

# E.I. du Pont de Nemours and Company

PLEASE NOTE: The violation code, or one similar to code 1.1 "Trademark owner doesn't make this type of product", that is selected to take-down/remove your auction posting may not adequately describe the reason for this action. If your auction posting as displayed in eBay® contains a generic use or misuse of our trademark, or if you are not authorized to use our trademark as such in connection with a third party product, it constitutes Intellectual Property trademark infringement or trademark misuse in violation of our trademark rights. Only DuPont or its subsidiaries and joint ventures, if applicable, manufacture and sell FREON® branded refrigerant gases, and Mylar® and Kapton® branded films, and only those authorized licensees may advertise or even use the TEFLON® brand. Therefore please remove the FREON® or TEFLON® or MYLAR® or KAPTON® trademark from your advertising or auction description since you may not be aware that such unauthorized use constitutes trademark infringement/misuse. Scroll down for specific information concerning our Freon®, Mylar®, Teflon® and Kapton® trademarks. Note also that these guidelines generally apply to all other DuPont brands and trademarks. Scroll down for specific information concerning our Freon®, Mylar®, Teflon® and Kapton® trademarks. Note also that these guidelines generally apply to all other DuPont brands and trademarks.

**PLEASE NOTE:** The violation code, or one similar to code 1.1 "Trademark owner doesn't make this type of product", that is selected to take-down/remove your auction posting may not adequately describe the reason for this action. If your auction posting as displayed in eBay® contains a generic use or misuse of our trademark, or if you are not authorized to use our trademark as such in connection with a third party product, it constitutes Intellectual Property trademark infringement or trademark misuse in violation of our trademark rights. **Only DuPont or its subsidiaries and joint ventures, if applicable, manufacture and sell FREON® branded refrigerant gases, and Mylar® and Kapton® branded films, and only those authorized licensees may advertize or even use the TEFLON® brand.** Therefore please remove the FREON® or TEFLON® or MYLAR® or KAPTON® trademark from your advertising or auction decription since you may not be aware that such unauthorized use constitutes trademark infringement/misuse.

Scroll down for specific information concerning our Freon®, Mylar®, Teflon® and Kapton® trademarks. Note also that these guidelines generally apply to all other DuPont brands and trademarks.

## **Usage of the DuPont™ Freon® trademark on eBay**

### **Importance of Protecting Trademarks**

While protecting the Freon® brand may not be something you think much about when selling your products on eBay®, it is critical to the successful management of this valuable DuPont asset. One way you can play an active role in protecting the Freon® brand is through the correct use of the trademark on eBay®.

Proper, authorized use of this legal asset adds significant value to your product offering.

These trademark use principles will help you, DuPont, and our customers use the Freon® trademark correctly, guarantee an original source of supply from DuPont to the consumer, and ensure that all of us continue to reap the benefits this strong brand provides. They apply to any type of collateral

material in which the Freon® brand is mentioned--printed brochures, catalogues, packaging, exhibition mediums, websites, internet pages, or any other materials.

These principles are intended solely to provide guidance in the proper use of the DuPont trademarks referenced herein and do not constitute a license, implied or otherwise, to use any DuPont trademark.

## **Use Principles of the DuPont™ Freon® Brand Name**

### Principle I.

Customers and distributors are required to have a written trademark license agreement with DuPont to use the Freon® trademark or logo on their product labels, hang tags, packaging, shipping containers, promotional material and advertisements.

### Principle II.

When referring to DuPont™ Freon® refrigerant gas or Freon® refrigerant for goods or articles on the web and internet (including eBay®), both of the following criteria apply:

1. the refrigerant gas must be a product made by DuPont.
2. the goods or articles must have been produced or distributed by a distributor or licensee of DuPont™ Freon® refrigerant gas.

In all other cases, use of the Freon® trademark is unauthorized or may not be a DuPont original product, therefore possibly counterfeit (fake).

