

1.0 SCOPE

1.1 Purpose – This Specification provides instruction for textual markings and the branding of products, parts, and packaging made by Caterpillar Inc. or approved suppliers for Caterpillar and its subsidiaries. These items shall have a Caterpillar Inc. product brand trademark (e.g., Cat, Perkins, Yellowmark, etc.), no trademarks (unbranded), or a supplier trademark applied as defined in this Specification when one (or more) of the 1E0198 variations are designated as a parameter within the Computer Aided Design (CAD) model and/or in the data block on the drawing. This Specification also provides direction for the style of lettering to be used in the presentation of textual information on the part. This is a multiple variation specification. (See Article 3.0).

1.2 Contents – This Specification is organized into the following Articles:

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1.3 Trademarks Are Controlled by License Agreements

1.3.1 Use of Caterpillar's trademarks by other than Caterpillar Inc. and its subsidiaries is authorized only by license agreements as approved by the Intellectual Property Department.

1.3.1.1 Trademark usage authorization letters may be requested by sending an email to the Intellectual Properties Department at trademarks@cat.com.

1.3.2 Any deviation from this specification requires the approval of Caterpillar Aftermarket Protection Support <https://catbrandreview.secure.force.com/PartsBranding/>, which shall coordinate with the Intellectual Property Department as needed. Licensee contact for such approval shall be through Caterpillar Purchasing/Procurement, which shall coordinate with the Product Identity Manager in GBM.

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2.0 GENERAL REQUIREMENTS AND DEFINITIONS

2.1 Trademark – Trademarks are legally registered and protected “signs, designs or expressions” that represent and identify a company, service, or product. Caterpillar Inc. uses two trademarks to identify the company (1E0198B, 1E0198G) and three trademarks to identify Cat product (1E0198A and 1E0198F, as well as the legacy 1E0198C variation). Additional trademarks are used to identify other Caterpillar Inc. product and company brands.

2.2 Other Identification – Consists of trade names, marketing names, part numbers, web addresses, phone numbers, QR and other bar codes, or any other information that can be used to identify the part manufacturer (whether Caterpillar Inc. or a supplier).

2.3 Cat Branded – Branding of a Piece Part, Unit Part, Assembly or packaging that contains branding in accordance with 1E0198A, 1E0198F, or 1E0198C. Unless otherwise indicated on the drawing, Cat branding shall be the prominent brand on unit parts, groups and assemblies. A Cat trademark shall be visible when installed, or when disassembled for maintenance, repair or overhaul on piece parts (visibility of the trademark is generally suppressed for parts used in multiple Caterpillar Inc. product brands such as Cat and Perkins engines). Supplier branding shall not be present at the piece part, and should be suppressed or inconspicuous on unit parts, groups, and assemblies.

2.4 Caterpillar Inc. Branded – Branding of a Piece Part, Unit Part, or Assembly that contains branding marks/identification legally owned by Caterpillar Inc. (e.g., Caterpillar, Perkins, etc.). Unless otherwise indicated on the drawing, Caterpillar Inc. branding shall be the prominent brand on unit parts, groups and assemblies. A Caterpillar Inc. trademark shall be visible when installed, or when disassembled for maintenance, repair or overhaul on piece parts. Supplier branding shall not be present at the piece part, and should be suppressed or inconspicuous on unit parts, groups, and assemblies.

2.5 Piece Parts – A piece part is the (“lowest buy level”) breakdown of a component onto which the brand marking is physically applied using a marking method appropriate for the part material and manufacturing process.

2.6 Unit Parts – Caterpillar may purchase a component at the group or assembly level with no lower-level parts consist (“lowest buy level”). If the unit part is desired to be Cat branded, this may be achieved via a note on the drawing indicating on which piece part in the supplier’s consist the Cat trademark is to be applied.

