

A large, white, textured Tyvek cover is draped over a modern building's courtyard. The cover is held up by several vertical poles. The cover has a grid pattern of small holes and contains printed text, which is the subject of the document. The building in the background has large glass windows and a modern architectural style. The sky is bright and clear.

DU PONT

Tyvek®

DuPont™ Tyvek® Fair Use Guidelines

September 2022
Version 2.0

Overview

DuPont™ Tyvek® material has endless possibilities, from protecting workers from on-the-job hazards and providing tear resistance in healthcare packaging to consumer products' apparel and accessories design.

We value you as a customer of DuPont™ Tyvek® materials, whether you are a direct customer or you purchase our products from an authorized third-party supplier.

As a customer, you are allowed to use the Tyvek® trademark solely for the purpose of informing the public of the presence of our material as one of the ingredients in your product.

These guidelines outline the specific ways you may reference Tyvek® provided no competitive material is used in the same finished good.

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, or 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 Tyvek® brand outside of what is included in this document may subject your company to brand protection enforcement action.

Do's for proper Tyvek® reference

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

- **Always capitalize the T in Tyvek®.**
Example: Printed on tear-proof and water-resistant DuPont™ Tyvek® material.
- **Include the registration mark after each instance of Tyvek®.**
Example: Tyvek® material is water-resistant and recyclable.
- **Include the generic descriptor at least once per page.**
Example: Tyvek® sheet or Tyvek® material.
- **Include the legal footnote at the bottom of all materials.**
Example: DuPont™ and Tyvek® are trademarks or registered trademarks of affiliates of DuPont de Nemours, Inc.
- **Reference to Tyvek® may only be included in the material/ingredient content description of the product containing Tyvek®. If such a reference is included in text, it may be cited one time only.**

Correct example



Pouch measures: 220 x 150 x 60mm
Outer fabric: DuPont™ Tyvek® material
Inside fabric: polyester fiber

DuPont™ and Tyvek® are trademarks or registered trademarks of affiliates of DuPont de Nemours, Inc.

Don'ts for proper Tyvek® reference

- **Never use the Tyvek® trademark as part of your company name.**
Example: Worldwide Tyvek® Sportswear, Inc.
- **Never use the Tyvek® trademark as part of your product name.**
Example: Nico Sport Tyvek® shoulder bag
- **Never use the Tyvek® trademark as part of your website name.**
Example: www.tyvek-sportswear.com
- **Never use the Tyvek® trademark as a modifier.**
Example: Tyvek®-enhanced shell
- **Tyvek® should not be associated with any product claims.**
Example: Product resists tearing because it is made with Tyvek®.
- **Do not use Tyvek® in headlines or in any other prominent graphics.**
Example: Performance brought to you by Tyvek®.
- **Tyvek® should not be bolded.**
Example: Made with recyclable **Tyvek®**.
- **Tyvek® should not be italicized.**
Example: Made with recyclable *Tyvek®*.

Example of incorrect use of Tyvek® trademark

Shown is an example of product packaging that does not adhere to the rules for proper Tyvek® brand representation.

Don't add the Tyvek® brand name to company names.

Don't add the Tyvek® brand name to product names.

Don't add the Tyvek® brand name to headlines.



Don't use the Tyvek® brand name to modify a product attribute.

Don't add "Tyvek" to your product claims. **Don't** alter the Tyvek® brand by setting it in italics.

Don't alter the Tyvek® brand by setting it in bold.

Don't use the Tyvek® logo. Use of the DuPont™ Tyvek® logo requires a Trademark License Agreement.

Don't add Tyvek® to your website name.

Example of correct use of Tyvek® trademark

Shown is an example of product packaging that follows the rules for proper Tyvek® brand representation.

The company name does not include the Tyvek® brand name.

The product name and headline do not include the Tyvek® brand name.



ABC Wristbands Company

5,000 Wristbands

DURABILITY AND PERFORMANCE

Durable and Resists Tearing

Made with recyclable Tyvek® material

www.ABC-wristbands.com

The Tyvek® brand name is not used to modify a product attribute or as a product claim.

The Tyvek® brand name is set correctly (not in bold or italic).

The website name does not include the Tyvek® brand name.

Contact

If you have questions about proper trademark usage or are interested in discussing the potential to enter into a trademark license agreement with DuPont™ Tyvek®, which would enable the promotional use of the Tyvek® brand and logo in your advertising, please contact your DuPont sales representative or:

Brand

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