NOTIFICATION

Addendum

The following communication, dated 21 September 2021, is being circulated at the request of the delegation of the United States of America.

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**Title:** Allowing Earlier Equipment Marketing and Importation Opportunities

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| **Reason for Addendum:** | |
| [  ] | Comment period changed - date: |
| [  ] | Notified measure adopted - date: |
| [X] | Notified measure published - date: 20 September 2021 |
| [X] | Notified measure enters into force - date: 20 October 2021 |
| [X] | Text of final measure available from[[1]](#footnote-1):  <https://www.govinfo.gov/content/pkg/FR-2021-09-20/html/2021-19385.htm>  <https://www.govinfo.gov/content/pkg/FR-2021-09-20/pdf/2021-19385.pdf>  <https://members.wto.org/crnattachments/2021/TBT/USA/final_measure/21_5972_00_e.pdf> |
| [  ] | Notified measure withdrawn or revoked - date:  Relevant symbol if measure re-notified: |
| [  ] | Content or scope of notified measure changed and text available from1:  New deadline for comments (if applicable): |
| [  ] | Interpretive guidance issued and text available from1: |
| [  ] | Other: |

**Description:** TITLE: Allowing Earlier Equipment Marketing and Importation Opportunities

AGENCY: Federal Communications Commission

ACTION: Final rule

SUMMARY: The Federal Communications Commission (Commission) adopts targeted enhancements that will modernize the Commission's marketing and importation rules to allow radiofrequency (RF) equipment manufacturers to better gauge consumer interest and prepare for new product launches. These steps will further the communications sector's ability to drive innovation that will advance America's global competitiveness and promote economic growth. As product development cycles have accelerated, new marketplace models and assessment tools have emerged that rely on individual interest to fund products, optimize production, and match imports to anticipated sales. The rules the Commission is adopting will allow manufacturers to better use these tools to quickly deploy new technologies and devices to consumers while ensuring that communications equipment subject to equipment authorization continues to meet the Commission's stringent program requirements.

Filings and Proceedings for this FCC action are accessible from the FCC's Electronic Comment Filing System (ECFS) at <https://www.fcc.gov/ecfs/search/filings?proceedings_name=20-382&sort=date_disseminated,DESC>

DATES: Effective 20 October 2021, except for Sec. Sec. 2.803(c)(2)(i) and 2.1204(a)(11), which contain information collection requirements that are not effective until approved by the Office of Management and Budget. The Federal Communications Commission will publish a document in the Federal Register announcing the effective date for those sections.

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1. This information can be provided by including a website address, a pdf attachment, or other information on where the text of the final/modified measure and/or interpretive guidance can be obtained. [↑](#footnote-ref-1)