### Principle III.

Proper footnotes are also required to confirm the registration status of the DuPont™ Freon® brand. The suggested trademark footnote is:

*DuPont™ and Freon® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company. (Note: if™ and ® are unavailable, (TM) and (R) are acceptable.)*

### **Example**

An example of a proper product description in eBay® using Freon® would be:

***DuPont™ Freon® 12 refrigerant – 12/12oz. cans***

...followed by the footnote:

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

For more information, contact DuPont at Brand.Protection@usa.dupont.com

### **Usage of the Mylar® trademark on eBay**

### **Importance of Protecting Trademarks**

While protecting the Mylar® brand may not be something you think much about when selling your products on eBay®, it is critical to the successful management of this valuable asset of DuPont Teijin Films U.S. Limited Partnership. One way you can play an active role in protecting the Mylar® brand is through the correct use of the trademark on eBay®.

Proper, authorized use of this legal asset adds significant value to your product offering.

These trademark use principles will help you, DuPont Teijin Films, and our customers keep Mylar® from becoming generic, as well as ensure that all of us continue to reap the benefits this strong brand provides. They apply to any type of collateral material in which the Mylar® brand is mentioned--printed brochures, catalogues, packaging, exhibition mediums, websites, internet pages, or any other materials.

These principles are intended solely to provide guidance in the proper use of the Mylar® trademark referenced herein and do not constitute a license, implied or otherwise, to use any DuPont trademark.

### **Use Principles of the Mylar® Brand Name**

#### Principle I.

Customers and distributors are required to have a written license agreement with DuPont Teijin Films U.S. Limited Partnership to use the Mylar® trademark or logo on their product labels, hang tags, packaging, shipping containers, promotional material and advertisements.

#### Principle II.

When referring to Mylar® in goods or articles on the web and internet (including eBay®), both of the following criteria apply:

1. the ingredient material must be a product made by DuPont Teijin Films U.S. Limited Partnership.
  2. the goods or articles must have been produced or distributed by a licensee of Mylar®.
- In all other cases, use of the Mylar® trademark is unauthorized.

#### Principle III.

Proper footnotes are also required to confirm the registration status of the Mylar® brand. The suggested trademark footnote is the following:

*Mylar® is a registered trademark DuPont Teijin Films U.S. Limited Partnership.*

(Note: if “®” is unavailable, “(R)” is acceptable.)

#### **Example**

An example of a proper product description in eBay® using Mylar® would be:

*Mylar® polyester film – 5 rolls with specific dimensions*

....followed by the footnote:

*Mylar® is a registered trademark of DuPont Teijin Films U.S. Limited Partnership.*

For more information, email DuPont at [Brand.Protection@usa.dupont.com](mailto:Brand.Protection@usa.dupont.com)

### **Usage of DuPont™ Teflon® trademark on eBay**

#### **Importance of Protecting Trademarks**

While protecting the Teflon® brand may not be something you think much about when selling your products on eBay®, it is critical to the successful management of this valuable DuPont asset. One

way you can play an active role in protecting the Teflon® brand is through the correct use of the trademark on eBay®.

Proper, authorized use of this legal asset adds significant value to your product offering.

These trademark use principles will help you, DuPont, and our customers use the Teflon® trademark correctly for only DuPont legitimate licensed goods, as well as ensure that all of us continue to reap the benefits this strong brand provides. They apply to any type of collateral material in which the Teflon® brand is mentioned--printed brochures, catalogues, packaging, exhibition mediums, websites, internet pages, or any other materials.

These principles are intended solely to provide guidance in the proper use of the DuPont trademarks referenced herein and do not constitute a license, implied or otherwise, to use any DuPont trademark.

