



DEPARTMENT OF VETERANS AFFAIRS
Office of the Secretary

December 20, 2011

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Ladies and Gentlemen:

This letter will confirm that the Department of Veterans Affairs (VA) has no objection to use of a "Green Button" logo and the phrase "Download My Data" to facilitate consumer download of their electric usage data from the websites of Southern California Edison Company, Pacific Gas & Electric Company, San Diego Gas & Electric Company and Sempra Energy (collectively, "utilities".) VA wishes to assure the utilities that it has no intention to pursue legal action against them should they do so.

VA is the registered owner of the Service Marks "Blue Button," the Blue Button logo, and the slogan "Download My Data" (combined below) when used to provide information in the fields of health or medicine. VA requires that parties in the health and medicine fields who wish to use these Marks to obtain a license from VA.



VA understands that the White House's Office of Science and Technology Policy – in connection with the National Institute of Standards and Technology – has been working closely with the utilities to launch a "Green Button" initiative modeled after the VA's "Blue Button" initiative. The "Green Button" initiative will use the same logo as "Blue Button" except it will be colored green, and the slogan "Download My Data" will also be used.

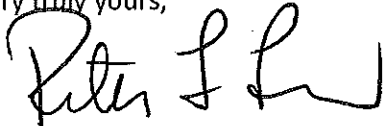
VA believes there are significant differences in the anticipated respective uses of the Blue and Green Buttons, that the Blue and Green Buttons will be used in different areas of commerce, that each respective button is intended to appeal to consumers seeking different types of data and that the potential for customer confusion is minimal.

At the same time, the utilities' use of the Green Button logo and the "Download My Data" slogan will advance VA's goal of empowering consumers with their own data, and it seems clear that Veterans will be among the consumers who will benefit.

Thus, VA does not require the utilities to obtain a license from the VA to use a Green Button logo substantially similar in appearance to the Blue Button logo in its communications with its electric service customers and does not object to such use or to the use of the "Download My Data" slogan. If you believe your clients' respective positions would be enhanced with a use license, however, you may acquire one at no cost at <http://www.va.gov/bluebutton/apps/License>.

Feel free to share this letter with other parties who are contemplating their own launch of a Green Button initiative. We wish you every success in making the Green Button a standard part of the relationship between consumers and their electric service providers.

Very truly yours,

A handwritten signature in black ink, appearing to read "Peter L. Levin". The signature is fluid and cursive, with the first name "Peter" being the most prominent.

Peter L. Levin
Chief Technology Officer

Cc: Nick Sinai, OSTP.