

Trademark Usage Guidelines: A Guide to Using the DuPont™ Kapton® Trademark Correctly

Importance of Protecting Trademarks

Protecting the Kapton® brand is critical to the successful management of this valuable DuPont asset. We need to ensure that our employees, customers and licensees play an active role in protecting the Kapton® brand through the correct use of the trademark. Proper, authorized use of this legal asset adds significant value to our business and our product offering.

These trademark usage guidelines will help DuPont and our customers keep Kapton® from becoming generic, as well as ensure that all of us continue to reap the benefits this strong brand provides. The guidelines apply to any type of collateral material in which the Kapton® brand is mentioned—printed brochures, catalogues, packaging, exhibition mediums, websites, internet pages, or any other materials.

These guidelines are intended solely to provide guidance in the proper use of the DuPont trademarks referenced herein and do not constitute a license, implied or otherwise, to use any DuPont trademark.

For specific questions about these trademark guidelines, please contact Amy Hurff at amy.j.hurff@usa.dupont.com.



Use of the DuPont Oval

Use of the DuPont Oval trademark and the DuPont Signature is reserved for DuPont. The DuPont Signature consists of the tagline (The miracles of science™) attached to the DuPont Oval. Only DuPont and its wholly owned subsidiaries, when licensed to do so, may use the trademark in connection with goods and services offered globally by our company. In certain cases, there may be exceptions:

- businesses controlled by DuPont, such as joint ventures
- resellers of DuPont products who supply them in their original form
- submission and approval of the [DuPont Oval Logo Request form](#) for one-time requests for informational or promotional use

Unapproved Use of the DuPont Oval

Use of the DuPont trademark by any person or organization other than DuPont-related companies, licensees and approved entities, is strictly prohibited unless prior written approval is obtained from the DuPont Corporate Brand Manager's office. Use the [DuPont Oval Logo Request form](#) for one-time requests for informational or promotional use.

DuPont™ Kapton®

Use of the DuPont™ Kapton® Brand Name

Customers and distributors purchasing DuPont™ Kapton® are allowed to use the DuPont™ Kapton® **straightline text** on the web and internet. Proper footnotes are required to confirm the registration status of the DuPont™ Kapton® trademark. **When referring to DuPont™ Kapton®, the polyimide must be a DuPont product.**

Suggested trademark footnote:

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

Trademark Guidelines

1. Show Registration Status

One of the more important steps to protect the Kapton® trademark is to show its registration status. This is accomplished by using the symbol “®” each and every time the registered trademark appears. This applies to all collateral materials, from printed brochures and packaging to tradeshow displays and web/electronic formats.

Incorrect

Kapton

Correct

Kapton®

2. Be Distinctive

Use only the distinctive forms of usage for the trademark that are provided by DuPont.

3. Use Proper Generics

DuPont trademark guidelines require that the Kapton® trademark not be used as an adjective, unless it is modifying the common descriptive or generic name for the product (e.g., Kapton® brand polyimide film).

- The proper generic for the trademark should be used once per page.

Incorrect

Kapton® insulation

Correct

Kapton® polyimide film

- Kapton® is not a generic name for polyimide film, manufactured by DuPont or another supplier.

Incorrect

polyimide (kapton) film
polyimide (Kapton) film

Correct

DuPont™ Kapton® polyimide film
DuPont™ Kapton® polyimide film

DuPont Trademarks

4. Do Not Change Trademarks

Trademarks should be used only in the exact form in which they are registered.

Incorrect

Kapton[®]s
Kapton[®]'s flexibility
Kapton[®]-like properties

Correct

Types of Kapton[®] or Kapton[®] products
The flexibility of Kapton[®]
Electrical properties of Kapton[®]

Rule

Do not make plural
Do not use possessive
Do not hyphenate

5. Link the Trademark with the DuPont name

The Kapton[®] brand should be linked with the DuPont brand at least once in any material or communication because it properly identifies the owner of the trademark. Because DuPont is the owner of the Kapton[®] trademark, our company name should precede the Kapton[®] trademark or brand name at least once in material or communication.