## **Use Principles of the DuPont™ Teflon® Brand Name**

### Principle I.

Customers and distributors are required to have a written license agreement with DuPont to use the Teflon® trademark or logo on their product labels, hang tags, packaging, shipping containers, promotional material and advertisements to validate original source of supply for consumers and authorized use of the Teflon® trademark

### Principle II.

When referring to DuPont™ Teflon® or Teflon® in goods or articles on the web and internet (including eBay®), both of the following criteria apply:

1. the polytetrafluoroethylene ingredient material must be a product made by DuPont.
2. the goods or articles must have been produced or distributed by a licensee of DuPont™ Teflon®.

In all other cases, use of the Teflon® trademark is unauthorized.

For example, any auction item description of **plumbers tape** that includes mention of the Teflon® trademark is unauthorized and the auction listing may be removed because DuPont does not currently license the use of the Teflon® brand in this application/category.

### Principle III.

Proper footnotes are also required to confirm the registration status of the DuPont™ Teflon® brand. The suggested trademark footnote is:

***DuPont™ and Teflon® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company. (Note: if™ and ® are unavailable, (TM) and (R) are acceptable.)***

### **Example**

An example of a proper product description in eBay® using the Teflon® trademark would be:

***12" Frying pan with Teflon® non-stick finish by "Company ABC". "Company ABC" is licensed by DuPont to use Teflon® brand.***

...followed by the footnote:

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

For more information, contact DuPont at [Brand.Protection@usa.dupont.com](mailto:Brand.Protection@usa.dupont.com)

### **Usage of the DuPont™ Kapton® trademark on eBay®**

#### **Special Notice - Some Kapton® polyimide films are export controlled!**

Different Kapton® polyimide films are controlled for export under the Export Administration Regulations (EAR) or the International Traffic in Arms Regulations (ITAR). The EAR is administered and enforced by the U.S. Department of Commerce and the ITAR is administered and enforced by the U.S. Department of State. A license from one of these agencies may be required prior to export or domestic sale to foreign nationals.

#### **Importance of Protecting Trademarks**

While protecting the Kapton® brand may not be something you think much about when selling your products on eBay®, it is critical to the successful management of this valuable DuPont asset. One way you can play an active role in protecting the Kapton® brand is through the correct use of the trademark on eBay®.

Proper, authorized use of this legal asset adds significant value to your product offering.

These trademark use principles will help you, DuPont, and our customers use the Kapton® trademark correctly, guarantee an original source of supply from DuPont to the consumer, and ensure that all of us continue to reap the benefits this strong brand provides. They apply to any type of collateral material in which the Kapton® brand is mentioned--printed brochures, catalogues, packaging, exhibition mediums, websites, internet pages, or any other materials.

These principles are intended solely to provide guidance in the proper use of the DuPont trademarks referenced herein and do not constitute a license, implied or otherwise, to use any DuPont trademark.

#### **Use Principles of the DuPont™ Kapton® Brand Name**

##### **Principle I.**

Customers and distributors are required to have a written trademark license agreement with DuPont to use the Kapton® trademark or logo on their product labels, hang tags, packaging, shipping containers, promotional material and advertisements.

##### **Principle II.**

When referring to DuPont™ Kapton® polyimide film in goods or articles on the web and internet (including eBay®), both of the following criteria apply:

1. the film must be a product made by DuPont.
2. the goods or articles must have been produced or distributed by a distributor or licensee of DuPont™ Kapton® polyimide film.

In all other cases, use of the Kapton® trademark is unauthorized or may not be a DuPont original product, therefore possibly counterfeit (fake).

##### **Principle III.**

Proper footnotes are also required to confirm the registration status of the DuPont™ Kapton® brand. The suggested trademark footnote is:

***DuPont™ and Kapton® are trademarks or registered trademarks of E.I. du Pont de Nemours and Company. (Note: if™ and ® are unavailable, (TM) and (R) are acceptable.)***

### **Example**

An example of a proper product description in eBay® using Kapton® would be:

***DuPont™ Kapton® 12 polyimide film – 10 pieces dimensions X x Y***

...followed by the footnote:

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

For more information, contact DuPont at [Brand.Protection@usa.dupont.com](mailto:Brand.Protection@usa.dupont.com)