

DocuPet's License Extension Functionality Explained



License Extensions explained for our 'License by Rabies' Communities.



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Current Program

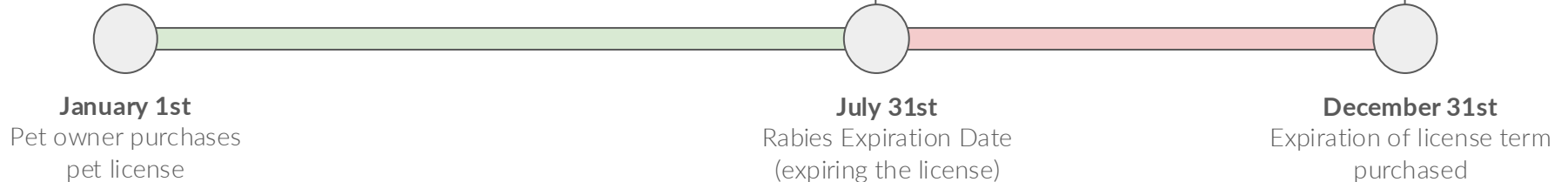
In 'License by Rabies' communities, all licenses expire on exactly the day they were purchased, depending on the term of the license purchased, or on the date of rabies vaccination expiration, **whichever comes first**.

The first use case shown often leads to the second.

Use Case 1: Rabies exceeds the purchase term



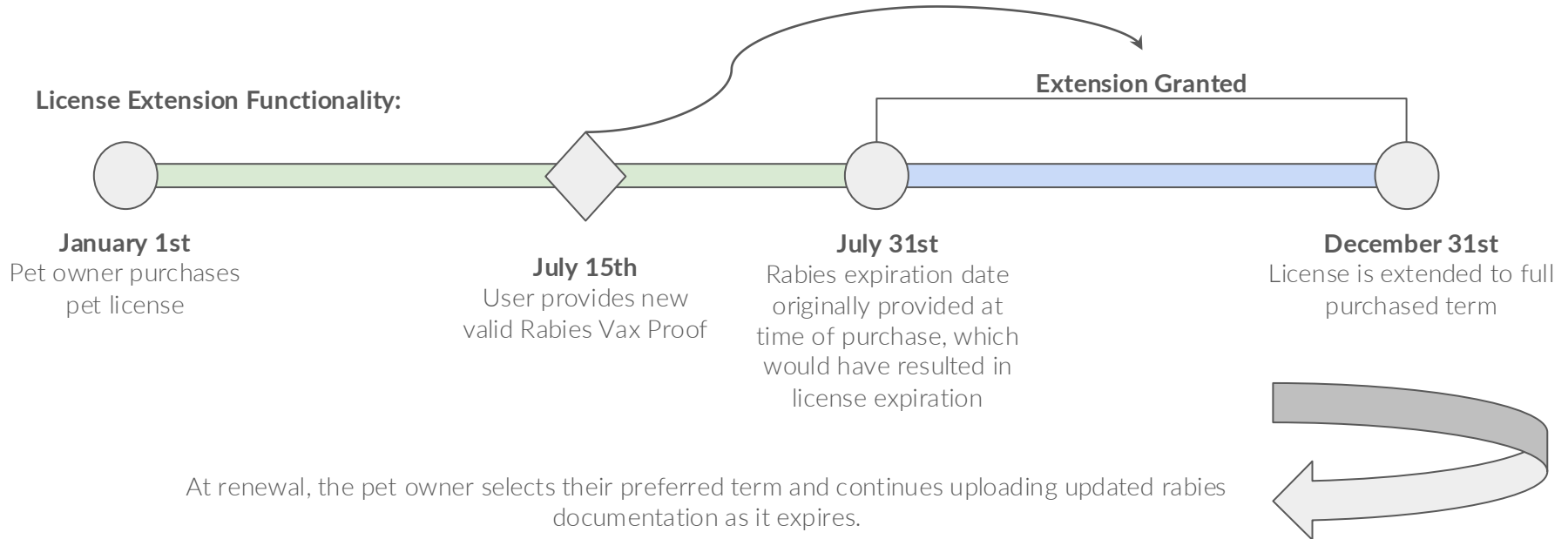
Use Case 2: Rabies expires before the purchase term ends





License Extension Functionality

- License Extensions allows the pet owner to provide an updated rabies vaccination certificate with a new future date (often 1 or 3 years from the time of vaccination - booster) **before the expiration date of the current license.**
- When this is provided, the **current** license will extend to the earliest of the following dates; full purchased term (ex. 1, 2 or 3 years from original purchase date) or the new rabies vaccination expiration date.





