



**DuPont™ Kevlar®
Fair Use Guidelines**

2018

We value you as a customer of DuPont™ Kevlar® fiber, yarn or resin, whether you are a direct customer or purchase our product from an authorized third party supplier. Your use of our trademarks is solely for the purpose of informing the public of the presence of our ingredient in your product.

This document sets forth the specific ways you may Reference the Kevlar® brand. As a customer, you are allowed to use the Kevlar® trademark in your product information as outlined here, provided that no other competitive aramid fiber is used in the same product.

IMPORTANT NOTE:

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.

Any reference to the Kevlar® brand outside of what is included in this document may subject your company to brand protection enforcement action.

DO'S FOR PROPER KEVLAR® REFERENCE

It is important to protect the Kevlar® brand through the correct use of the trademark.

- 1 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. Trademark registration footnote:
“DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company.”
- 2 Reference to the Kevlar® brand may only be included in the material/ingredient content description of the product containing Kevlar® aramid. If such a reference is included in text, it may be cited one time only.
- 3 The Kevlar® trademark should not be bolded, italicized, used in headlines or in any other prominent graphics.

EXAMPLES

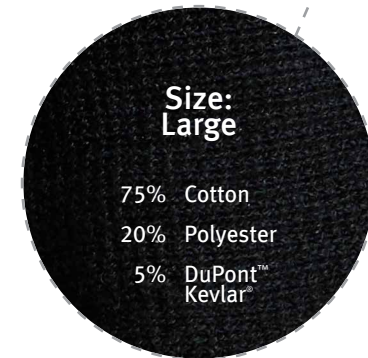
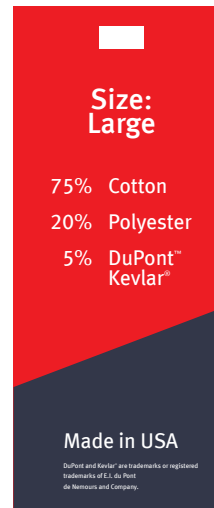
Sew-in Label



Heat-stamped Tag (Inside)



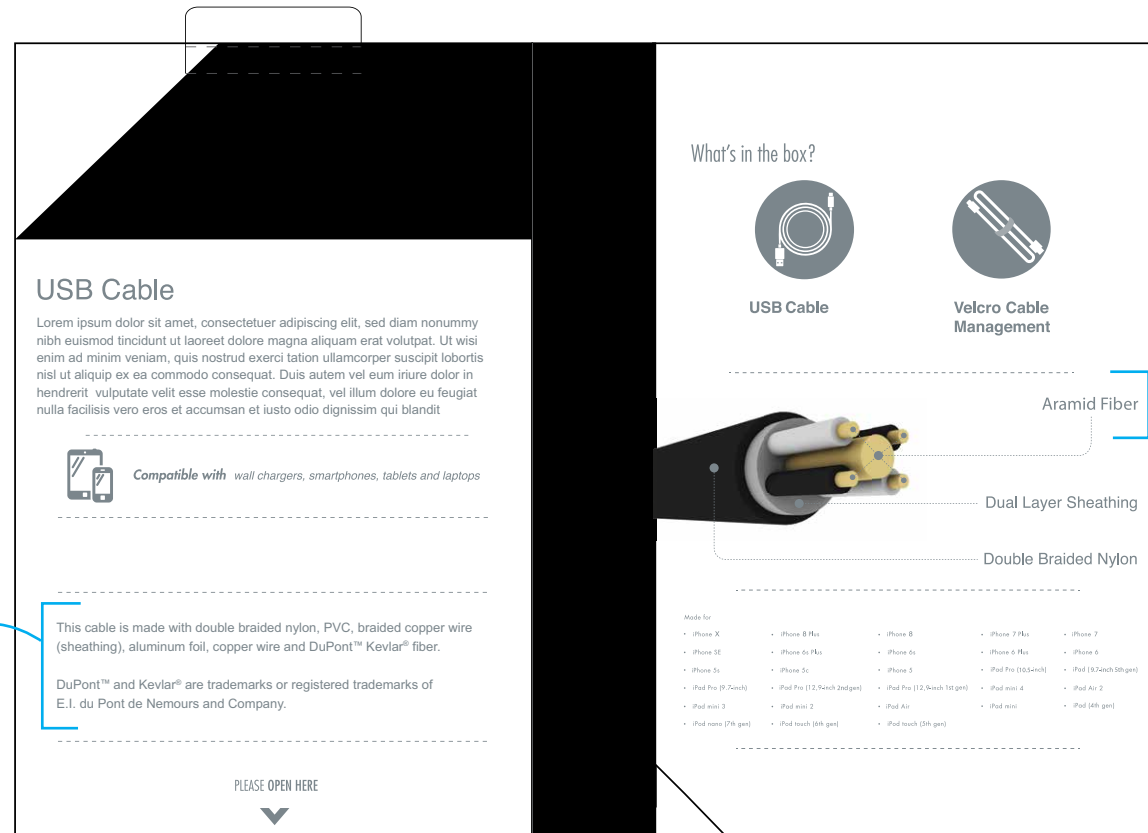
Hang Tag (Back)



DO'S FOR PROPER KEVLAR® REFERENCE

4 Packaging

Use of the Kevlar® brand on packaging for nonlicensed partners is limited to the ingredients listing. The Kevlar® brand name should not be used when calling out product features; instead the generic descriptor “aramid” should be used.



Ingredients list and trademark attribution

Generic descriptor

DON'TS FOR PROPER KEVLAR® REFERENCE

- 1 Never use the Kevlar® trademark as part of your company, product or website names.

Examples: Kevlar brake pads, www.kevlarbrakepads.com

- 2 Never say “Kevlar-reinforced XYZ.”

- 3 Kevlar® should not be associated with any product claims.

Example: “XYZ product is 6x stronger because it is made with Kevlar® fiber.”

For questions on proper brand use, contact your account representative or DuPont Legal.

Legal

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