



**MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY  
OFFICE OF WASTE MANAGEMENT AND RADIOLOGICAL PROTECTION**

**ELECTRONIC DEVICE MANUFACTURER  
REGISTRATION FORM**

Registration is required under authority of Section 17303 of Part 173, Electronics, of the Natural Resources and Environmental Protection Act, 1994 PA 451, as amended.

FOR ADDITIONAL INFORMATION, CONTACT THE  
MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY,  
OFFICE OF WASTE MANAGEMENT AND RADIOLOGICAL PROTECTION,  
SUSTAINABLE MATERIALS MANAGEMENT UNIT AT 517-284-6590

NIC

YEAR 2013-14 **FOR DEQ USE ONLY**

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Date Received by DEQ: 2-20-2014

Received by: MWO

Fee: \$3000 Yes  No

ACH Payment Confirmation #:

**ELECTRONIC DEVICE MANUFACTURER:**

NOTE: COMPLETE THE ENTIRE APPLICATION EVEN IF THE ANSWER IS "N/A" or "0"

1. Company Name (True Name and All Assumed Names): Leapfrog Enterprises, inc.	2. Area Code and Telephone Number: 510-420-1000
3. Manufacturer of:	
Video Display Devices	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Computers	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Printers	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
4. Mailing Address:	
Address: 6401 Hollis St Suite 100	City: Emeryville
State: California	ZIP: 94608
Country: United States	County (if in Michigan):
5. Home Web Site Address: www.leapfrog.com	6a. Contact name: Yuri Pisarevich
	6b. Contact e-mail address: ypisarevich@leapfrog.com
	6c. Contact telephone number: 510-420-5208

**BRAND NAMES OF COVERED ELECTRONIC DEVICE(S) AND TYPE OF DEVICE (video display or computer) SOLD BY THE MANUFACTURER**

7. Please list the brand names of covered devices your company manufacturers. (Attach an additional page if necessary.)

(a) LeapFrog	(e)
(b)	(f)
(c)	(g)
(d)	(h)

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**RECEIVED  
FEB 20 2014  
DEQ-RMD**

## TAKEBACK PROGRAM CONSUMER CONTACTS

8a. What Web site address do you provide to consumers for information on your Takeback program? [www.leapfrog.com/recycle](http://www.leapfrog.com/recycle)

8b. If the Web site address above includes a link to the Takeback program, describe how to find that link on the Web site:  
This is the direct link to our e-waste information

8c. If provided, what telephone number do you provide to consumers for information on your Takeback program? 800-701-5327

## TAKEBACK PROGRAM INFORMATION

9. What are the primary method(s) utilized by your Takeback program? Check up to two boxes.

Mailback

Permanent collection site

Collection events

Retailer

9a. Identity of the person responsible for coordination of the Takeback program.

Name: Reverse Logistics Group Americas  
Phone #: 510-917-2185

e-mail address: [Kim.Fox@rlgamericas.com](mailto:Kim.Fox@rlgamericas.com)

9b. Please describe your Takeback program.  
Customer Calls requesting a Mail-Back program

9c. Are appropriate devices covered with your Takeback program? Check appropriate box:

If you are a manufacturer of computers, do you accept all brands?

Yes

No

N/A

If you are a manufacturer of video display devices, do you accept all brands?

Yes

No

N/A

9d. Is your Takeback program free to consumers?

Yes

No

9e. Is your Takeback program reasonably convenient and available to and otherwise designed to meet the needs of consumers in this state?

Yes

No

9f. What is the number of devices a consumer may deliver to your program each day? Unlimited  #

10. What information do you provide to consumers on how and where to return covered electronic devices that are labeled with your name or brand label?

Each LeapFrog product is shipped with a parent guide. The parent guide will list the LeapFrog web address and toll-free LeapFrog customer service number through which consumers may contact LeapFrog to obtain information on how to recycle eligible electronic products via mail back to LeapFrog or LeapFrog's designee. Go to [www.leapfrog.com/recycle](http://www.leapfrog.com/recycle)

11. How do you provide information to consumers on how and where to return covered electronic devices?

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