



Artistri®

DuPont™ Artistri® Fair Use Guidelines

DuPont™ Artistri® Fair Use Guidelines

IMPORTANT NOTE:

We value you as a customer of DuPont™ Artistri® inks whether you are a direct customer or you purchase our product from an authorized third party supplier.

This document sets forth the specific ways you may reference the Artistri® brand your use of our trademarks is solely for the purpose of our ingredient in your product.

As a customer, you are allowed to use the Artistri® trademark in your product information as outlined here.

If a company does not buy genuine DuPont™ Artistri® ink from an authorized third party supplier, it is not allowed to mention DuPont™ Artistri® at all in connection with its products.

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.

If you are a customer, any reference to the Artistri® brand outside of what is included in this document may subject your company to brand protection enforcement action.

If a company does not buy genuine Artistri® from an authorized third party supplier, it is not allowed to mention Artistri® at all in connection with its product(s).

Packaging

Packaging should not be altered in any way.

Product purchased from DuPont™ should never be repackaged with the use of the DuPont™ or Artistri® logos without a Trademark Licensing agreement with DuPont



Packaging

Re-packaging Guidelines – Without Trademark License Agreement

Brand protection it is important to protect the Artistri® brand through the correct use of the trademark. Reference to the Artistri® brand may only be included in the material or ingredient content description of the product containing Artistri® ink. If such a reference is included in text, it may be cited one time only.

What to do:

1. Artistri® name
Always capitalize the A in Artistri® include the registration mark after the Artistri® trademark; and include the legal footnote at the bottom of all materials.

The trademark registration footnote should read “DuPont™ Artistri® is a registered trademark of DuPont.”

2. In product name or title Artistri® reference is not allowed on a company’s product name

3. In packaging
Use of the Artistri® brand on packaging for non licensed partners is limited to the ingredients listing.

Artistri® trademark should not be bolded, italicized, used in headlines, bullet points or in any other prominent graphics The font size used in text should be half the size of the font used in the Product title.

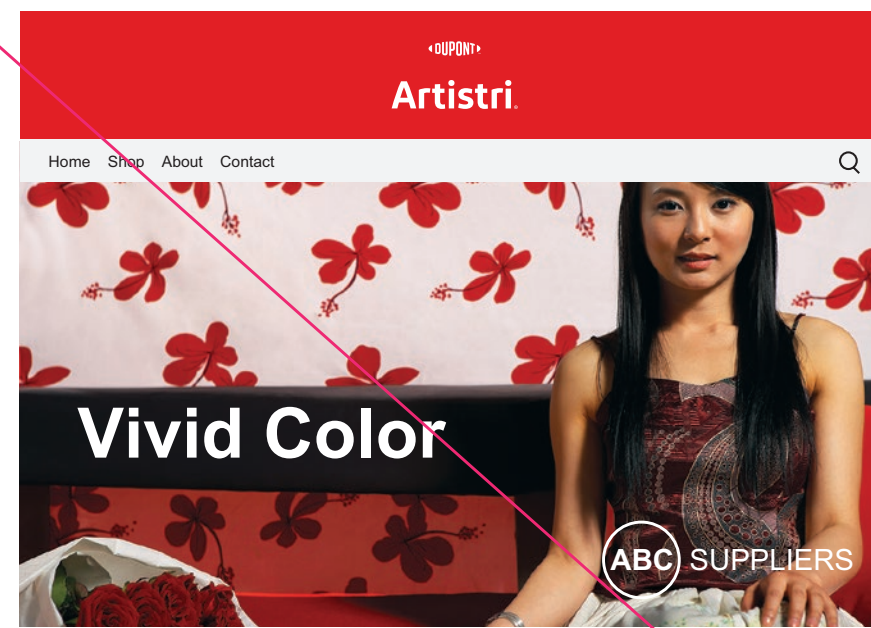
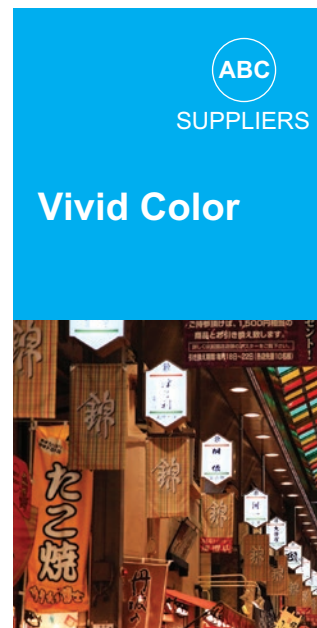
The Artistri® brand name should not be used when calling out product features instead the generic descriptor “ink” should be used.

No use of the DuPont Oval is permitted without a trademark license.



