



**DuPont™ Kevlar®
Trademark Use Guidelines**

2018

DuPont™ Kevlar® Trademark Use Guidelines

IMPORTANT NOTE:

We value you as a customer of DuPont™ Kevlar® 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).

Do's for proper reference to Kevlar® as an ingredient

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.

Do's for proper reference to Kevlar® as an ingredient

EXAMPLES:

Packaging example:

USB Cable

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis vero eos et accusan et justo odio dignissim qui blandit

Compatible with laptop chargers, smartphones, tablets and laptops

This cable is made with double braided nylon, PVC, braided copper wire (sheathing), aluminum foil, copper wire and DuPont™ Kevlar® fiber.

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PLEASE OPEN HERE

What's in the box?

- USB Cable
- Velcro Cable Management

Generic descriptor

Aramid Fiber

Dual Layer Sheathing

Double Braided Nylon

Phone 1	Phone 2	Phone 3	Phone 4	Phone 5
Phone 6	Phone 7	Phone 8	Phone 9	Phone 10
Phone 11	Phone 12	Phone 13	Phone 14	Phone 15
Phone 16	Phone 17	Phone 18	Phone 19	Phone 20
Phone 21	Phone 22	Phone 23	Phone 24	Phone 25
Phone 26	Phone 27	Phone 28	Phone 29	Phone 30
Phone 31	Phone 32	Phone 33	Phone 34	Phone 35
Phone 36	Phone 37	Phone 38	Phone 39	Phone 40

Ingredients list and trademark statement

Do's for proper reference to Kevlar® as an ingredient

EXAMPLES:

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

Sew-in Label



Heat-stamped tag (inside)



Hang Tag (Back)



5. In website content:

Kevlar® reference not allowed in product title

REALTIME
DENIM



RIDESAFE MOTORCYCLE JEANS

Color ■ ■ ■

Waist

Inseam

Quantity

Add to Cart

RIDESAFE MOTORCYCLE JEANS

- Rugged and Dependable
- Soft and Comfortable
- Made with DuPont™ Kevlar® Fiber

Kevlar® logo not allowed

CUSTOMER REVIEWS

"Stylish and comfortable, rugged and durable. Best bike jeans I've had."

- John, Sarasota, FL

"True to size, comfortable and super tough. Thanks."

- Ron, Atlanta, GA

Trademark statement

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

Do's for proper reference to Kevlar® as an ingredient

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



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Trademark statement

Don'ts for proper reference to Kevlar® as an ingredient

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® should not be associated with any product claims. Example that is not allowed:

“XYZ product is 6x stronger because it is made with Kevlar® 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:

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DuPont™
Kevlar®