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2.7 Higher Level Parts – A group, assembly or arrangement may be branded via a separate part number within the consist (such as a tag or label), or via brand markings applied to a piece part within the consist. When Cat branded, the customer should perceive the group, assembly, or arrangement is a Cat part from the prominent Cat branding, even if other lower-level piece parts are unbranded or supplier branded.

2.8 Substitution of Trademarks on Older Parts – Parts released prior to December 2009 may be branded using 1E0198B, 1E0198C, or 1E0198G instead of 1E0198A or 1E0198F. The supplier may mark these parts according to the 1E0198 variation listed on the drawing, but it is preferred, that they instead substitute 1E0198A in place of 1E0198B, or 1E0198F in place of 1E0198C or 1E0198G.

2.9 Word Marks – Includes the trademarks Cat®, CAT®, Caterpillar®, CATERPILLAR®, Yellowmark™, Cat Plus™, Cat® Diesel Power, and Duo-Cone™. Word Marks do not have artwork and are created in plain text matching the font of any surrounding text.

2.9.1 Design Marks – Includes the logos/trademarks  and . Authorized artwork for 1E0198F shall be used to reproduce these trademarks and is available from <https://brand.cat.com/logos> (click the Caterpillar / Cat Logos link and download the Cat Logos for Suppliers zip file).

2.9.2 Symbol Marks – The legacy Cat Symbol Mark  predates the 1E0198F and 1E0198G trademarks and is not normally used on newer parts (with exception of Cat PIN Plates). The Yellowmark symbol mark  shall be an exact reproduction using artwork available at <https://brand.cat.com/yellowmark>. Artwork shall not be modified or redrawn other than for proportional scaling. Suppliers are responsible to source any tooling required to apply the mark.

2.10 Unbranded – Caterpillar Inc. or supplier branding are suppressed (groups and assemblies) or not present (piece parts). Caterpillar Inc. part numbers are permitted.

2.11 Supplier Branded / Supplier Identification – Supplier branding or identification includes any form of supplier trademarks, trade names, marketing names, part numbers, web addresses, QR, or other bar codes that can be decoded by publicly available tools, phone numbers, or any other information that can be used to identify the supplier, with exception of supplier patent numbers (only where required), date or batch codes, or Caterpillar Inc. generated supplier codes. On higher-level part numbers, supplier identification will generally be the most prominent branding. Other piece parts within the higher-level part number may be unbranded or marked with supplier or Caterpillar Inc. trademarks, as long as the marking is inconspicuous or hidden after manufacture or assembly.

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2.12 Dual Branded – Dual branding is the presence of a Caterpillar Inc. product brand trademark (e.g., Cat, Perkins, etc.) in addition to a supplier trademark or other identifying marking on the same part. Dual Branding is not permitted without a specific exception approval from Aftermarket Protection Support (requests are made through Caterpillar Purchasing/Procurement). Foundry marks or other supplier identification required by regulations are not considered to be dual branding for the purpose of this Specification and are exempt from this requirement.

2.13 Supplier Marks Required by Regulations or Industry Standards – When required by regulation or industry standards, supplier identification (See Figure 1) is permitted to be applied for purposes such as traceability and are not considered to be dual branding for the purposes of this Specification. These marks should not be located near a Cat trademark on the part if the location is not already called out on the drawing.



Figure 1 – Typical Foundry / Supplier Identification Marking

2.14 Country of Origin Marks – A marking applied to a part that identifies the country of origin, such as the text “Made in China,” or a country of origin code. These markings are not considered to be supplier branding or identification for the purposes of this Specification.

2.15 Consumer Safety Labeling – Includes marks such as CE, UL, EN, and ASTM. These are permitted, where required, and are not considered to be supplier branding or identification for the purposes of this Specification.

2.16 Environmental Labeling on Plastic Parts – Includes markings identifying the type of plastic for environmental and recycling purposes (Refer to 1E2813) and are not considered to be supplier branding or identification for the purposes of this Specification.