Do's and don'ts for proper reference to Artistri® as an ingredient Website

The DuPont™ or DuPont™ Artistri® logos should not be used with out a Trademark Licensing agreement with DuPont™ on company website



Do's and don'ts for proper reference to Artistri® as an ingredient

Website Listing

What not to do:

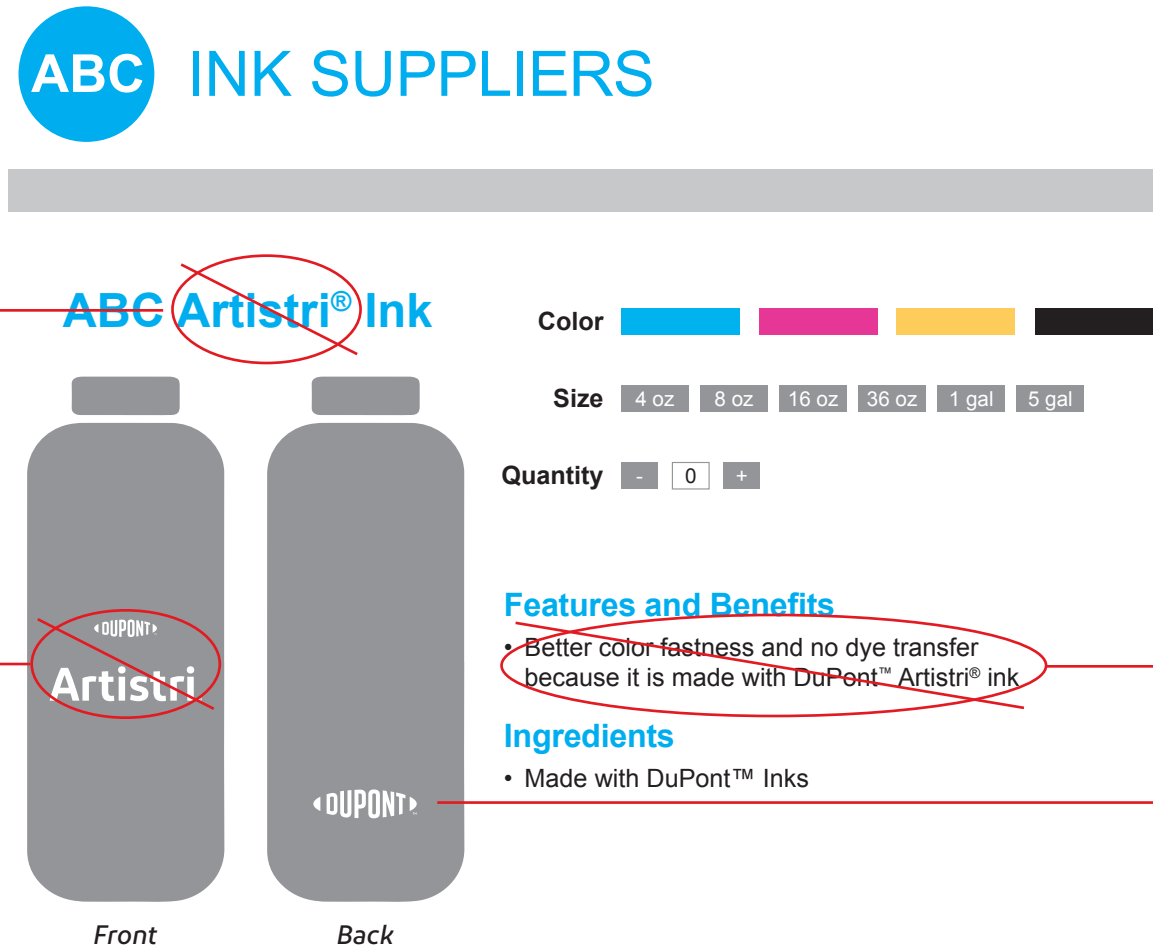
1. In product name or title
Never use the Artistri® trademark as part of your company, product or website names.

Examples that are not allowed

- Artistri® inks
- www.artistriink.com

3. Artistri® logos are not allowed

If you are interested in using any of the DuPont marks please contact gabriela.kim@dupont.com For information about a Licensing agreement with DuPont™



2. In website, brochures, etc. Artistri® should not be associated with any product claims.

Example that is not allowed "Better color fastness and no dye transfer because it is made with DuPont™ Artistri® ink"

