



U.S. Department of Justice

Office of Justice Programs

Bureau of Justice Assistance

Office of the Director

Washington, D.C. 20531

September 22, 2016

Robin K. Wiener
President
Institute of Scrap Metal Recycling Industries, Inc.
1615 L St NW #600
Washington, DC 20036

Dear Ms. Wiener:

Thank you for providing the National Motor Vehicle Title Information System (NMVTIS) Advisory Board's (NAB) recommendations to the Bureau of Justice Assistance (BJA) for consideration. I also want to thank you for your service as Chair over the past 2 years. I appreciate your leadership and the time spent with my staff to make the board meetings as productive as possible.

The board made two formal recommendations: 1) BJA consider changing the NMVTIS "brand" to include altering the name of the current website from vehiclehistory.gov to VIN.gov, and 2) BJA consider spending program income to develop a NMVTIS-branded video to replicate the Texas Department of Motor Vehicle "Title Check" video. I would like to provide a response to each recommendation as well as address the status of the pending NMVTIS Federal Advisory Committee Charter renewal.

Recommendation #1:

The NAB recommends that the Department of Justice (DOJ) formally change the name of the NMVTIS product, which currently goes by NMVTIS.gov and vehiclehistory.gov, to VIN.gov. Should this recommendation be accepted, all marketing, advertising, and communication materials available to the public will need to be changed to reference VIN.gov instead of vehiclehistory.gov.

Response:

BJA appreciates the efforts of the Awareness Subcommittee whose members developed this recommendation. However, BJA prefers to maintain the current website URL. NMVTIS contains title and brand histories for automobiles that BJA believes is better reflected in the current website name (vehiclehistory.gov). The proposed website name (VIN.gov) does not convey that NMVTIS includes title and brand history as well as junk yard, salvage yard, and insurance carrier (JSI) history. In addition, we are in the process of including additional vehicle history information to the system, such as stolen data and lien information.

BJA also made this decision because of the significant time and resources that have been invested by DOJ to work with the U.S. Patent and Trademark Office to trademark "NMVTIS." The trademark application is under review. Once we complete the process, DOJ will be able to enforce intellectual property protections, which include being able to generate "cease and desist" letters to web domain

providers infringing on the terminology. The ability to have this sort of protection in place has long been championed by the board.

Recommendation #2:

The NAB recommends that BJA authorize the American Association of Motor Vehicle Administrators (AAMVA) to spend up to \$22,000 of program income to develop a NMVTIS-branded video to replicate the Texas Department of Motor Vehicle's "Title Check" video found on their state website. The board felt that the video could be used by the other states participating in NMVTIS to promote consumer use of the system.

Response:

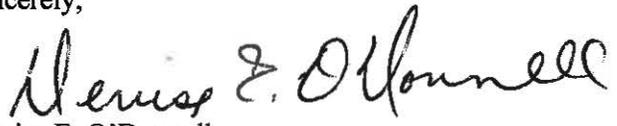
BJA concurs with this recommendation. BJA will add this initiative to those being considered with AAMVA for possible funding through the NMVTIS program revenue account. BJA will also encourage AAMVA, whenever possible, to leverage existing production materials from Texas to keep the production costs as low as possible.

Federal Advisory Committee Charter Renewal:

The NMVTIS Advisory Board has provided critical input to BJA's leadership since 2010. In collaboration with the NMVTIS System Operator, BJA implemented the majority of the NMVTIS Advisory Board's recommendations, which most recently included developing and launching a successful campaign to build stronger consumer and law enforcement awareness of NMVTIS. The NMVTIS Advisory Board enhanced the overall program and has now accomplished its mission. Although the committee charter will sunset this month, BJA is committed to continuing to solicit input from individual NMVTIS stakeholders going forward and will do so by convening focus groups on an as needed basis.

BJA is grateful for the service and contributions made by NMVTIS Advisory Board members. The outgoing board identified issues that it believed required continued work such as financial self-sustainability, nonreporting, and awareness activities. BJA intends to focus on these areas going forward and it is our hope that this new approach will be a cost-effective alternative to allow an open channel for stakeholder input on issues affecting the NMVTIS program.

Sincerely,


Denise E. O'Donnell
Director
Bureau of Justice Assistance