



Make the Upgrade and Save Fall '07 Terms and Conditions

» Make the Upgrade and Save - Fall '07

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Hewlett Packard's Trade-In Program through Market Velocity, Inc.

HP Trade-In is a service provided to HP customers by Market Velocity, Inc. (MVI), an independent third party. Hewlett Packard (HP) is not involved in individual transactions between Market Velocity and HP customers. Any and all transactions conducted on this site are solely the responsibility of Market Velocity and such visitors. By agreeing to these terms and conditions, you hereby release HP and its respective directors, employees and agents from any disputes, claims, demands, and/or damages (actual or consequential) of every kind, whether known or unknown, arising out of, or relating to, your use of Market Velocity services, including, without limitation, uncompleted or completed transactions and any claims or disputes between you and Market Velocity.

The following terms and conditions apply to your use of the Market Velocity service sponsored by HP. If you have any questions please call Market Velocity at 1-888-309-2943 between 8 a.m. and 8 p.m. Eastern Time. Market Velocity may amend this site at any time by posting the amended terms on this site. Terms are effective immediately upon posting. These terms and conditions may not be otherwise amended except in writing and signed by you and Market Velocity.

Program overview

Purchase a select HP printer and save up to \$1,250 when you trade-in your old laser printer, any brand, any condition. Between August 1, 2007 and April 30, 2008 take advantage of this offer, complete the trade-in on-line claim form, and provide proof of purchase and trade-in an old laser printer for recycling. Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion. Include an extra Original HP print cartridge and / or HP specialty media and there is a bonus "attach" rebate! Something new, also purchase an eligible scanner between August 1, 2007 and April 30, 2008 and receive up to \$225 cash back.

Trade-in proof-of-ownership requirements

The end-user must warrant that all trade-in equipment has been owned by the end-user for at least one year and has been used in the end-user's business in the previous year. Such equipment or the sale and shipment of such equipment must not violate any applicable laws, statutes, ordinances or regulations, including export laws. You are responsible for complying with any and all such laws. Any equipment you seek to sell using Market Velocity services: (1) shall not infringe on third-party intellectual property rights (including copyright, trademarks, patent, trade secrets or other proprietary rights); (2) shall not be counterfeit, stolen, or fraudulent.

End-user customer must warrant that they hold legal title to the trade-in product(s), free of liens or security interest, and has the legal right to transfer the trade-in product(s) to HP. Title to the trade-in product(s) for recycling transfers to HP on the date and time the trade-in product(s) for recycling are shipped.

Program rules and requirements

- Only one cash back allowance may be claimed per new product purchase by the end-user. The company accepting these program Terms and Conditions must be the one making the trade-in cash back claim and is the "Cash Back Designee". The trade-in cash back check will be made out to the Cash Back Designee, only.
- One of the following products must be purchased to qualify for the trade-in cash back allowance

Black & White LaserJet printers

Product model	Product number	Get this cash back
P2015d	CB367A	\$75
P2015dn	CB368A	\$100
P2015x	CB369A	\$120
P3005dn	Q7815A	\$125
P3005x	Q7816A	\$200
LJ4250n	Q5401A	\$200
LJ4250tn	Q5402A	\$300
LJ4250dtn	Q5403A	\$450
LJ4350tn	Q5408A	\$400

Black & White LaserJet MFPs

Product model	Product number	Get this cash back
M3027 mfp	CB416A / CC478A	\$300
M3027x mfp	CB417A / CC479A	\$350
M3035 mfp	CB414A / CC476A	\$400
M3035xs mfp	CB415A / CC477A	\$500
M4345 mfp	CB425A	\$500
M4345x mfp	CB426A	\$700

