

A person wearing a tan beanie, a dark long-sleeved shirt, and camouflage pants with a large, multi-pocketed tactical backpack is standing on a rocky mountain ridge. They are looking out over a vast, layered mountain range under a clear blue sky. The foreground shows dry, brownish grass and rocks on the ridge.

DuPont™ Kevlar® Fair Use Guidelines

DECEMBER 2022
VERSION 2.0

Overview

We value you as a customer of DuPont™ Kevlar® 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 DuPont™ Kevlar® and Kevlar® trademarks 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 Kevlar®, 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-owned trademark in a promotional way (i.e., in prominent characters or font, part of a product name, use in a logo format) with the intention to persuade and influence purchase of your product requires a trademark license agreement.

Any reference to the Kevlar® trademark outside of what is included in this document may subject your company to brand protection enforcement action.

Quick tips for fair use of Kevlar® as an ingredient

- DuPont™ Kevlar® is **not** to be used in a stylized (or logo) format.
- In the material or ingredient content statement, DuPont™ Kevlar® must appear in % form and in its appropriate place in descending order among other materials used to make the finished good.
- Use of statements like “Made/Built with DuPont™ Kevlar®”, “Reinforced with Kevlar®” or “Kevlar® reinforced” or similar are not permitted.
- DuPont™ Kevlar® should **not** be used in connection with product/performance claims (e.g., Kevlar® makes this product 5x stronger than X).
- Always capitalize the “D” and “P” in DuPont™ as well as the “K” in Kevlar®. Also, include the registration mark ™ after DuPont and ® after Kevlar.
- Include the following legal footnote on all materials on which DuPont™ Kevlar® appears: “DuPont™ and Kevlar® are trademarks or registered trademarks of affiliates of DuPont de Nemours, Inc.”
- DuPont™ Kevlar® is **not** allowed to be part of a product, company or domain name, social media account/profile or email address (e.g., Kevlar® XYZ Performance Shoe; Kevlar® Supply Company, www.kevlarsupply.com).
- DuPont™ Kevlar® should **not** be bolded, italicized or appear in a font larger than surrounding text.
- Include the generic descriptor at least once per page if appearing in printed or digital content (e.g., Kevlar® fiber, Kevlar® yarn).
- DuPont™ Kevlar® may **not** be stitched, embossed or heat pressed onto product or corresponding material unless appearing in material content statement.

Important note:

Without a trademark license agreement, reference to DuPont™ Kevlar® may only be included in the material or ingredient content statement of the product containing Kevlar® material.



Examples of fair use of Kevlar® as an ingredient

Website – Product page

- No use of a logo that contains DuPont™ Kevlar® is allowed.
- Please always include the trademark statement when referring to DuPont™ Kevlar® in a fair use manner: "DuPont™ and Kevlar® are trademarks or registered trademarks of affiliates of DuPont de Nemours, Inc."
- DuPont™ Kevlar® and/or Kevlar® should **not** be included in the product name/header or domain name in any way. For example, the following are **not** acceptable uses of Kevlar® and are **not** permitted:
 - "Kevlar® phone case"
 - "XYZ phone case made with 100% Kevlar®"
 - "Phone case reinforced with Kevlar®"
 - www.kevlarphonecase.com
- DuPont™ Kevlar® should **not** be referenced in a "Features" or "Benefits" section. When referring to the material outside of the ingredient statement, "aramid fiber" should be used as the descriptor.

Correct example



★★★★★ 17 Reviews

XYZ phone case

\$59 USD

Choose style

12/12 Pro

12 Pro Max

1

Add to cart

Features

- Extremely Durable
- Allows for Easy Charging

Description

- Dimensions: 6.1"L x 2.82"W x .29"D
- Materials: Polycarbonate shell, Kevlar® fiber

