



Teflon® *easyCare*
LENS COATING

Teflon® EasyCare Lens Coating Trademark and Logo Usage Guidelines

Introduction

The following guidelines are provided to instruct you in the correct use of the Teflon® EasyCare Lens Coating trademark, logo, and attendant graphics and copy statements. Correct usage will protect the brand and ensure that you are associated with a quality product.

The Teflon® brand is a valuable asset to SOLA. It is a brand name consumers count on for performance, convenience and protection. One reason for consumer trust of Teflon® is the fact that everything associated with the brand consistently conveys quality. Correct usage of the brand name and logo is one of the most important ways to convey the quality of the brand.

As part of our agreement with DuPont, SOLA must safeguard the Teflon® trademark and identity in all communications.

These guidelines are neither optional nor arbitrary. They form a coordinated and precise style necessary to achieve a high level of recognition for all communications regarding Teflon® EasyCare Lens Coating.

All promotional materials developed with the Teflon® EasyCare Lens Coating trademark and logo must be submitted to SOLA International for approval prior to use.

Fax submissions to:

*Jeff Hopkins
SOLA Marketing Department
707-763-4663*

Or e-mail electronic files to:

jhopkins@sola.com.

Teflon® Trademark

Teflon® is a registered trademark. The ® symbol indicates that the name is registered. This symbol must appear wherever the Teflon® name is used.

SOLA International is licensed to use the name "Teflon® EasyCare Lens Coating." The product must always be referred to precisely in this way, except in cases where it is clear from the context of the sentence that the product is a lens coating.

Example:

Teflon® EasyCare surpasses other lens coatings in clarity.

The product may not be referred to in print as "Teflon®" or "Teflon® lenses." The Teflon® name may only be used by itself when referring to the brand.

Example:

Teflon® is one of the most recognized brands in the world.

The Teflon® trademark must be used in the exact form in which it is registered. It may not be used as a possessive, hyphenated, or split even at the end of a line.

SOLA is authorized to use the phrase "Only by SOLA" in reference to Teflon® EasyCare Lens Coating. Note, however, that phrases such as "from DuPont" or "from DuPont and SOLA" may not be used in reference to the product. The phrase "from SOLA in association with DuPont" is acceptable.





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Teflon® Legal Line

Whenever you make reference to Teflon® EasyCare Lens Coating, you must also feature a legal line that explains the trademark.

The legal line to include in all materials is:

*Manufactured and distributed by SOLA International, Inc.
Teflon® is a registered trademark of E.I. du Pont de Nemours and Company, used under license by SOLA.*

Note the spelling of "du Pont" when used as part of a company name. This spelling is only used as part of the full company name shown above. In all other cases, the company is referred to as "DuPont" and the brand name is "DuPont®".

Teflon® EasyCare Lens Coating Logo

DuPont has established a Teflon® logo execution for use on products manufactured by companies other than DuPont. SOLA has incorporated this logo into the product logo below:



This logo should always be used in full, with the "Teflon® EasyCare Lens Coating" line below it.

Note: SOLA is not authorized to use the DuPont Oval logo on our materials.

Logo Color

The Pantone color for the Teflon® EasyCare Lens Coating logo is PMS 280. The logo may also be used in black and white.

The logo may not be altered, distorted, reproportioned or manipulated in any way, except to make the file proportionately larger or smaller. The logo may not be made so small that the ® becomes illegible.



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INTERNATIONAL

www.solateflon.com

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