LJ4350dtn	Q5409A	\$550
LJ5200tn	Q7545A	\$300
LJ5200dtn	Q7546A	\$400

Color LaserJet printers

Product model	Product number	Get this cash back
CLJ 2605dn	Q7822A	\$100
CLJ 2605dtn	Q7823A	\$150
CLJ 2840 AIO	Q3950A	\$150
CLJ 3600n	Q5987A	\$75
CLJ 3600dn	Q5988A	\$150
CP4005n	CB503A	\$200
CP4005dn	CB504A	\$300
CLJ 4700n	Q7492A	\$225
CLJ 4700dn	Q7493A	\$350
CLJ 4700dtn	Q7494A	\$550
CLJ 4700ph+	Q7495A	\$900
CP3505n	CB442A	\$100
CP3505dn	CB443A	\$250
CP3505x	CB444A	\$350
CLJ 5550dn	Q3715A	\$350
CLJ 5550dtn	Q3716A	\$500

Business ink printers

Product model	Product number	Get this cash back
OfficeJet Pro K5400dtn	C9277A	\$40
OfficeJet Pro K850dn	C8178A	\$75
OfficeJet Pro L7680	C8189A	\$60
OfficeJet Pro L7780	C8192A	\$75
Business InkJet 2800	C8174A	\$75
Business InkJet 2800dtn	C8164A	\$150
Photosmart Pro B9180	Q5736A	\$150

M4345xm mfp	CB428A	\$900
M4345xs mfp	CB427A	\$900
M5035 mfp	Q7829A	\$700
M5035x mfp	Q7830A	\$900
M5035xs mfp	Q7831A	\$1,000

Color LaserJet MFPs

Product model	Product number	Get this cash back
CM 4730 mfp	CB480A	\$900
CM 4730f mfp	CB481A	\$1,000
CM 4730fsk mfp	CB482A	\$1,250
CM 4730fm mfp	CB483A	\$1,250

Scanners

Buy this	Product number	Get this cash back
SJ G4010	L1856A #B1H	\$25
SJ G4050	L1857A #B1H	\$30
SJ 5590	L1910A #B1H, #201	\$30
SJ 7650	L1940A #B1H, #201	\$100
SJ N6010	L1983A #B1H, #201	\$100
SJ 8300	L1960A #B1H	\$100
SJ 8270	L1975A #B1H, #201	\$150
SJ 8350	L1961A #B1H, #201	\$180
SJ 7800	L1980A #B1H, #201	\$150
SJ N7710	L1989A #B1H, #201	\$100
SJ N8420	L2689A #B1H, #201	\$180
SJ 8390	L1962A #B1H, #201	\$225
SJ N8460	L2690A #B1H, #201	\$225

- HP LaserJets/Color LaserJets and non-HP laser printers qualify for the trade-in product, and in any condition.
- HP scanners / and non-HP scanners qualify for the trade-in product, and in any condition.
- This is a 1 for 1 promotion. The customer must purchase 1 HP eligible LaserJet printer or 1 HP eligible scanner, and trade-in 1 HP or non-HP laser printer/or scanner to qualify.
- There is a maximum of 400 units that can be purchased, and traded in.
- This promotion is available to US Customer's only, limited to the continental US (continuous 48 states) only.
- Trade-in products do not have to be in working condition. This promotion is not valid on refurbished printers/scanners, reseller demo units, or printers/scanners purchased/leased through Internet auctions, or from any other unauthorized reseller of HP products.
- This promotion can not be combined with any lease agreement; that is for the purchase of new units.
- Trade-ins are limited to desktop units, floor standing units will not be accepted for any printer trade

Combining with special pricing or other promotions

This offer may not be combined with other promotional offers or trade-in programs (except HP "Instant rebates") and is open to U.S. residents, located in the continental U.S. only. HP "instant rebates" may be

combined with this offer, however the "Make the Upgrade and Save" (MTUS) rebate is the maximum allowable rebate. Additional monies for any MTUS transaction will be the "net" of the two rebates - the MTUS rebate minus the "instant rebate." "Instant rebates" are defined as, but not limited to, instant savings, product specific coupons, product specific promotional pricing, and mail-in rebates. If the amount of the instant rebate is equal to or exceeds the "Make the Upgrade and Save" rebate, the customer only receives the instant rebate. Customers will have to decide which rebate is most beneficial.

This offer cannot be combined with Big Deal pricing without prior approval from HP (contact nicole.barrett@hp.com for any exceptions).

