

# **DuPont™ Kevlar® Trademark Use Guidelines**

2018

### **DuPont™ Kevlar® Trademark Use Guidelines**

#### **IMPORTANT NOTE:**

We value you as a customer of DuPont<sup>™</sup> Kevlar<sup>®</sup> fiber, yarn or resin; whether you are a direct customer or you purchase our product from an authorized third party supplier.

This document sets forth the specific ways you may reference the Kevlar® brand; your use of our trademarks is solely for the purpose of informing the public of the presence of our ingredient in your product.

As a customer, you are allowed to use the Kevlar® trademark in your product information as outlined here, as long as no other competitive aramid fiber is used in the same product.

This document does not constitute a trademark license. Any use of a DuPont trademark in a promotional way (i.e., in prominent characters or font, use in a logo format, etc.) with the intention to persuade and influence purchasers of your product, requires a Trademark License Agreement.

If you are a customer, any reference to the Kevlar® brand outside of what is included in this document may subject your company to brand protection enforcement action.

If a company does not buy genuine Kevlar® from a authorized third party supplier, it is not allowed to mention Kevlar® at all in connection with its product(s).

#### **EXAMPLES:**

**Brand protection:** it is important to protect the Kevlar® brand through the correct use of the trademark. Reference to the Kevlar® brand may only be included in the material or ingredient content description of the product containing Kevlar® aramid fiber. If such a reference is included in text, it may be cited one time only.

#### What to do:

**1. Kevlar**® **name**: always capitalize the K in Kevlar®; include the registration mark after each instance of the Kevlar® trademark; and include the legal footnote at the bottom of all materials.

The trademark registration footnote should read:

"DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company."

#### 2. In product name or title:

Kevlar® reference is not allowed on a company's product name. Examples that are accepted:

- Protective Jeans
- Reinforced Jackets
- Denim reinforced with protective lining

#### 3. In packaging:

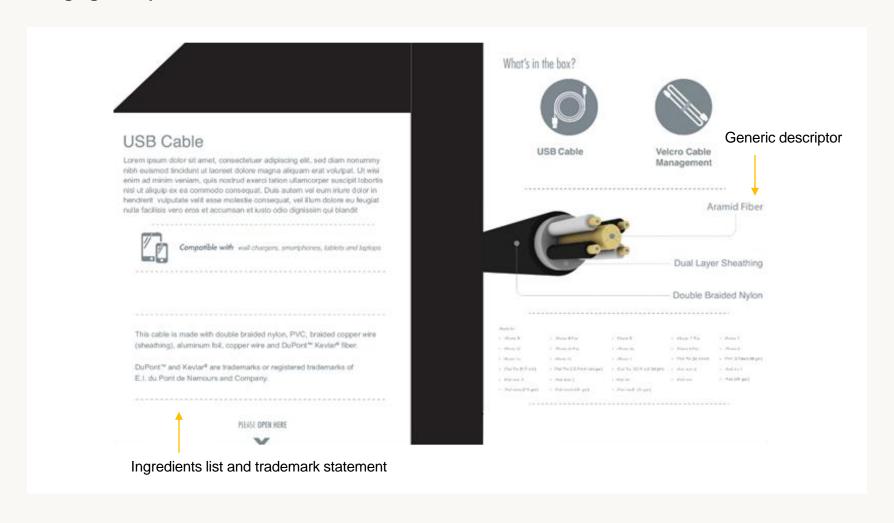
Use of the Kevlar® brand on packaging for non-licensed partners is limited to the ingredients listing.

Kevlar® trademark should not be bolded, italicized, used in headlines, bullet points or in any other prominent graphics. The font size used in text should be half the size of the font used in the Product title.

The Kevlar® brand name should not be used when calling out product features; instead the generic descriptor "aramid" should be used.

#### **EXAMPLES:**

### Packaging example:



#### **EXAMPLES:**

4. In hangtags and/or sew-in labels:



5. In website content:



#### **EXAMPLES:**

#### 6. In advertisements, brochures, signage etc.

Kevlar® reference is only allowed only for informational purposes; in this case to represent material content

Examples that are accepted:

- Jeans with lining made with Kevlar® fiber
- Denim made with Kevlar® aramid fiber
- Ingredients:

50% Cotton

20% Polyester

30% DuPont™ Kevlar® Fiber



#### **EXAMPLES:**

#### What not to do:

**1. In product name or title**: never use the Kevlar® trademark as part of your company, product or website names.

Examples that are not allowed:

- Kevlar® Jeans
- XYZ Kevlar® Brake pads
- Kevlar® reinforced Jeans
- Jeans reinforced with Kevlar®
- Jeans made with 100% Kevlar® lining
- www.kevlarbrakepads.com
- **2. In website, brochures, etc.:** Kevlar<sup>®</sup> should not be associated with any product claims. Example that is <u>not allowed</u>:

"XYZ product is 6x stronger because it is made with Keylar® fiber"

3. Kevlar® logo: they are not allowed

Examples of what is not allowed:

Not official labels



Not official hangtags



Not allowed promotional advertisement:



### For questions on proper brand use, contact:

#### **Global Brand Leader**

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### Legal

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