

# Key trademark use principles

## Proper use of Lenzing Trademarks

(for external use)

**1. TENCEL™ ≠ product:** A trademark should never be used in place of the product / service / technology. The branded product offers key benefits, not the trademark.

Examples:

don'ts	dos	why?
✗ REFIBRA™ uses upcycled cotton scraps in addition to renewable wood sources in a closed loop process to produce lyocell fibers...	✓ REFIBRA™ technology uses upcycled cotton scraps in addition to renewable wood sources in a closed loop process to produce TENCEL™ Lyocell fibers...	REFIBRA™ ≠ technology
✗ TENCEL™ reduces the environmental impact of the textile industry...	✓ The applications of TENCEL™ fibers help reduce the environment impact of the textile industry...	The performance should be attributed to the product, not the Trademark
✗ Lenzing's product range includes TENCEL™ Lyocell A100 and TENCEL™ Modal Air fibers.	✓ Lenzing's product range includes LENZING™ Lyocell A100 and LENZING™ Modal Air fibers.	While generic fiber types (e.g. lyocell, modal) are branded under TENCEL™, specific fiber types (e.g. Modal Air and Lyocell A100) are under the LENZING™ brand.

**2. Consistency:** The Trademark should be represented the same way each time. If a mark is represented in all capital letters, you should consistently use all capital letters when referencing that mark: TENCEL™, REFIBRA™, LENZING™ ECOVERO™, VEOCEL™, LENZING™.

**3. Identification:**

3.1 - Identify the Trademark as such by using "™". Branded offer, technology and fiber type names are written with an initial capital (unless they are Trademarks like REFIBRA™ or specific technology).

	format	examples
"™" symbol for trademarks Best Practice	all capitals	TENCEL™ / VEOCEL™ / LENZING™ / ECOVERO™ / REFIBRA™
branded offer & non-trademarked technology	initial capital	<b>branded offer</b>
		<b>B2B</b>
		TENCEL™ Lyocell, TENCEL™ Modal, TENCEL™ Lyocell Filament
		<b>B2C</b>
		TENCEL™ Denim, TENCEL™ Intimate, TENCEL™ Active, TENCEL™ Home, TENCEL™ Luxe
VEOCEL™ Lyocell, VEOCEL™ Specialty Viscose	VEOCEL™ Beauty, VEOCEL™ Body, VEOCEL™ Intimate, VEOCEL™ Surface	
LENZING™ for Agriculture, LENZING™ for Automotive Interiors, LENZING™ for Biorefinery Products, LENZING™ for Co-Products, LENZING™ for Engineered Products, LENZING™ for Packaging, LENZING™ for Protective Wear, LENZING™ for Workwear, TENCEL™ for Footwear*		
<b>technology</b>	Eco Soft technology, Micro technology, Eco Disperse technology	
fiber / product type names	all capitals for branding + initial capital for fiber type	LENZING™ Modal Micro fibers, LENZING™ Lyocell Shortcut fibers, LENZING™ Viscose fibers, LENZING™ Lyocell filaments

For general reference unrelated to the LENZING™ product brand, use "Lenzing", "Lenzing AG" or "Lenzing Group" (without ™ or capitalization) as appropriate. \*TENCEL™ for Footwear is a branded offer under the industrial segment.

3.2 - Identify the owner of the Trademark with a legal footnote added to the end or bottom of the document, or anywhere within the context.

Example:

- TENCEL™, LENZING™, ECOVERO™, REFIBRA™ and VEOCEL™ are trademarks of Lenzing AG.

**4. Use "TENCEL™ / LENZING™ ECOVERO™ / VEOCEL™ / LENZING™ branded fibers by Lenzing AG" the first time it appears,** all subsequent references may simply be TENCEL™ / LENZING™ ECOVERO™ / VEOCEL™ / LENZING™ fibers. The same rule applies to all product brand Trademarks. Examples:

use for the first time they appear:	all subsequent references may simply be: Trademark + fiber type + fibers OR Trademark + fibers
TENCEL™ branded lyocell fibers	TENCEL™ Lyocell fibers / TENCEL™ fibers
TENCEL™ branded modal fibers	TENCEL™ Modal fibers / TENCEL™ fibers
LENZING™ ECOVERO™ branded viscose fibers	LENZING™ ECOVERO™ Viscose fibers / LENZING™ ECOVERO™ fibers
VEOCEL™ branded specialty viscose fibers	VEOCEL™ Specialty Viscose fibers / VEOCEL™ fibers
LENZING™ branded fibers	LENZING™ fibers

This document is only for a quick reference and not meant for replacing the Branding Guidelines for Licensees. For more details, please refer to the Branding Guidelines for Licensees.

**Trade Name & Trademark**

Trade names are not the same as trademarks. Trade name cannot be registered as a trademark unless it functions as a trademark, e.g. Lenzing Aktiengesellschaft owns LENZING™, registered in numerous classes including 25 for clothing and head gears etc, 22 for fibers. Hence Lenzing AG brands the fibers with the branded Trademark LENZING™.