive a complaint about a vanity license plate. The complaint should be in writing and include the individual's name and contact information and the basis for the complaint. The jurisdiction should acknowledge receipt of the complaint and follow the established complaint review process set by the jurisdiction.

## 6.9 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 vanity license plate, request a refund, or request an appeal within an allotted time frame. The registrant should also be informed that if the agency doesn't receive a response, the vanity license plate will be cancelled, suspended, or revoked. The applicant is notified that they must return the vanity license plate and is provided instructions on how to do so. 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 designed to promote a specific cause or recognize a specific group. Specialty license plates are a mechanism for sponsoring organizations to promote awareness or to raise funds. Additional fees may be collected when the specialty license plate is issued and subsequently each year upon registration renewal. 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. Unless specifically noted otherwise, the license plate standards contained in Chapters One to Three also apply to specialty license plates.

## 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 MVA, the legislative body, executive officials, and sponsoring organizations have a clear understanding of rules and 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 MVA and the sponsoring organization

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

- 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 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 F).
- Require each sponsor to develop and submit a marketing plan for MVA approval. The plan should include, at a minimum, the purpose or background of the specialty plate, who would qualify to purchase the plate, a description of the target market, and who would receive the revenue.

## 7.3 Production

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

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

- How the specialty license plates will be produced, whether on demand as each specialty license plate is ordered or through mass production
- Inventory management, meaning where the specialty license plates will be stored and how they will be secured
- Distribution points; the number of distribution points is a factor when determining the number of specialty license plates that need to be produced
- Whether presale of specialty license plates is required to obtain funding to produce the specialty license plates

## 7.4 Presales of Specialty License Plates

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

- The requisite minimum number of specialty license plates to be sold prior to 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

- Whether presale funds will be used for specialty license plate material and production
- Who is responsible for handling presales and presale funds
- How to return presale deposits if the minimum specialty license plate sales are not met
- If other funding is also required for the initial specialty license plate production

## 7.5 Specialty License Plate Sponsor Request or Application

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

Sponsoring Organization

- Name and mailing or website address of the sponsoring organization
- Primary contact's name, telephone number, and e-mail address

Include an explanation of the following that may apply:

- Instructions to submit a request or application and any other required documents
- Specialty license plate design criteria and template
- Specialty license plate design approval process
- Preorder process and fees
- Length of time the specialty license plates will be made available
- Number of active specialty license plates that must be maintained

- Collection and distribution of fees that will raise funds for the organization
- Agency approval of advertising guidelines and restrictions to ensure accuracy for the sponsoring organization

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

## 7.6 Design Approval

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

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

- Consult with law enforcement officials, toll authorities, parking control authorities, and other stakeholders to identify concerns or difficulties reading the specialty license plate by human eye and LPR.
- Consider an executed third-party logo agreement for the intellectual property in the specialty license plate design (e.g., graphic, logo, motto, artwork).
- Submit the specialty license plate design to AAMVA’s LPVP to ensure compliance with the AAMVA License Plate Standard and that it is readable by the human eye and LPR.

Universal specialty plates are license plates that have a designated space reserved to place a sticker or decal designed by a sponsor. The design criteria for the decal to be placed upon the universal special plate should be made available to the sponsoring

organization, including the required sizing of the decal, the required location of placement of the decal on the plate, and any other decal specification required under the applicable laws or rules of the jurisdiction. The design of the decal should be approved by the jurisdiction prior to the mass production of the decal and subsequent issuance of a plate bearing that decal. No decal, sticker, or other material should be affixed to a universal special license plate other than a decal authorized and approved by the jurisdiction.

The MVA may require the sponsor to adjust the design before approving it to ensure compliance with the standard.

## 7.7 Communication Plan

After a specialty license plate or universal specialty plate decal 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 stakeholders should also be notified. Notification to these stakeholders should include the following as applicable:

- Eligible license plate numbers
- A photograph of the license plate or universal specialty plate decal
- Any vehicle or applicant eligibility requirements
- Eligible license plate type(s)
- Effective date

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

## 7.8 Discontinuance of Specialty License Plates

Some jurisdictions have the authority to discontinue specialty license plates. Discontinuance may be a result of the sponsoring organization failing to maintain a minimum number of active specialty license plates over a given period or not reaching the preorder minimum needed to put the specialty license plate into production. Some jurisdictional laws automatically sunset a specialty license plate after a specific number of years. The discontinuance process may be initiated by the MVA or by the sponsoring organization.

