



DEPARTMENT OF AGRICULTURE

Forest Service

Information Collection; Commercial Use of the Woodsy Owl Symbol

AGENCY: Forest Service, Agriculture (USDA).

ACTION: Notice; request for comment.

SUMMARY: In accordance with the Paperwork Reduction Act of 1995, the Forest Service (Agency) is seeking comments from all interested individuals and organizations on the renewal of a currently approved information collection, *Commercial Use of the Woodsy Owl Symbol*.

DATES: Comments must be received in writing on or before **[INSERT DATE 60 DAYS AFTER DATE OF PUBLICATION IN THE FEDERAL REGISTER]** to be assured of consideration.

ADDRESSES: Comments concerning this notice should be addressed to: USDA, Forest Service, Iris Velez, National Symbols Program Manager, USDA Forest Service, National Symbols Cache 402 SE 11th Street, Grand Rapids, MN, 55744. Comments also may be submitted by e-mail to iris.velez@usda.gov.

Comments submitted in response to this notice may be made available to the public through relevant websites and upon request. For this reason, please do not include in your comments information of a confidential nature, such as sensitive personal information or proprietary information. If you send an email comment, your email address will be automatically captured and included as part of the comment that is placed in the public docket and made available for public viewing. Please note that comments containing any routine notice about the confidentiality of the communication will be treated as public comments that may be made available to the public notwithstanding the inclusion of the routine notice.

The public may request that an electronic copy of the supporting documents for the information collection and/or any comments received be sent via return email.

Requests should be emailed to *iris.velez@usda.gov* The information collection request is posted online at <https://www.regulations.gov/>.

FOR FURTHER INFORMATION CONTACT: Iris Velez, National Symbols

Program Manager, 202-316-3969; *iris.velez@usda.gov*. Individuals who are deaf, hard of hearing, or have a speech disability may call 711 to reach the Telecommunications Relay Service then provide the phone number of the person named as a point of contact for further information.

SUPPLEMENTARY INFORMATION:

Title: Commercial Use of the Woodsy Owl Symbol OMB Number: 0596-0164

Expiration Date of Approval: June 30, 2026

Type of Review: Extension with Revision of a currently approved information collection

Abstract: The Woodsy Owl-Smoky Bear Act of 1974 established the Woodsy Owl symbol and slogan, authorizes the Secretary of Agriculture to manage the use of the slogan and symbol, authorizes the licensing of the symbol for commercial use, and provides for continued protection of the symbol. Part 272 of Title 36 of the Code of Federal Regulations authorizes the Chief of the Forest Service to approve commercial use of the Woodsy Owl symbol and to collect royalty fees. Commercial use includes replicating Woodsy Owl symbol or logo on items, such as tee shirts, mugs, pins, figurines, ornaments, stickers, and toys and using the image and or slogan of the icon in motion pictures, documentaries, TV, magazine stories, books, magazines, and other for-profit paper products.

Woodsy Owl is America's symbol for the conservation of the environment. The public service campaign slogans associated with Woodsy Owl are “Give a Hoot, Don't Pollute” and “Lend a Hand, Care for the Land.” The mission statement of the Woodsy

Owl's conservation campaign is to help young children discover the natural world and join in life-long actions to care for that world.

The USDA Forest Service National Symbols Program Manager will use the collected information to determine if the applicant will receive a license or renewal of an existing license and the associated royalty fees. Information collected includes, but is not limited to, tenure of business or non-profit organization, current or planned products, physical location, projected sales volume, and marketing plans. Licensees submit quarterly reports, which include:

1. A list of each item sold with the Woodsy Owl symbol.
2. Projected sales of each item.
3. Sales price of each item.
4. Total sales subject to Forest Service royalty fee.
5. Royalty fee is due based on sales quantity and price.
6. Description and itemization of deductions (such as fees waived or previously paid as part of advance royalty payment).
7. New total royalty fee the business or organization must pay after deductions.
8. Running total amount of royalties accrued in that fiscal year; and
9. Typed name and signature of the business or organizational employee certifying the truth of the report.

Data gathered in this information collection is not available from other sources.

Estimate of Annual Burden: 1 hour

Type of Respondents: Individuals

Estimated Annual Number of Respondents: 21

Estimated Annual Number of Responses per Respondents: 4

Estimated Total Annual Burden on Respondents: 20 hours

Comment is Invited:

Comment is invited on (1) whether this collection of information is necessary for the stated purposes and the proper performance of the functions of the Agency, including whether the information will have practical or scientific utility; (2) the accuracy of the Agency's estimate of the burden of the collection of information, including the validity of the methodology and assumptions used; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) ways to minimize the burden of the collection of information on respondents, including the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

All comments received in response to this notice, including names and addresses when provided, will be a matter of public record. Comments will be summarized and included in the submission request for Office of Management and Budget approval.

Lisa Northrop,

Associate Deputy Chief State, Private, and Tribal Forestry, National Forest System

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