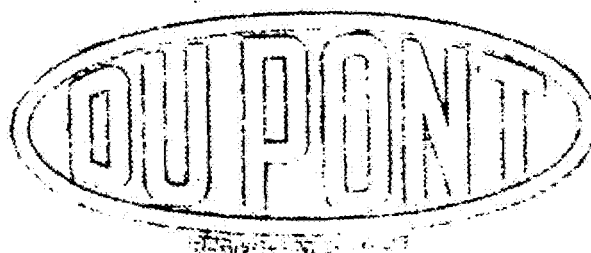
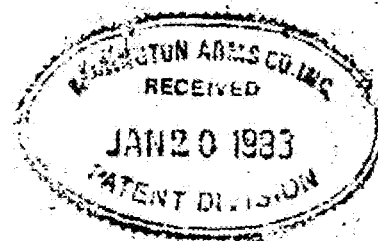


# How to use the Du Pont Oval



## The Corporate Trademark

The Du Pont Oval, as illustrated here, is the corporate trademark of E. I. du Pont de Nemours and Company. It is registered in the United States

and virtually every other country in the world. The Oval has been in continuous use, in one way or another, since 1907.

## Value of the Oval

The Oval is the single most valuable symbol of the Company. It identifies Du Pont as a responsible company with responsible people who develop, manufacture and market useful, quality products. The Oval is the one symbol that distinguishes the Du Pont Company and its products from those of all other companies in the world.

The value of the Oval, as well as the Company's ability to retain and protect it, derives from wide and proper use. All departments, licensed subsidiaries and affiliates, authorized distributors and retailers should use the Oval prominently and frequently.

The Oval should appear at least once on all printed matter produced for use by Du Pont and its licensed subsidiaries and affiliates. It should appear prominently and properly, not only on the Company's products, but also on its advertisements and commercials, product literature, promotional pieces, house organs, service bulletins, technical bulletins, signs, posters, billboards and trade exhibits.

The Marketing Communications Department is charged with the responsibility for stimulating prominent use of the Oval by the Du Pont departments and subsidiary companies licensed to use it.

**PLAINTIFF'S  
EXHIBIT**

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## 1. The Oval by Itself

The Oval may be used alone as the corporate signature for space advertising, television commercials and printed materials. The Oval should be positioned as a separate and final element, free of competition from other design elements and copy. Where possible, a space equal to the depth of the Oval should separate it from any other element.

### RIGHT

Oval is used alone, well free of other elements.

Adiprene: the abrasion resistant rubber that's easy to mold no matter how you shape it.



### RIGHT

Oval by itself is the signature. Theme line is separate.

DuPont's cycloaliphatic diamine offers improved resin properties in your R&D.



### RIGHT

Oval final element. Product identification is separate.

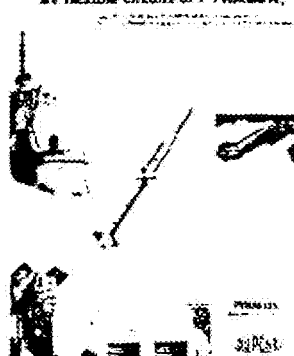
For superior sulfur recovery control, monitor H<sub>2</sub>S and SO<sub>2</sub> the DuPont way.



### RIGHT

Oval is final element. Brand identification is separate.

"The dependable SM2 relies on 27 flexible circuits of PYRALUX."



The Oval should *not* appear more than once on a page or panel (billboard, exhibit back wall, tent card, etc.), unless the second use is an illustration of a package or label containing the Oval. Repetitive designs or watermarks on bond paper, company checks, etc. are exceptions to this rule.

## 2. The Oval with Other Approved Organizational Unit Names and Symbols

Names, symbols and graphic devices other than the Oval should not be used for organizational units within the Company because they dilute the distinctiveness of the corporate trademark. It is recognized, however, that some operating units and subsidiaries, notably those recently acquired through purchase or merger, have identities of value in their own fields that were established and reinforced by corporate trademarks in distinctive graphic designs. To associate these units and subsidiaries with the parent company, their names, symbols and graphic devices may be used with the Oval as part of the signature. The Oval must be given equal visual weight and strength with the other identity, and presented distinctively.

The use of other corporate organizational names, symbols and graphic devices with the Oval should be recognized as a temporary measure. The objective during the period of combined use should be to increase the visual weight and strength of the Oval relative to the other identity until the other identity can be discontinued or until a suitable level of dominance for the Oval has been achieved.



### ACCEPTABLE USAGE FOR ALL SUBSIDIARIES

As a temporary measure, the Oval may be used with the name or symbol of another unit of the company.

## 3. The Oval with Slogans and Theme Lines

The Oval may be used with the official corporate slogan, "Better Things for Better Living," as a signature for advertising, literature and elsewhere. When used with the official corporate slogan, the Oval need not be the final element.

The Oval may also be used with other slogans and theme lines. Appropriate institutional slogans and theme lines include "an electronics company," "a life sciences company," and "an energy company." The use of the Oval with any slogan or theme line other than the official corporate slogan should conform to the guidance in section 1 at left. The Oval must remain the final element.

When using the name symbol or graphic device of an operating unit or subsidiary with the Oval, it is permissible to include a slogan or theme line.