



Kevlar.

# DuPont™ Kevlar® Trademark Policy for Non-licensees

## Thank You

Thank you for choosing genuine DuPont™ Kevlar®. As a customer of DuPont, or purchaser of products containing genuine Kevlar®, from authorized sources, we encourage you to use the Kevlar® trademark in your product information as long as no other competitive aramid fiber is also used in the same product. This document is intended to protect the value of the brand and make it easy for you to use the brand properly without a formal license agreement.

This applies to any type of marketing collateral where the brand is mentioned including labels, literature, websites, hang tags or other materials.

**This does not constitute a Trademark License.** More prominent and promotional use of the Kevlar® brand, including any logo, requires a Trademark License Agreement from DuPont.

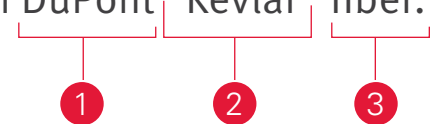
## Proper Use in 5 Easy Steps

1. Never use the Kevlar® trademark as part of your company, product or website names.
2. Refer to Kevlar® only as an ingredient in your product in standard text format. Kevlar® should not be larger, bolder, used in headlines or any other prominent graphics.  
**Example:** Company XYZ jeans contain (or, are made with) DuPont™ Kevlar® fiber.
3. Tie performance claims to your product, not to the Kevlar® brand.  
**Example:** Brand XYZ uses a multi-layer composite in the construction of its boat hull that contains DuPont™ Kevlar® fiber. This composite material provides extra stiffness and strength to the hull.
4. Use "DuPont™ Kevlar® fiber" the first time it appears, all other references that follow may simply be Kevlar®.
5. Always use capital K and the registration mark (Kevlar®) with legal footnote added to the end/bottom of your document.  
Trademark registration footnote:

*"DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company."*

## The Basics

...is made with DuPont™ Kevlar® fiber.



1. Link to DuPont on first use.
2. Show correct registration status. (TM and ®).
3. Use proper generic name once per page (e.g. fiber, fabric or yarn).

**Note:** The font size needs to be consistent with the rest of the line. DuPont™ Kevlar® fiber should not be larger in size than the other words in the document

## Examples of Proper Use

### Product Labeling

Kevlar® can be used on the inside tag.



## Examples of Proper Use Continued

**REALTIME Denim Co.**

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**RIDESAFE® MOTORCYCLE JEANS**

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Color:

Waist:

Inseam:

Quantity:

**RIDESAFE® MOTORCYCLE JEANS**  
Rugged and Dependable, but also  
Soft and Comfortable on that next long ride...

**1** Made with:  
75% Cotton, 20% Polyester, and 5% DuPont™ Kevlar® Fiber

**2** DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company.

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**REALTIME motorcycle gloves**

Insert text and performance claims about your product.

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**Product specifications:**

Cut-resistant glove

Liner made of DuPont™ Kevlar® fabric

Meets xyz standards

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**1**

**2** DuPont™ and Kevlar® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company.

### Key Points

1. DuPont™ Kevlar® can only be listed as material content.
2. Trademark Statement

**Reminder:** The Kevlar® logo, the use of Kevlar® as a feature benefit or performance claims attributed directly to Kevlar® are not allowed without a trademark license and product stewardship review by DuPont.

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