Trademark statement

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

Material content statement

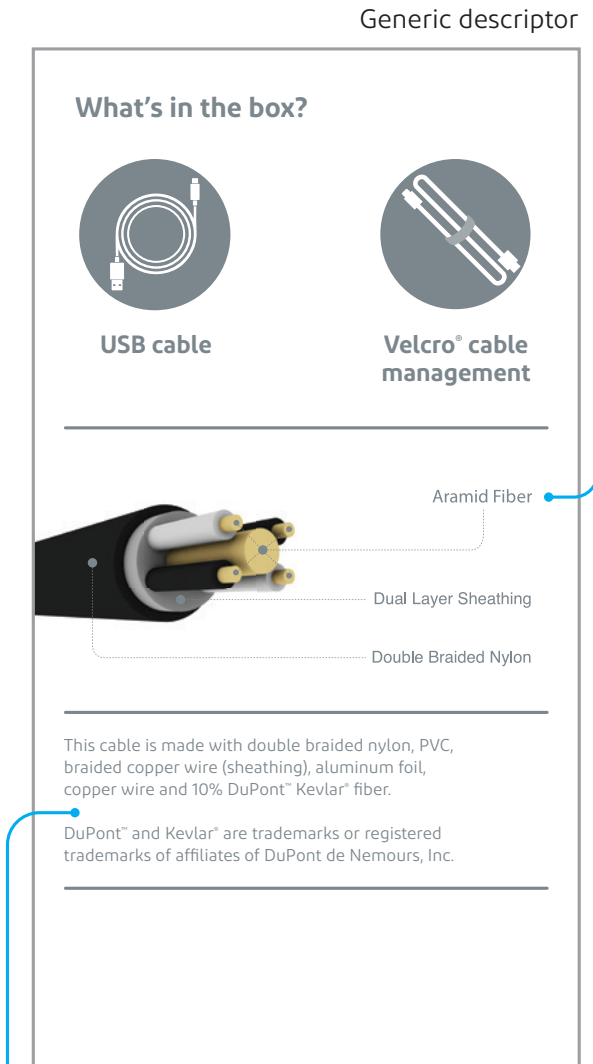
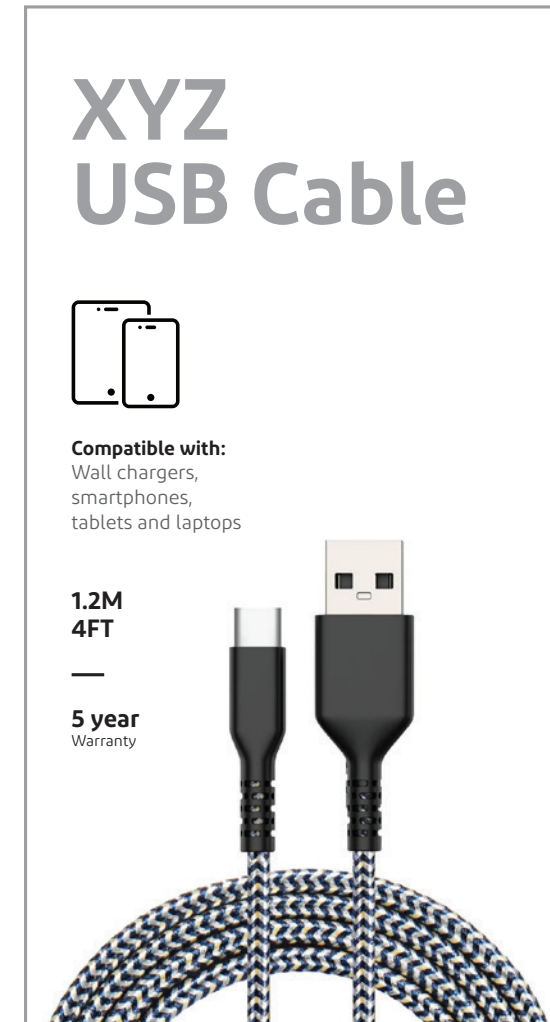
Shipping

Examples of fair use of Kevlar® as an ingredient

Packaging

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- DuPont™ Kevlar® and/or Kevlar® should **not** be included in the product name in any form. For example, the following are **not** acceptable uses of Kevlar® and are **not** permitted:
 - "Kevlar® phone cable"
 - "XYZ phone cable made with 100% Kevlar®"
 - "Phone cable reinforced with Kevlar®"
- DuPont™ Kevlar® should **not** be referenced in a "Features" or "Benefits" section. When referring to the material outside of the ingredient statement, "aramid fiber" should be used as the descriptor.

Correct example



Examples of fair use of Kevlar® as an ingredient

Sewn-in label/heat stamp

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- DuPont™ Kevlar® and/or Kevlar® should **not** be included in the product name in any form. For example, the following are **not** acceptable uses of Kevlar® and are **not** permitted:
 - "Kevlar® glove"
 - "XYZ gloves made with 100% Kevlar®"
 - "Glove lined with Kevlar®"
- DuPont™ Kevlar® should **not** be referenced in a "Features" or "Benefits" section. When referring to the material outside of the ingredient statement, "aramid fiber" should be used as the descriptor.



Material content and trademark statement

A woman with her hair in a ponytail is performing a sit-up in a gym. She is wearing a grey tank top and black leggings. She is holding a black medicine ball with both hands. The gym background is slightly blurred, showing various pieces of equipment. A large yellow arrow graphic points from the left towards the text.

For questions on fair use of the DuPont™ Kevlar® and Kevlar® trademarks, contact DuPont Brand Protection via email at brand.protection@dupont.com or your DuPont Account Representative.

If you are interested in a trademark license agreement, please contact your DuPont Account Representative or visit licensing.dupont.com.

These guidelines can also be found in the Resource Center on www.dupont.com/brands/kevlar.html.