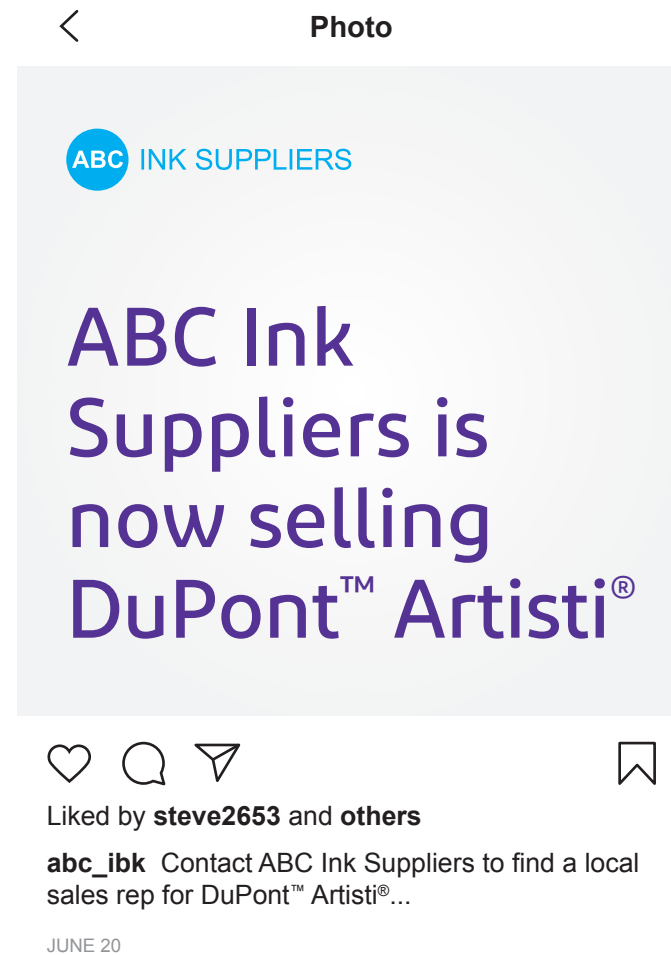
4. Reference to incorrectly used oval logo

Do's and don'ts for proper reference to Artistri® as an ingredient

Social Media

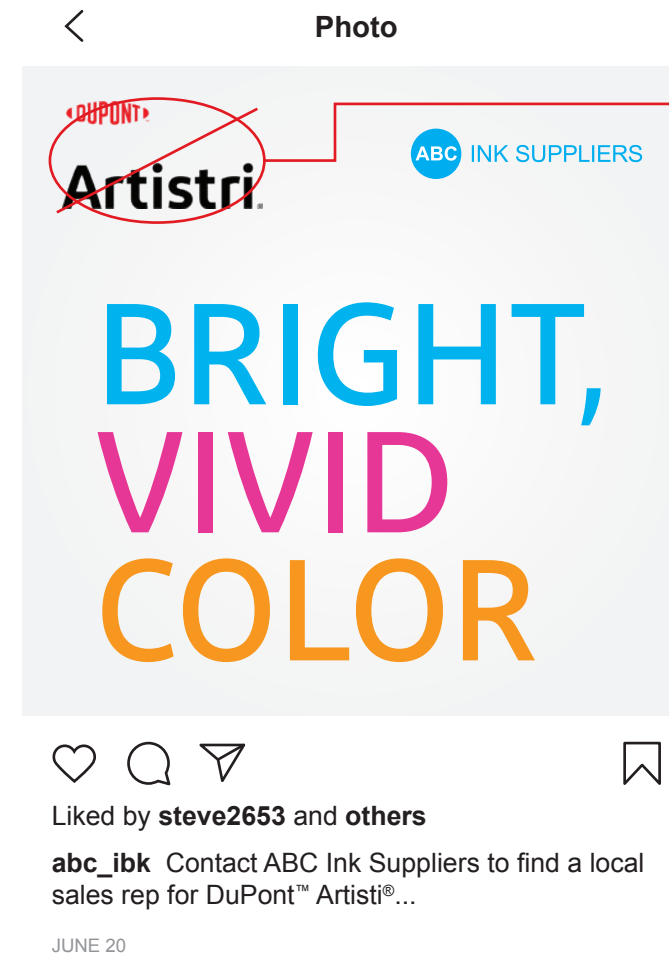
Do

The DuPont™ or Artistri® word mark can be used to promote the product in text form only



Don't

The DuPont™ or Artistri® logos with out a Trademark Licensing agreement with DuPont™