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2.17 Trade Dress – The combination of colors and prominent graphic markings on a product that identify it in the marketplace as being of a certain brand. The Cat trade dress graphic design is called Power Edge™ and is applied to the completed product, usually in the form of vinyl decals. (See Figure 2)



Figure 2 – Typical Cat Trade Dress Markings

2.18 Parts Packaging – Consists of dealer and customer-facing shelf-ready packaging materials that are used in the protection, shipping and handling of the part, and may range from printed paperboard boxes to wooden pallets and crates used as shipping containers. Branding may be printed on the container or added via other forms of labeling. Line side packaging used internally to Caterpillar and not seen by customers is not considered to be parts packaging for the purposes of this Specification. Cat shelf-ready packaging uses either the Cat Power Edge or Cat designs and shall use authorized artwork from Caterpillar Inc. (See Figure 3)



Figure 3 – Typical Cat Shelf-Ready (Top Images) And Line-Side (Bottom Image) Parts Packaging

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2.19 Dealer Service Tools, Hand Tools, and Shop Supplies – Parts, tools, and supplies that are used in the service and support of a product, but that are not part of the product itself. When Cat branded, authorized trademark artwork available from <https://brand.cat.com/logos> or Purchasing/Procurement shall be used by the supplier. (See Figure 4)

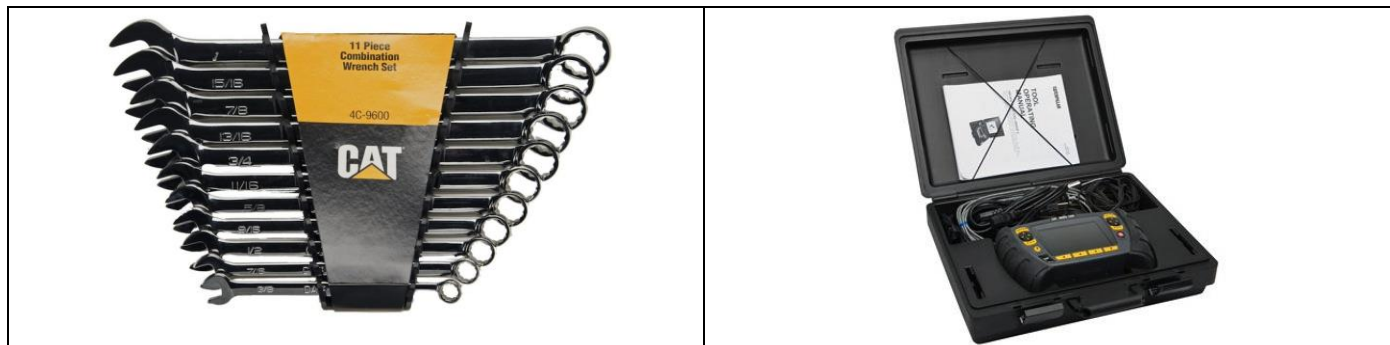


Figure 4 – Typical Cat Branded Hand Tools and Service Tool

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3.0 CAD MODEL AND DRAWING DESIGNATIONS