If a specialty license plate is going to be discontinued, the MVA should undertake the following:

- Determine how to discontinue the specialty license plates; all specialty license plates with a particular design may be replaced at one time, or individual specialty 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 time frame 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 specialty license plate producer or manufacturer, law enforcement agencies, other interested stakeholders, and the public.
- Send direct notification to each registrant.
- Update the MVA's website, systems, and applications.

## 7.9 Specialty Plate Redesign

When a specialty license plate sponsor requests a redesign of their current specialty license plate the MVA will require a recertification of eligibility. The redesign process requires that the sponsor follow the specialty plate design process outlined in Chapter Seven, sections 7.3 through 7.9.

## CHAPTER EIGHT Best Practices for Managing Temporary License Plate Programs

### Introduction

MVAs may determine that it is beneficial to allow entities to issue temporary license plates, on behalf of the MVA, directly to end users. If a jurisdiction allows this practice, the jurisdiction should take measures to properly authenticate and verify the status of the entity. This vetting process should start with the initial application to the MVA to request authorization to issue temporary license plates.

### Application Process for Business to Provide Temporary License Plates

MVAs should develop an application that requires the entity to provide all information required by the MVA. The application should set clear requirements and explain the application submittal process. MVAs should also clearly articulate in the application the requirements for the entity to be able to issue temporary license plates.

### Business Validation

MVAs should determine whether the entity is legally authorized to conduct business within the jurisdiction. This should be done by verifying that the entity has been properly registered with the jurisdictional authority that oversees businesses. (MVAs should have an established relationship with this jurisdictional authority.) MVAs should also verify the entity's listed place of business is an actual business location such as through a site visit or an applicable technology solution.

### Licensing of Business

An entity that issues temporary license plates generally does so in connection with the type of business it

conducts. MVAs should verify that the entity has the proper business license to engage in that business and that it continually maintains such a business license. MVAs will also benefit from establishing relationships with the licensing authorities to understand the licensing requirements and to be informed if the licensing agency suspends or revokes the business license. When this happens, the MVA should take action to limit or prevent the entity's ability to issue temporary license plates.

### Accountability and Audits

MVAs should develop record-keeping requirements for entities that are authorized to issue temporary license plates. Such records should include vehicle bills of sale, applications for title, or other documentation to justify issuance of the temporary license plate. MVAs should also mandate that these records be maintained in a way that they are immediately accessible to MVA investigators upon request. MVAs should leverage available technology to set parameters for use of the issuance system such as the time of day, user and location when accessing the issuance system, or the volume of temporary license plates issued to flag potential anomalies for further investigation. Technology is especially helpful to MVAs that may have limited staff to be able to go out and conduct onsite audits of these entities.

### Temporary License Plate Information

It is crucial that any MVA that authorizes the use of temporary license plates immediately uploads to its own database information about the person or vehicle to which a temporary license plate is assigned. This

information should be immediately available to MVA employees and law enforcement immediately upon issuance (see Chapter Four).

## **Renewals of Authority**

MVAs should require entities to seek renewal of their authorization to issue temporary plates on a set schedule. At the time of renewal, the MVA should

re-verify all the information provided in the initial application. The MVA can ensure that the entity still maintains a place of business and continues to hold the proper business license. Although the initial application process is very important to ensure that appropriate entities have authority to issue temporary license plates, having a set renewal period to ensure continued compliance is equally important and is sometimes overlooked.

## 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.

<b>American Association of Motor Vehicle Administrators (AAMVA)</b>	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. <a href="http://www.aamva.org">www.aamva.org</a>
<b>Background</b>	A color, scene, or design element behind the license plate number.
<b>Character</b>	The single alphanumeric unit that, by itself or in combination with others, makes up the license plate number.
<b>Decal</b>	A design prepared on special paper for transfer onto a license plate.
<b>Digital license plate</b>	A license plate mounted on a vehicle and electronically that displays the license plate number and all required data fields. It also emits a wireless signal so real-time information and updates can be electronically received and displayed.
<b>Flat license plates</b>	Flat metal license plates that are manufactured using a digital printing process containing a license plate number that is not embossed but may have an embossed license plate border.
<b>Graphic</b>	A design element, such as a logo or other representation, appearing on a license plate.
<b>Infrared (IR)</b>	Electromagnetic radiation with wavelengths longer than those of visible light and shorter than radio waves
<b>Jurisdiction</b>	A state, district, province, or territory.
<b>License plate border</b>	The license plate border is the area of the license plate measured from the edges of the license plate to 0.19 to 0.25 inch inward from all sides.