Do's and don'ts for proper reference to Artistri® as an ingredient

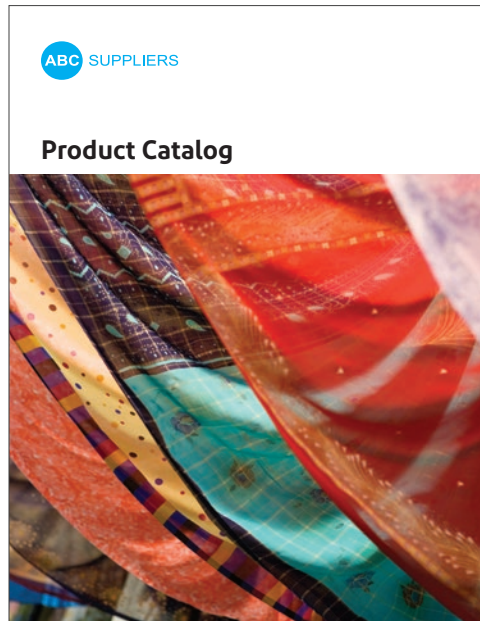
Marketing Material/Tradeshow and Events

Business Cards

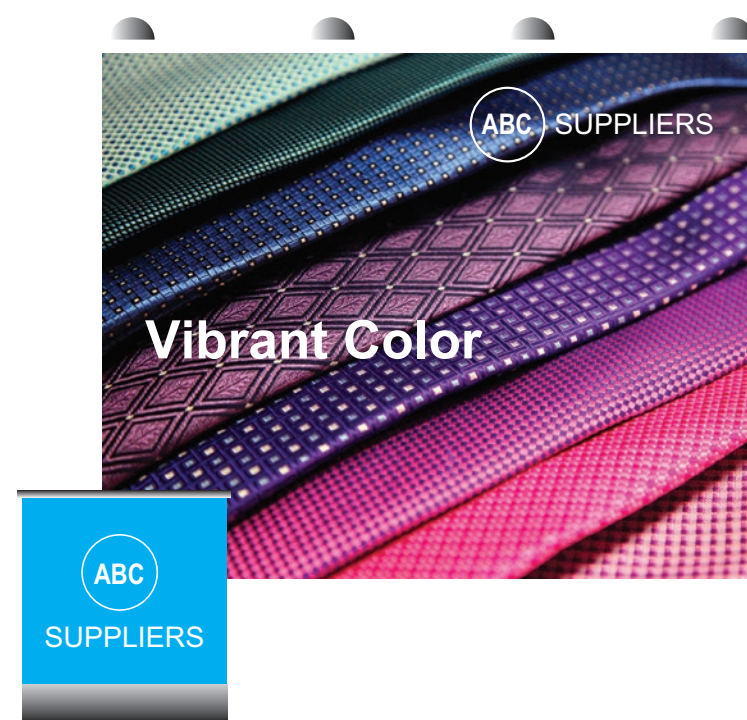
The DuPont™ or DuPont™ Artistri® logos should never be used on a business card



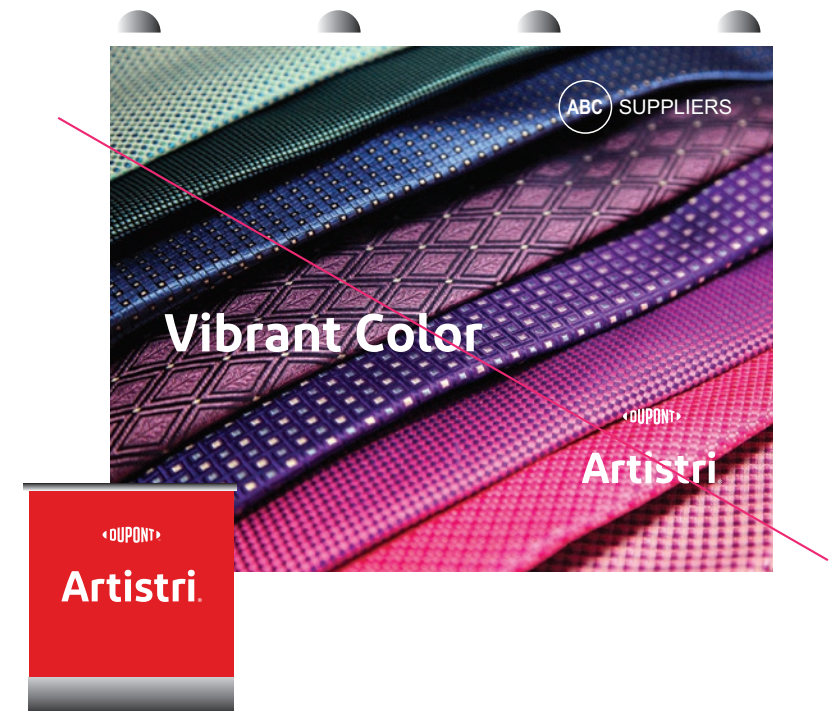
Product Catalog and Other Marketing Materials



Tradeshow Materials



The DuPont™ or DuPont™ Artistri® logos should not be used with out a Trademark Licensing agreement with DuPont™ on promotional product catalogs, trade show materials, or marketing tools.



For questions on proper brand use, contact:

Brand Manager

Gabriela Soo Jeong Kim

Electronics & Imaging

302.518.3797

gabriela.kim@dupont.com