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October 5, 2012

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, DC 20554

Re: Supplementary Comments – *Request for the Allowance of Optional Electronic Labeling for Wireless Devices, RM-11673*

Dear Ms. Dortch:

The Telecommunications Industry Association (“TIA”) hereby submits brief supplemental comments to the Federal Communications Commission (“Commission”) regarding our Petition for Rulemaking requesting that the Commission alter its rules to allow for optional electronic labeling (“eLabeling”) for wireless devices (“Petition”)¹ recently placed on Public Notice by the Commission.² To inform its consideration of our Petition, we wish to complement for the Commission the recent activity by the 3rd Generation Partnership Project (“3GPP”)³ concerning eLabeling.

¹ See Petition for Rulemaking of TIA, RM-11673 (filed Aug. 6, 2012) (“Petition”).

² See Consumer & Governmental Affairs Bureau Reference Information Center Petitions for Rulemaking Filed, Public Notice, RM-11673, Report No. 2960 (Sept. 5, 2012).

³ 3GPP is an alliance of telecommunications standard development organizations that provides members with an environment to produce reports and specifications that define 3GPP technologies. Background information about 3GPP can be found at <http://3gpp.org/About-3GPP>.

As we note for the Commission that, in addition to other existing efforts in the allowance of eLabeling internationally,⁴ 3GPP has recently completed a revision of standard interfaces which provide a means of displaying electronic labels.⁵ 3GPP specifically states that:

“6.9 Presentation of e-marking

The ME may display the electronic marking (e-marking). If the ME supports the e-marking and if the ME supports Physical user input features (see section 5), the following procedure shall instruct the ME to display its e-marking:

The procedure shall be accepted and performed with and without an inserted SIM/USIM. The e-marking may include, at the option of the manufacturer, regulatory-mandated marking information, regulatory restrictions of use if required and other relevant marking information. The regulatory marking should follow the format given by the regulation(s).”⁶

⁴ See, e.g., Petition at 6-7.

⁵ Samsung, NEC, Nokia, RIM, Motorola Mobility, “Adding to the presentation of e-marking”, S 1-122440, 3GPP TSG-SA WG I Meeting #59, Chicago, USA, 30 July- 3 August 2012 (“3GPP e-Marking Standard”).

⁶ Given the recent industry activity on how to access eLabeling, we emphasize that these and other proposals, such as highlighting the label in a start-up screen, should be considered as options that depend on the individual product, and should be left to the discretion of the manufacturer.

We sincerely appreciate the Commission's expeditious consideration of TIA's Petition, and support the Commission swiftly moving forward with a Notice of Proposed Rulemaking pursuant to it.

Respectfully submitted,

TELECOMMUNICATIONS INDUSTRY ASSOCIATION

By: /s/ Danielle Coffey

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