VARIATION	DESCRIPTION
<i>Note: This table is only for use as a quick reference. Please refer to the relevant information elsewhere in this document for the full requirements for each variation.</i>	
1E0198A TRADEMARK	Cat®, CAT® Word Mark – Indicates a physical marking applied to piece parts or unit parts (no artwork required, use plain text).
1E0198B TRADEMARK	Caterpillar®, CATERPILLAR® Word Mark (no artwork, use plain text)
1E0198C TRADEMARK	 Symbol Mark – Legacy trademark
1E0198F TRADEMARK	 Design Mark – Used to apply the Cat trademark on piece parts. For assembly group, or arrangement drawings, indicates a prominent Cat Word Mark (1E0198A) or design mark (1E0198F) on lower-level part(s). For Kits, indicates the packaging is Cat branded, even if parts within the kit are not Cat branded. Authorized artwork is required (https://brand.cat.com/logos).
1E0198G TRADEMARK	 Design Mark (https://brand.cat.com/logos)
1E0198J BRAND	Parts are sourced unbranded and rebranded at the time of assembly or for service per the Enterprise brand (e.g. 1E0198F, 1E0198P, etc.) indicated on the drawing in addition to 1E0198J
1E0198P BRAND	Perkins branded – Fulfilled by 1E5080
1E0198Q BRAND	Unbranded for first fit, Cat branded for service using the brand indicated by 1E0198A or 1E0198F listed on the drawing in addition to 1E0198Q
1E0198R BRAND	Unbranded – No Cat or supplier branding or other information that identifies the supplier shall be present on piece parts – When used on higher levels, indicates all piece part brand markings are hidden or inconspicuous after assembly
1E0198T BRAND	Supplier branded or other supplier identification is permitted, but not required (Cat branding shall not be present)
1E0198U BRAND	Supplier identification required by regulations or industry standards. Not considered to be dual branded when used in conjunction with Caterpillar Inc. branding.
1E0198W BRAND	No action required by supplier (used to identify non-serviceable assemblies, groups, or arrangements or reference drawings)
1E0198X BRAND	Indicates an Enterprise brand other than Cat or Perkins (e.g. SEM, Solar, MWM, etc.) A note shall be added to the drawing indicating the desired brand
1E0198Y TRADEMARK	YELLOWMARK™ Word Mark or  Symbol. For Kits, indicates the packaging is Yellowmark branded, even if parts within the kit are not Yellowmark branded.
1E0198Z BRAND	For internal Caterpillar use only

Figure 5 – 1E0198 CAD Model and Drawing Variations

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OBSOLETE VARIATION	DESCRIPTION
<i>Note: This table references obsolete variations that are not available for new design. Please refer to Figure 5 for valid variations.</i>	
1E0198D BRAND	Nexus branded parts – Obsolete (See Paragraph 3.4)
1E0198E LETTERS	Plain text or straight-line letters used to convey textual information such as branding, part identification, or usage instructions
1E0198H LETTERS	Letters in Helvetica Condensed Black typeface – Obsolete (Fulfilled by 1E0198A for branding)
1E0198K BRAND	MaK branded parts – Obsolete, use 1E0198X instead (See Paragraph 3.10)
1E0198M LETTERS	Horizontally oriented letters in Microgramma typeface – Obsolete (Fulfilled by 1E0198A for branding)
1E0198N SYMBOL	 Aftermarket Undercarriage Parts Symbol – Obsolete (See Paragraph 3.12)
1E0198S BRAND	Solar branded parts – Obsolete, use 1E0198X instead (See Paragraph 3.16)
1E0198V LETTERS	Vertically oriented letters in Microgramma typeface – Obsolete (Fulfilled by 1E0198A for branding)

Figure 6 – Obsolete 1E0198 CAD Model and Drawing Variations

3.1 1E0198A TRADEMARK – Cat®, CAT® (Word Mark) – The trademark shall be applied using plain text or straight-line letters (uppercase preferred but not required) or in the same font as surrounding textual information. All supplier identification shall be removed, including the supplier name, trademark, part number and any other information the customer could use to identify the supplier. Supplier QR and bar codes are permitted only if required for the supplier's logistics systems and may not contain embedded links to the supplier's web site or any other embedded information that could facilitate part sales directly to the customer.

3.1.1 Refer to Section 4.0 for guidance on applying the trademark to the part.

3.1.2 There is no detail drawing or artwork for this variation.

3.1.3 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

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3.1.4 All supplier identification shall be removed except where required by Industry Standards or other 1E Specifications referenced on the drawing, in which case any of the following are permitted:

- Supplier Date
- Batch Code
- Supplier Patent Number
- Cat Part Number
- Foundry or Supplier Mark
- Supplier's Internal Tracking Number or Bar Code (not publicly linked to the supplier)

3.1.5 All included documentation and literature shall be rebranded to Cat Branding. All supplier identification shall be removed.