<b>License plate number</b>	The official alphanumeric character or combination of allowable characters appearing on the vehicle registration assigned to a vehicle and embossed, printed, or electronically displayed on a license plate.
<b>License plate reader (LPR)</b>	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 number into alphanumeric characters to compare against motor vehicle agency databases.
<b>License plate wrap</b>	A malleable, adhesive license plate applied to the front of a vehicle in lieu of the jurisdiction's standard issue license plate.
<b>Manufacturing process</b>	The process of using dye, ink, paint, film, or other materials to create a license plate.
<b>Motor vehicle agency database</b>	An electronic repository of information identifying vehicles currently or previously registered in that jurisdiction.
<b>Personally identifiable information (PII)</b>	Information permitting the identity of an individual to whom the information applies to be reasonably inferred by direct or indirect means.
<b>Retro-reflective</b>	A surface that reflects light directly back to its source with a minimum scattering of light.
<b>Security features</b>	Design or production features included on a license plate to deter counterfeiting and used to confirm the authenticity of the license plate. Three types of security features are: <ul style="list-style-type: none"> <li>■ Overt – Done or shown openly; plainly or readily apparent, not secret or hidden (unique plate sequence number, expiration date, state seal)</li> <li>■ Covert – Not openly acknowledged or displayed (geometric shapes or patterns or additional unique verification numbers)</li> <li>■ Forensic – Specialized security features (color-changing ink or holographic images)</li> </ul>
<b>Specialty license plate</b>	An official license plate designated to promote a specific cause or recognize a specific group.
<b>Stakeholder</b>	A person or entity that uses or is impacted by license plates.

<b>Universal specialty plates</b>	Specialty license plates that have a designated space reserved to place a sticker or decal designed by a specialty license plate sponsor.
<b>Vanity license plate</b>	An official license plate issued to a vehicle owner with specifically requested characters, numbers, or letters, being referred to as the license plate number.
<b>Vehicle Identification Number (VIN)</b>	A 17-digit unique code that is assigned to an individual vehicle by its manufacturer or the jurisdiction.

## APPENDIX B AAMVA License Plate Verification Program

License plates allow for quick identification of motor vehicles and vehicle registration information. License plate design that optimizes legibility to both the human eye and license plate readers is important for efficient and proper identification. AAMVA's updated License Plate Standard was released in October 2023. The updated standard provides support to jurisdictions in the production of license plates that enhance accurate license plate identification, while providing flexibility for multiple designs.

The LPVP provides jurisdictions, at no cost, the opportunity to submit up to four license plates during each AAMVA fiscal year for comparison with the License Plate Standard (jurisdictions may submit additional plates at their own expense). In addition, jurisdictions can opt to also have their submitted plate(s) tested for license plate readability by LPR technology as well as retro-reflectivity readability in low light conditions. LPR readability testing includes three separate LPR types (fixed, mobile, and an

off-the-shelf video camera) including a range of IR spectrums (740, 850, and 870 nm) that represent the majority of existing LPR camera systems in use.

Jurisdictions receive a written report outlining where the submitted license plate does, and does not, align with the standard as well as LPR and retro-reflectivity readability if that additional testing option is selected.

The submitting jurisdiction will receive an analysis report from AAMVA within 30 days of license plate submission. The examined license plates will be returned to the submitting jurisdiction if return is requested. Otherwise, they will become part of AAMVA's sample license plate inventory.

This program is only available to AAMVA jurisdiction members. For more information, or to find the submission to enter the process, go to [License Plate Verification Program - American Association of Motor Vehicle Administrators - AAMVA](#)

# APPENDIX C Temporary License Plate Samples: Rhode Island and Texas

Although the temporary license plates below do not meet all the standards set forth in this document, the data fields are clearly displayed and can be easily read by the human eye and LPR.