Government or Education involvement:

- Government customers are legally identified Federal, State, or Local government organizations within the US. Cash back checks will be issued in the name of the government organization only, in the event a Government Customer is claiming on their own behalf.
- Education customers are higher education institutions and schools (K-12), both public and private, within the U.S. Cash back checks will be issued in the name of the educational institution only, in the event an Education customer is claiming on their own behalf.
- For all other issues where the Reseller must claim on the Government / Education customer, please contact nicole.barrett@hp.com for an exception request.

Program steps and timing

- Purchase an eligible HP LaserJet printer or HP scanner between August 1, 2007 and April 30, 2008 and trade-in your old desk-top laser printer, or scanner, any brand, any condition.
- End-user completes an on-line claim from at www.hp.com/go/maketheupgradefall. Your claim must be submitted no later than May 31, 2008.
- A confirmation email with a claim number will be sent once you submit your claim, with instructions on the next steps of the claim process. Please print these out and save for your records. Reference the claim number for all questions relating to this promotion.
- Fax or mail in the following two documents: your proof of purchase (sales invoice) dated between August 1, 2007 and April 30, 2008, and your confirmation email. Please write the serial number(s) of your new printer(s) on the sales invoice(s) prior to faxing/mailling, if they are not already included. Be sure to keep a copy of your entire claim for your records. These documents must be submitted no later than May 31, 2008, to:
 Market Velocity, Inc.
 Make the Upgrade and Save Fall 2007
 3885 Crestwood Parkway, Suite 500
 Duluth, GA 30096
 Fax: 704-510-1981
- Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label / placard will be e-mailed to you for shipment of the trade-in product(s). The customer must return trade-in product(s) for recycle in accordance with the instructions provided by HP. The shipping instructions/label is valid for thirty (30) days from the issue date.
- Customer ships trade-in printer to MVI using their own box and the shipping label provided by MVI. Trade-in printer must be shipped within 30 days of receipt of the shipping instructions or by June 30, 2008, whichever occurs first.
- MVI receives shipment of eligible trade-in printers and Proof of Purchase of eligible new printers with serial numbers and issues a check within 6-8 weeks from the date the trade-in for recycling printers were shipped. If you have not received payment after 6 to 8 weeks of shipment, please contact Customer Service by calling 1-888-309-2943.
- All incomplete claims will be automatically rejected, and must be completed and resubmitted to be processed. A claim is considered incomplete if it matches one or more of the following criteria: missing any information requested on the claim form, missing serial number of new printer(s) purchased, missing proof of purchase documents, invoice with invalid purchase date, invalid trade-in product(s) and/or traded in product(s) for recycle that are not shipped within the 30 day limit.

Supplies cash back bonus

- To receive additional bonus cash back the customer must:
 - Purchase one of the designated HP - MFP, LaserJet, Color LaserJet, OfficeJet Pro or Business Inkjet printers between August 1, 2007 and April 30, 2008.
 - For each new eligible HP printer purchased, one old laser printer must be traded-in.
 - If, at the time of the printer purchase, customer purchases Original HP print cartridges and/or HP specialty media - an additional bonus cash back of up to \$25 will be given:
- Cash back bonus supplies and / or specialty media purchases must be on the same invoice/receipt as the printer purchase

Purchase range	Bonus cash back
\$30 - \$80	\$5
\$81 - \$130	\$10
\$131 - \$180	\$15
\$181 - \$250	\$20
>\$250	\$25

- If multiple Original HP print cartridges and papers are purchased, the total value of the cartridges and papers will be used to determine the attach rebate additional cash back value.
- Examples of how the attach rebate is calculated:
 - Customer 1 buys a CLJ 2605dn with an additional black cartridge (\$75.00). The additional cash back would be \$5.00.
 - Customer 2 buys a CLJ 2605dn printer with an additional black and magenta cartridge (~\$158.00), plus CLJ Brochure Paper (~\$20.00) and CLJ Presentation Paper (~\$13.00). The total printing

- supplies purchase is ~\$191 . The additional cash back would be \$20.00.
- Customer 3 buys a CLJ 2605dn with an additional package of CLJ Brochure Paper (~\$20). No additional value (\$30.00 minimum bonus purchase total in order to qualify).
 - Here is a list of the eligible cartridges and media that can be purchased for part of the attached cash back allowance:

Black & White LaserJet printers

Printer	Cartridge number	MSAP price	Attach rebate
LJ P2015 series	Q7553A	\$80.99	\$10.00
	Q7553X	\$147.99	\$15.00
P 3005 series	Q7551A	\$123.99	\$10.00
	Q7551X	\$205.99	\$20.00
LJ 4250 series	Q5942A	\$149.99	\$15.00
	Q5942X	\$243.99	\$20.00
LJ4350 series	Q5942A	\$149.99	\$15.00
	Q5942X	\$243.99	\$20.00
LJ 5200 series	Q7516A	\$182.99	\$20.00

Black & White LaserJet MFPs

Printer	Cartridge number	MSAP price	Attach rebate
M 3027mpf series	Q7551A	\$123.99	\$10.00
	Q7551X	\$205.99	\$20.00
M 3035mpf series	Q7551A	\$123.99	\$10.00
	Q7551X	\$205.99	\$20.00
M 4345mpf series	Q5945A	\$205.99	\$20.00
M 5035 mfp series	Q7570A	\$170.99	\$15.00

Color LaserJet printers

Printer	Cartridge number	MSAP price	Attach rebate
CLJ 2605 series	Q6000A (blk)	\$74.99	\$5.00
	Q6001A (cyan)	\$82.99	\$10.00
	Q6002A (yellow)	\$82.99	\$10.00
	Q6003A (magenta)	\$82.99	\$10.00
CLJ 2840 AIO	Q3960A (blk)	\$82.99	\$10.00
	Q3961A (cyan)	\$99.99	\$10.00
	Q3962A (yellow)	\$99.99	\$10.00
	Q3963A (magenta)	\$99.99	\$10.00
CP 3505 series	Q6470A (blk)	\$132.99	\$15.00
	Q7581A (cyan)	\$169.99	\$15.00
	Q7582A (yellow)	\$169.99	\$15.00
	Q7583A (magenta)	\$169.99	\$15.00
CLJ 3600 series	Q6470A (blk)	\$129.99	\$10.00
	Q6471A (cyan)	\$132.99	\$15.00
	Q6472A (yellow)	\$132.99	\$15.00
	Q6473A (magenta)	\$132.99	\$15.00
CP 4005 series	CB400A (blk)	\$161.99	\$15.00
	CB401A (cyan)	\$231.99	\$20.00
	CB402A (yellow)	\$231.99	\$20.00
	CB403A (magenta)	\$231.99	\$20.00
CLJ 4700 series	Q5950A (blk)	\$178.99	\$15.00
	Q5951A (cyan)	\$253.99	\$20.00
	Q5952A (yellow)	\$253.99	\$20.00
	Q5953A (magenta)	\$253.99	\$20.00
CLJ 5550 series	C9730A (blk)	\$225.99	\$20.00
	C9731A (cyan)	\$315.99	\$25.00
	C9732A (yellow)	\$315.99	\$25.00
	C9733A (magenta)	\$315.99	\$25.00

Color LaserJet MFPs

Printer	Cartridge number	MSAP price	Attach rebate
CM 4730mfp series	Q6460A (blk)	\$136.99	\$15.00
	Q6461A (cyan)	\$295.99	\$25.00
	Q6462A (yellow)	\$295.99	\$25.00
	Q6463A (magenta)	\$295.99	\$25.00