3.2 1E0198B TRADEMARK – Caterpillar®, CATERPILLAR® (Word Mark) – The trademark shall be applied using plain text or straight-line letters (uppercase preferred but not required) or in the same font as surrounding textual information. All supplier identification shall be removed, including the supplier name, trademark, part number and any other information the customer could use to identify the supplier. Supplier QR and bar codes are permitted only if required for the supplier's logistics systems and may not contain embedded links to the supplier's web site or any other embedded information that could facilitate part sales directly to the customer.

3.2.1 With exception of Cat PIN plates on which all five corporate trademarks are applied, it is preferred, but not required, that the supplier substitute 1E0198A in place of 1E0198B if possible without an increase in part pricing. No further approval is required to make this substitution.

3.2.2 Refer to Section 4.0 for guidance on applying the trademark to the part.

3.2.3 There is no detail drawing or artwork for this variation.

3.2.4 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

3.2.5 All included documentation and literature shall be rebranded to Cat Branding. All supplier identification shall be removed.

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3.3 1E0198C TRADEMARK –  (Symbol Mark) – Shall be recreated from an exact reproduction of artwork available from the Caterpillar Product Identity Manager through a request made at <http://brandreview.cat.com>. Select “Cat Logo Artwork for Parts Suppliers” as the Issue Type, and in the Description field, indicate the part number and that you are requesting the 1E0198C Cat Symbol Mark artwork from the Product Identity Manager. All supplier identification shall be removed, including the supplier name, trademark, part number and any other information the customer could use to identify the supplier. Supplier QR and bar codes are permitted only if required for the supplier’s logistics systems and may not contain embedded links to the supplier’s web site or any other embedded information that could facilitate part sales directly to the customer.

3.3.1 With exception of Cat PIN plates on which all five corporate trademarks are applied, it is preferred, but not required, that the supplier substitute 1E0198F in place of 1E0198C if possible without an increase in part pricing. No further approval is required to make this substitution.

3.3.2 The trademark shall be isolated from all other elements by a distance at least equal to the width of the vertical bar, or a minimum of 1.5 mm, whichever is greater. The background color on which the symbol is placed shall extend beyond the symbol no less than the width of the vertical bar.

3.3.3 Letters or numerals located adjacent to the symbol trademark shall be no more than 6 units in height. (See Figure 7)

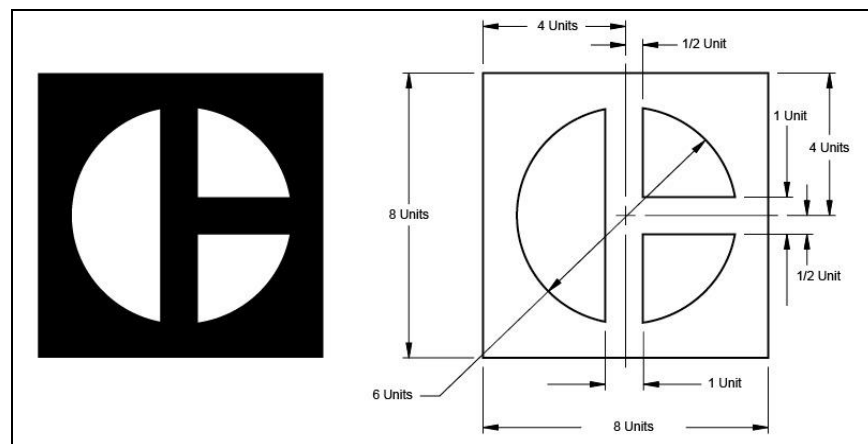


Figure 7 – Cat Symbol Mark

3.3.4 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

3.3.5 Refer to Section 4.0 for additional guidance on applying the Symbol Mark to the part.

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3.4 1E0198D BRAND Nexus BRAND - This variation is obsolete. Questions may be directed to Global Brand Management by submitting a request at <http://brandreview.cat.com>. Select “Cat Logo Artwork for Parts Suppliers” as the Issue Type, and in the Description field, indicate the part number and that you are requesting information on 1E0198D – Letters Nexus from the Product Identity Manager.

