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Sourcing and Logistics Policy on Supplier's Use of DuPont Brand Identity

The DuPont Brand, which includes the DuPont name, DuPont oval, and DuPont trademarks, is an invaluable asset. The brand creates an indelible perception and conclusion about the company with the consumers of our goods and services. A healthy brand contributes enormously to the company's success in attaining our goal of sustainable growth.

DuPont does not permit third parties to use the DuPont Brand without permission from DuPont. Specifically, the DuPont Brand Manager must consent to such usage. In addition, Sourcing and Logistics ("S&L") must ensure that DuPont is getting some value in return for granting the supplier a right to use the DuPont Brand. Permission should be given only when DuPont has received clear business value from the supplier for use of the DuPont Brand. As such, S&L employees and those doing work on our behalf must also obtain the approval of an S&L Director in the U.S. or the regions to permit a supplier to use the DuPont Brand. If approval is given, the supplier must comply with DuPont Global Brand Identity Standards, which can be found at http://www5.lvs.dupont.com/Identity/en_US/.

This policy applies to any use of the DuPont Brand, whether in public print or electronic statements including news releases, Internet or Extranet Web sites, annual reports, product packaging, signage, stationery, print literature, and advertising.