Business ink printers

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	c9386an	\$14.99	\$5.00
	C9387an	\$14.99	\$5.00
	c9388an	\$14.99	\$5.00
	C9396AN	\$34.99	\$5.00
	C9391AN	\$24.99	\$5.00
	C9392AN	\$24.99	\$5.00
	C9393AN	\$24.99	\$5.00
OJ Pro K850 series	C4844A	\$33.99	\$5.00
	C4836A	\$33.99	\$5.00
	C4837A	\$33.99	\$5.00
	C4838A	\$33.99	\$5.00
OJ Pro L7680 series	C9385an	\$19.99	\$5.00
	c9386an	\$14.99	\$5.00
	C9387an	\$14.99	\$5.00
	c9388an	\$14.99	\$5.00
	C9396AN	\$34.99	\$5.00
	C9391AN	\$24.99	\$5.00
	C9392AN	\$24.99	\$5.00
	C9393AN	\$24.99	\$5.00
OJ Pro L7780 series	C9385an	\$19.99	\$5.00
	c9386an	\$14.99	\$5.00
	C9387an	\$14.99	\$5.00
	c9388an	\$14.99	\$5.00
	C9396AN	\$34.99	\$5.00
	C9391AN	\$24.99	\$5.00
	C9392AN	\$24.99	\$5.00
	C9393AN	\$24.99	\$5.00
BIJ 2800 series	C4844A	\$33.99	\$5.00
	C4836A	\$33.99	\$5.00
	C4837A	\$33.99	\$5.00
	C4838A	\$33.99	\$5.00
PhotoSmart Pro B9180	c9412a	\$33.99	\$5.00
	c9413a	\$33.99	\$5.00
	c9414a	\$33.99	\$5.00
	c9415a	\$33.99	\$5.00
	c9416a	\$33.99	\$5.00
	c9417a	\$33.99	\$5.00
	c9418a	\$33.99	\$5.00
	c9419a	\$33.99	\$5.00

LaserJet specialty media

Printer	Cartridge number	MSAP price	Attach rebate
HP PREMIUM COVER PAPER, A size	Q2413A	\$15.95	\$5.00
HP TOUGH PAPER, A size	Q1298A	\$28.00	\$5.00
HP Color Laser Photo Paper, Glossy, A, 200sht	Q6607A	\$34.99	\$5.00
HP Color Laser Photo Paper, Glossy, A, 100sht	Q6608A	\$19.99	\$5.00

HP Color Laser Photo paper, matte, A, 100sht	Q6549A	\$17.99	\$5.00
HP Color Laser Brochure Paper, Glossy, A, 250 sht	Q6610A	\$29.99	\$5.00
HP Color Laser Brochure Paper, Glossy, A, 150 sht	Q6611A	\$19.99	\$5.00
HP Tri-fold Color Laser Brochure Paper, Glossy, A, 150 sht	Q6612A	\$24.99	\$5.00
HP Color Laser Brochure Paper, matte, A size	Q6543A	\$19.99	\$5.00
HP Color Laser Presentation Paper, Glossy, A, 300sht	Q2546A	\$12.99	\$5.00
HP Color Laser Presentation Paper, Glossy, A, 11x17,	Q2547A	\$34.99	\$5.00
HP color laser presentation paper, soft gloss, A size	Q6541A	\$14.99	\$5.00
HP Color Laser Photo Paper, 4 x 6, Glossy, A, 100sht	Q8842A	\$14.99	\$5.00

Inkjet specialty media

Printer	Cartridge number	MSAP price	Attach rebate
Brochure & Flyer, gloss, A 50SH	C6817A	\$12.99	\$5.00
Brochure & Flyer, gloss, A, 150sht	Q1987A	\$29.99	\$5.00
Brochure & Flyer, matte, A, 100SH	Q5445A	\$19.99	\$5.00
Brochure & Flyer, gloss, B 50SH	C6820A	\$19.99	\$5.00
Tri-fold Brochure, gloss, A 100SH	C7020A	\$24.99	\$5.00
Tri-fold Brochure, matte, A 100SH	Q5443A	\$24.99	\$5.00
Premium Paper A 200SH	51634Y	\$20.95	\$5.00
Premium Presentation Paper, A, 150sh	Q5449A	\$12.99	\$5.00
Premium Presentation Paper, matte, B, 100SH	Q6595A	\$29.99	\$5.00