License Extension Communications

- 30 days prior to the rabies expiration date on file, DocuPet will start to send communications requesting the pet owner upload a new rabies certificate with a rabies expiration date in the future to their pet's profile.
 - Communications provide clear instructions on how to upload the document and what will happen if they do not upload new rabies documentation
- If there is an email on file, pet owners will only receive email communications
 - 30 day, 7 day and 1 day pre rabies expiration
 - If at any point the pet owner uploads a new rabies proof, communications will stop. Post expiry communications will proceed as normal if proof is not submitted prior to expiry.
- If there is no email on file, DocuPet will send a letter 30 days pre rabies vaccination expiration

Typical Extendable Communications Flighting With Email on File:



Typical Extendable Communications Flighting With NO Email on File:

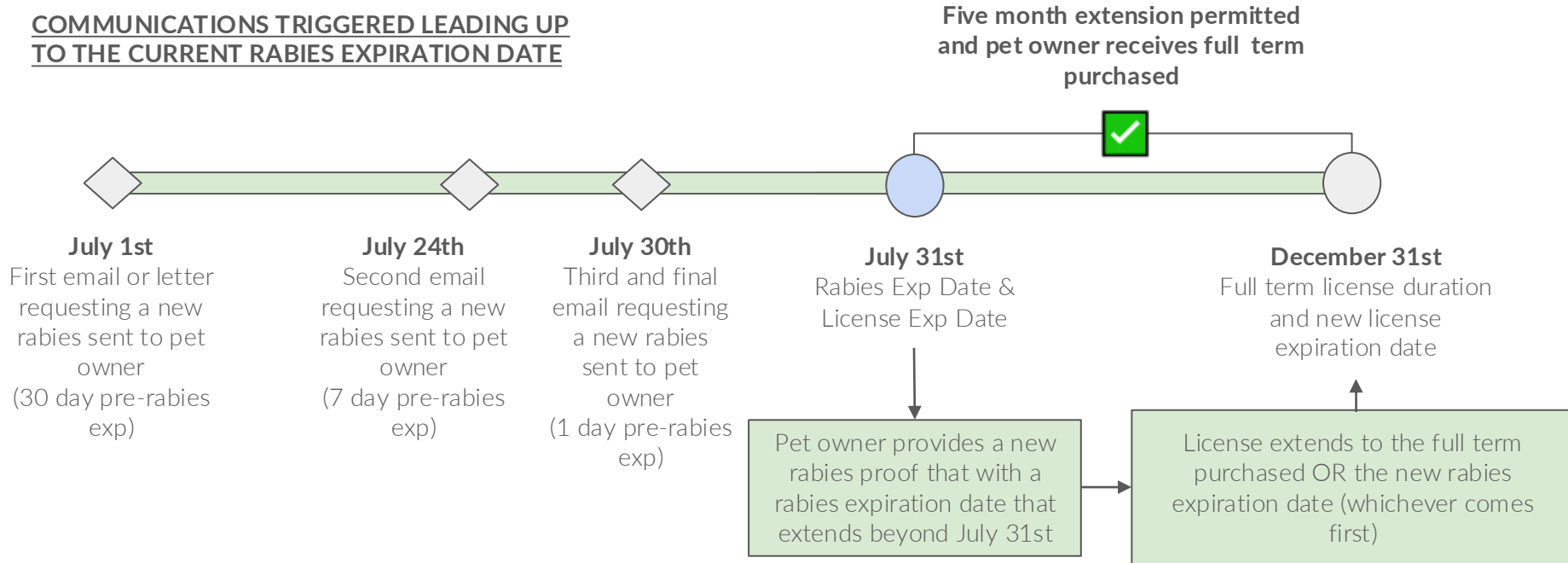




Extension Permitted Example

The following example illustrates when a license extension **would** be granted.