**New Buyer Tag Design** 



TEXAS BUYER EXPIRES SEP 30, 2022

0012S45

2022 MITSUBISHI

5G1234AA00HP00127  
CARPENTER MITSUBISHI

0  
8  
0  
1  
2  
2  
3  
7  
8  
9

1

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  
DEALER: Test Dealership - RI DMV (9999)

3FA6P0SUXER216621  
ISSUED: 04/09/2020

## APPENDIX D Benefits and Challenges of Alternative License Plates

### Benefits - Digital License Plates

- Real-time GPS tracking in appropriate situations (such as providing law enforcement real-time vehicle location during active alerts)
- Retrieval of historical GPS location data in compliance with court order or search warrant
- Over-the-air updates of temporary or permanent registration
- Over-the-air updates of other real-time notifications, such as Amber alerts

### Challenges - Digital License Plates

- MVA implementation cost
- Confusion caused by limited eligibility based on vehicle type
- Consumer cost: 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.
- Digital license plates are reflective but not retro-reflective, creating challenges for law enforcement, tolling authorities, and others that read license plates in all light conditions and rely on reader technology. Although technology continues to improve, most currently deployed LPR systems can be programmed to read either the standard license plate or the digital license plate but cannot read both, particularly at night.

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

### Benefit - License Plate Wraps

- Eliminate the need to mount a license plate frame or drill holes into the front of a vehicle

### 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.
- 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.

## APPENDIX E Sample Handout (for sponsors)

### *Specialty License Plate Specifications*

#### *(Synopsis of AAMVA License Plate Standard Information)*

License plates quickly identify motor vehicles 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 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 border is 0.25 inch wide.

Bolt holes are 2.5 inches from the sides of the license plate and 0.5 inches from the top and bottom of the license plate border.

- 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 license plate number. Graphics can stretch from

the edge of the license plate to within 0.25 inch from the character of the license plate number, the jurisdiction name, or approved message and to the top and bottom of the license plate.

- 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 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 must be at least 0.25 inch 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.

## APPENDIX F Sample 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 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, trademark 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 G** AAMVA License Plate Reader Program Best Practices Guide

The following link will navigate readers to the AAMVA Best Practices website page where the complete “License Plate Reader Program Best Practices Guide” can be found.

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

# APPENDIX H AAMVA 2023 License Plate Standard Working Group Roster

## CHAIR

### **Chuck Hollis**

*Assistant Administrator*

Rhode Island Division of Motor Vehicles

## VICE-CHAIR AND LAW ENFORCEMENT REPRESENTATIVE

### **Mark Headrick**

*Assistant Chief*

California Highway Patrol

## MVA REPRESENTATIVES

### **Frank Briones**

*Assistant Division Chief*

California Department of Motor Vehicles

### **Lisa Chism**

*Deputy Director*

Mississippi Department of Revenue

### **Ronald Freeman**

*Assistant General Counsel*

Illinois Secretary of State

### **Roland Luna, Sr.**

*Deputy Executive Director*

Texas Department of Motor Vehicles

### **Franklin McGowan, Jr.**

*Executive Staff Advisor*

Kentucky Transportation Cabinet

### **Michael Walker**

*Bureau Chief*

Montana Motor Vehicle Division

### **Monica Weischedel**

*Deputy Director*

South Dakota Department of Revenue

### **Ralene Whitmer**

*Title and Registration Specialist*

Arizona Department of Transportation

## PARTNERS

### **Drew Snook**

*Non-Metallic Materials Engineer*

Element Materials Technology

### **Darrell “Rusty” Russell**

*Director, Vehicle Operations*

National Insurance Crime Bureau

## TECHNICAL ADVISORS

### **Neville Boston**

*Founder & Chief Strategy Officer*

ReviveMx, Inc.

### **Cory Crosby**

*Application Engineer Manager*

3M

### **Lauren Dolan**

*Marketing Manager*

Waldale Irwin Hodson Group

### **Paul Fussner**

*Senior Vice President*

Waldale Irwin Hodson Group

**Cameron Gilgenbach**  
*Graphic Designer Coordinator*  
3M

**Benjamin Hedgecock**  
*Mechanical Engineer*  
Selex ES (Elsag)

**Greg Kinnear**  
*Vice President*  
OpSec Security, Inc.

**Dan Pullium**  
*Senior Government Affairs Manager*  
Dealertrack

**Alejandro Sepulveda**  
*Business Development Director*  
SICPA

**AAMVA STAFF - PROJECT MANAGER**

**Brian Ursino**  
*Director, Law Enforcement Programs*

**AAMVA STAFF**

**Marcy Coleman**  
*Manager, Vehicle Programs*



## **OUR VISION**

*Safe drivers  
Safe vehicles  
Secure identities  
Saving lives!*



### **American Association of Motor Vehicle Administrators**

4401 Wilson Blvd, Suite 700  
Arlington, Virginia 22203  
703.522.4200 | [aamva.org](http://aamva.org)