The DuPont name is a trademark as well as a trade name. Use DuPont[™] (with a "™") each and every time it precedes the Kapton[®] trademark or brand name. (NOTE: it is not necessary to use the [™] symbol with the DuPont name if it does not precede the trademark or brand name.)

Incorrect

DuPont Kapton[®] polyimide film

Correct

DuPont[™] Kapton[®] polyimide film

Use proper footnote

A footnote must be used at least once in each document or communication to confirm the registration status of the Kapton[®] trademark.

Suggested trademark footnote:

- DuPont[™] and Kapton[®] are trademarks or registered trademarks of E.I. du Pont de Nemours and Company.

6. Trademark Misuse or Infringement

Listed below are some examples of misuse or infringement:

- A DuPont trademark cannot be combined with another company's trademark, product name, or brand name.

Incorrect

Kapton[®] 3M tape

Correct

3M tape made with DuPont[™] Kapton[®]

- The DuPont[™] Kapton[®] trademark cannot be incorporated into another product name

Incorrect

Electrokapton tape

Correct

Tape made with Kapton[®] polyimide film

DuPont Trademarks

- The DuPont™ Kapton® trademark cannot be used as a product name by another company.

Incorrect

Kapton® FX 25

Correct

FX 25 containing Kapton® polyimide film

- A major portion of a DuPont trademark cannot be incorporated into a non-DuPont trademark.

Incorrect

Kaptron®

Correct

Choose a unique product name, not one similar to Kapton®

- A DuPont trademark cannot be preceded by another manufacturer's name or trademark.

Incorrect

Acme Company Kapton®

Correct

DuPont™ Kapton®

- A DuPont trademark cannot be used in a domain name by any company other than DuPont.

Incorrect

acmekaptonfilm.com

- Customers, distributors, and licensees must not register any trademarks that include, are identical to, or confusingly similar to any DuPont trademarks.



The miracles of science™

Request for DuPont Oval Logo

Name: _____ Date: _____
Company: _____ Phone Number: _____
Street: _____ City: _____ State: _____ Zip Code: _____
E-mail Address: _____

• **Contact/Reference at DuPont**

(this section must be filled out or request will not be processed):

Name: _____ Location: _____ Phone Number: _____

Business Unit/Function: _____

• **Relationship to DuPont:**

_____ Supplier
_____ Current Customer
_____ Licensed Distributor
_____ Sales/Service Representative
_____ Other/*Please describe:* _____

• **Format needed:**

_____ E-mail/IBM
_____ E-mail/Mac

• **Product relationship to your offering:**

_____ Ingredient to your product
_____ DuPont product sold in original form
_____ Other/*Please describe:* _____

• **Intended Use:** (1) **Where** (provide sample; i.e., publication); (2) **How** (in connection to what product; provide drawing or illustration); (3) **When:**

For suppliers, this form and any drawings/illustrations should be faxed or e-mailed in turn to:

(1) **Kathy Ellis**

DuPont Sourcing
Fax: 302/892-7268
Phone: 302/992-2111
E-mail: kathy.b.ellis@USA.dupont.com

(2) **Heide Rowan**

DuPont Corporate Marketing
Fax: 302/999-3932
Phone: 302/999-2094
E-mail: jo-ann.m.o-hagan@usa.dupont.com

For customers, distributors, and sales/service representatives, submit the information directly to Jo Ann O'Hagan for Heide Rowan (jo-ann.m.o-hagan@usa.dupont.com).

For DuPont use only:

(1) **Kathy Ellis/Sourcing** (or appropriate communications personnel):

Approved: _____ Not Approved: _____ Initials: _____ Dated: _____

(2) **Heide Rowan/Corporate Marketing:**

Approved: _____ Not Approved: _____ Initials: _____ Dated: _____