



# DUPONT PERFORMANCE POLYMERS TRADEMARK INFORMATION

## DPP Registered Brands

Polyesters	Nylons	Elastomers	Specialty	Parts and Shapes
DuPont™ Crastin®	DuPont™ Zytel®	DuPont™ Viton®	DuPont™ Delrin® Acetal Resin	DuPont™ Kalrez®
DuPont™ Rynite®	DuPont™ Minlon®	DuPont™ Vamac®	DuPont™ Hytrel® Thermoplastic Polyester Elastomer	DuPont™ Vespel®
DuPont™ Sorona® EP	DuPont™ Elvamide®			

Proper, authorized use of the DuPont trademarks list above can add significant value to your products and business. These trademarks give products the increased visibility generated by the investment DuPont has made in promoting the brands over the years. When the trademarks are used properly on marketing materials, you and your customers benefit from the positive values and images they represent.

Access to these trademarks is typically reserved for customers who purchase and use products made by DuPont and who have been authorized to use the trademarks by the relevant DuPont business. Contact your DuPont sales representative if you have questions about whether you can use the trademarks and how they should be used.

Some distributors and formulators claim that their products are made with DuPont Performance Polymers (DPP) materials when in fact, they are not. This type of unauthorized use of any DuPont trademark is an infringement of trademark laws and constitutes an illegal business practice. DuPont can take legal action against those who use company trademarks fraudulently, and will do so in order to protect the trademarks, our customers and our business.

In order to use DPP trademarks to promote or differentiate your product, a brand license must be in place. Please contact your DuPont sales representative for further information.

## Rules for DuPont Trademarks (Using Delrin® as an example)

### Rule 1: Always use the registration mark

Show that the trademark is registered by using the “®” symbol every time it is used. Think of the ® as an integral part of the brand name.

If no ® symbol is available (as on some electronic mail systems), use a capital “R” in quotation marks or parentheses (R).

In countries where the ® symbol is not recognized, use an asterisk\*.

Acceptable	Unacceptable
<i>Text</i> Delrin® acetal resin Delrin (R) acetal resin Delrin* acetal resin	Delrin acetal resin
<i>Footnote</i> ® or (R) or * Delrin® is a registered trademark of DuPont for its acetal resins.	No footnote

## Rules for DuPont Trademarks (continued)

### Rule 2: Be distinctive

Make the trademark distinctive from surrounding text each time it is used.

Acceptable	Unacceptable
Initial capital: Delrin® acetal resin	gears of delrin
All capitals: DELRIN® acetal resin	
Bold face: <b>Delrin</b> ® acetal resin	
Italics: <i>Delrin</i> ® acetal resin	
Color: Delrin® acetal resin	

### Rule 3: Use correct generic descriptors

Use the correct generic descriptor (i.e., common name for the category of use for which the trademark is registered) in conjunction with the trademark at least once per page. The trademark should not otherwise be directly used as an adjective for products, services, materials, etc.

Acceptable	Unacceptable
Delrin® acetal resins	Delrin® gear Delrin® part Delrin® binding, etc.

Although not generic descriptors, it is acceptable to refer to the Delrin® trademark or the Delrin® brand.

Note: Other generic descriptors may be added by DuPont at its sole discretion and in accordance with the registration status of the trademark.

### Rule 4: Keep it simple

The trademark should always be used in a complete, separate form. Do not embellish or add to it.

Acceptable	Unacceptable
<i>Possessives</i> Wear resistance with Delrin®	Delrin® wear resistance
<i>Hyphenation</i> Moldings of Delrin®	Delrin®-moldings
<i>Line breaks</i> Gears using Delrin® wear longer	Gears using Delrin® wear longer
<i>Verbs</i> Overmold doorchecks with Delrin® <i>Derivatives</i> Delrin®	Delrin®ized