COMMUNICATIONS TRIGGERED LEADING UP TO THE CURRENT RABIES EXPIRATION DATE

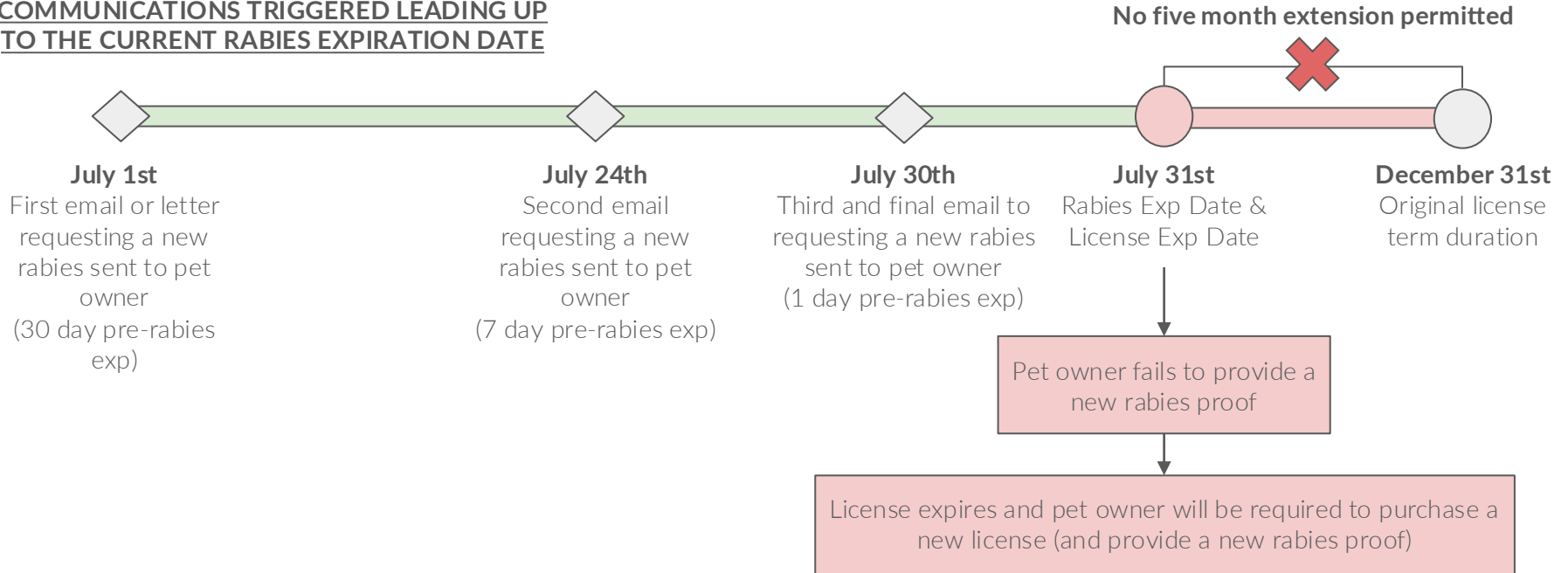




Extension Not Permitted Example

The following example illustrates when a license extension would **not** be granted.

COMMUNICATIONS TRIGGERED LEADING UP TO THE CURRENT RABIES EXPIRATION DATE





License Extension Benefits

Enabling license extensions boast benefits for both our licensing partner organizations and for pet owners.

Benefits for Pet Owners:

- Avoids paying for a short license term, or renewing entirely when rabies expires mid-cycle
- Allows them to renew for a full 1- or 3-year term without losing time due to rabies timing
- Reduces confusion and frustration around unexpected early expirations
- Gives flexibility to upload updated rabies documentation when it expires, rather than strategically planning or waiting to license for the first time
- Feels fair and predictable, especially for owners who have multiple pets with different vaccinate schedules

Benefits for Licensing Organizations:

- Prevents revenue loss caused by shorter license terms and licensing hesitation
- Improves renewal conversion by removing a common point of friction
- Reduces customer service inquiries related to “short” or confusing license validity
- Keeps licenses active and compliant while still enforcing rabies requirements
- Creates a more consistent and defensible licensing policy across use cases



Any Questions?

Contact the DocuPet Team to
find out more.

