

Kevlar® fair use guidelines

October 2019

Purpose of guide

We value you as a customer of 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, as long as 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 of 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™, the DuPont Oval Logo, and all trademarks and service marks denoted with ™, SM or ® are owned by affiliates of DuPont de Nemours, Inc. unless otherwise noted. © 2019 DuPont.”
- 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 or used in headlines or in any other prominent graphics.

Examples

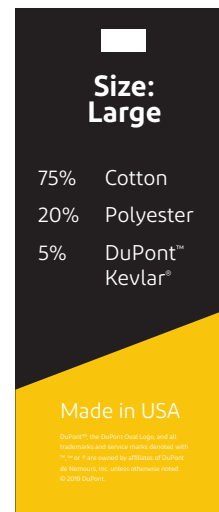
Sew-in label



Heat-stamped tag



Hang tag



Do's of 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 of 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."

Do's and don'ts of proper Kevlar® reference

without a license agreement

1 Product name

Acceptable use

- Protective Jeans
- Reinforced Jeans
- Denim Reinforced with Protective Lining

Unacceptable use

- Kevlar® Jeans
- Jeans made (reinforced) with Kevlar®
- Kevlar® Motorcycle Jeans
- Slim Fit Kevlar® Jeans
- Smith's Kevlar® Jeans
- Made with 100% Kevlar®
- Kevlar® Reinforced

2 Product description

Materials/Contents:

- 70% Cotton
- 20% Polyester
- 10% DuPont™ Kevlar® Fiber

If such a reference is included in text, it may be cited one time only. Kevlar® should not be bolded, italicized or used in headlines or in any other prominent graphics.


Do's and don'ts of proper Kevlar® reference

without a license agreement

3 Website

REALTIME
DENIM

Search



RIDESAFE MOTORCYCLE JEANS

Color

Waist 31 32 33 34 35 36 38

Inseam 31 32 33 34 35 36 38

Quantity - +

Add to Cart

RIDESAFE MOTORCYCLE JEANS

- Rugged and Dependable
- Soft and Comfortable
- Made with DuPont™ Kevlar® Fiber

CUSTOMER REVIEWS

“Stylish and comfortable, rugged and durable. Best bike jeans I’ve had.”
- John, Sarasota, FL

“True to size, comfortable and super tough. Thanks.”
- Ron, Atlanta, GA

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“Made” with DuPont™ Kevlar®

Kevlar® logo not allowed

Trademark statement

DuPont™ Kevlar® not allowed in product title

Do's and don'ts of proper Kevlar® reference

without a license agreement

4 Marketing, sales materials, advertisements, brochures, tradeshow, etc.

Acceptable use

Only reference allowed is use of a trademark for informational purposes—in this case, to represent material content:

70% Cotton
20% Polyester
10% DuPont™ Kevlar® Fiber



DuPont™ Kevlar® not allowed in product title

“Made” with DuPont™ Kevlar®

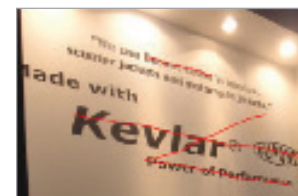
Kevlar® logo not allowed

Trademark statement

Unacceptable use

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:

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Kevlar[®]

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