Trade-in pickup and delivery

- The trade-in products must be located in the continental U.S. (continuous 48 states).
- The customer is responsible for the de-installation of the product and must properly prepare the trade-in for shipment.
- HP will pay for shipping and recycling the eligible trade in for recycle printers/scanners with the continental U.S. (continuous 48 states)
 - Only desk top units/scanner will be accepted for trade-in
- The customer is responsible for paying for proper packaging to ship the trade-in.
- All ink and toner cartridges must be removed from the printer(s) prior to shipping, and must be packaged separately. They may be included in the same package as the Trade-in Product, but they must be wrapped and bagged separately.
- To ensure you receive the cash back amount above, it is very important to properly package your printer following these packing instructions:
 1. Package the item(s) in a sturdy cardboard box designed specifically for shipping.
 2. Shipping tape that is 2-3 inches wide should be used. We do not recommend using masking or cellophane tape. Tape all edges on the sides, top and bottom to make sure there are no rough edges that could be snagged by automated mail processing equipment.
 3. Attach the prepaid shipping label to the outside of the package. Use a piece of clear shipping tape over the top of the label. It is important to use our shipping label, as it will be used to expedite tracking, identification and increase the speed of your return.

Receipt and validation of trade-ins by MVI

- The trade-in model number (i.e. LaserJet 4) must match what was provided to MVI according to the Program instructions. If they do not match, MVI reserves the right to return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- Trade-in products for recycle do not have to be in working condition.
- All trade-in products for recycle are subject to inspection and acceptance by MVI upon receipt and prior to issuance of any cash back allowance. If trade-in products are not delivered to MVI within the timeframe as set forth above, or are not delivered to MVI "Complete" and in the condition defined above, MVI reserves the right to recalculate the trade-in cash back quote value or return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- The end-user warrants that the trade-in products are free of any liens or encumbrances, including third-party software which may not be transferred or for which royalties are due. The end-user shall

indemnify MVI from all claims or losses sustained by MVI as a result of any breach of this warranty.

- Risk of loss for the trade-in products shall remain with the end-user until delivery of the same to HP's designated carrier.
- The delivery of the trade-in products to HP's carrier shall be final and effective to transfer title of such products to MVI free and clear of all liens and other encumbrances. No trade-in products or any part thereof will be returned to the customer.
- Title of the trade-in product passes at the earlier of either the Cash Back Designee receiving the trade-in credit or cash back allowance or HP's carrier has picked up the trade-in product.

Reseller involvement

- Resellers may not submit claims on behalf of their end-user customer or themselves.
- HP will not compensate resellers for discounts that exceed the promotion trade-in values.
- Participation in the HP Make the Upgrade Fall 2007 promotion indicates that end-user customer agrees that its reseller, and not HP, is solely responsible for any negotiated sums exceeding HP's authorized trade-in values.

Transmission errors

MVI makes every effort to ensure the accuracy of all information that you receive in relation to your trade-in product. In the event of typographical errors, technical inaccuracies, or product pricing errors or omissions, MVI reserves the right to correct the error within seven (7) calendar days of the trade. If MVI corrects the error, MVI will provide you with the following options: (1) to proceed with the transaction based on the corrected information; or (2) to cancel your transaction, in which case MVI will promptly send the trade-in product back (if possible) or replace it with like product (i.e., similar make, model and condition).

Fraudulent claims

Submitting false claims for program benefits will disqualify end-user's or HP authorized reseller's claim, make end-user or HP authorized reseller ineligible for future participation in HP promotional programs, and may subject end-user or HP authorized reseller to civil liability or criminal prosecution.

Program changes or termination

This program is subject to change or termination at any time, without notice, by Hewlett-Packard Company. All trade-in transactions are subject to the approval of Hewlett-Packard.

THESE TERMS AND CONDITIONS ARE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH GEORGIA LAW, AND NO CONFLICT OF LAWS PROVISIONS OF ANY JURISDICTION WILL APPLY TO THESE TERMS AND CONDITIONS. BY ACCEPTING THE TERMS AND CONDITIONS, YOU AGREE THAT ANY ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THESE TERMS AND CONDITIONS WILL BE FILED ONLY IN STATE OR FEDERAL COURT LOCATED IN ATLANTA, GEORGIA, AND YOU HEREBY IRREVOCABLY AND UNCONDITIONALLY CONSENT AND SUBMIT TO THE EXCLUSIVE JURISDICTION OF SUCH COURTS OVER ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF THESE TERMS AND CONDITIONS.