3.5 1E0198E LETTERS – Textual Information – This variation indicates the use of plain text or straight-line letters and numerals (uppercase preferred) to convey textual and other part identification information. A note may be used on the drawing to indicate a specific font or size for the text. Drawings that indicate 1E0198E for branding purposes (e.g., 1E0198A or 1E0198B) shall apply the trademark using the requirements of 1E0198A.

3.5.1 There is no detail drawing or artwork for this variation.

3.6 1E0198F TRADEMARK –  (Design Mark) – Authorized artwork shall be used to reproduce the Cat Design Mark. Artwork is available in EPS, DXF and Creo Part File formats from <https://brand.cat.com/logos> > Caterpillar and Cat Logos > Cat Logos for Suppliers zip file (at bottom of list).

3.6.1 When used on piece parts or unit parts, 1E0198F indicates the Cat Design Mark shall be marked on the part in a permanent method.

3.6.2 When used on higher-level Assembly, Group, or Arrangement CAD models and drawings, 1E0198F indicates that Cat is the primary visible brand. The presence of 1E0198F on a higher-level part number drawing does not require the supplier to add a brand mark as long as at least one-piece part in the higher level carries a prominently visible Cat trademark (either 1E0198A or 1E0198F). Higher-level drawings may contain sub-components that are supplier branded (1E0198T) or unbranded (1E0198R), as long as the branding on these parts is inconspicuous.

3.6.3 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

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3.6.4 All supplier identification shall be removed except where required by Industry Standards or other 1E Specifications referenced on the drawing, in which case any of the following are permitted:

- Supplier Date
- Batch Code
- Supplier Patent Number
- Cat Part Number
- Foundry or Supplier Mark
- Supplier's Internal Tracking Number or Bar Code (not publicly linked to the supplier)

3.6.5 Refer to Section 4.0 for additional guidance on applying the trademark to the part.

3.6.6 When used on kits, 1E0198F shall signify the kit uses approved Cat branded packaging, even if the parts in the kit are not all Cat branded. Packaging materials as received by Caterpillar from the supplier may be unbranded or supplier branded so long as the kit is repacked into approved Cat packaging prior to receipt by the customer or Cat dealer.

3.6.7 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

3.6.8 All included documentation and literature shall be rebranded to Cat Branding. All supplier identification shall be removed from these materials.

3.6.9 The trademark requirements of this variation shall be enforced on all new dies and molds and at the next rework or update of existing dies and molds.

3.7 1E0198G TRADEMARK –  (Design Mark) – Used to apply the Caterpillar Design Mark to a piece part or unit part.

3.7.1 With exception of Cat PIN plates on which all five corporate trademarks are applied, it is preferred, but not required, that the supplier substitute 1E0198F in place of 1E0198G if possible without an increase in part pricing. No further approval is required to make this substitution.

3.7.2 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

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3.7.3 All supplier identification shall be removed except where required by Industry Standards or other 1E Specifications referenced on the drawing, in which case any of the following are permitted:

- Supplier Date
- Batch Code
- Supplier Patent Number
- Cat Part Number
- Foundry or Supplier Mark
- Supplier's Internal Tracking Number or Bar Code (not publicly linked to the supplier)

3.7.4 Authorized artwork shall be used to reproduce the Caterpillar Design Mark. Artwork is available in EPS format from <https://brand.cat.com/logos> > Caterpillar and Cat Logos. Other formats are available from Global Brand Management (request through Caterpillar Purchasing/Procurement).

3.7.5 Refer to Section 4.0 for additional guidance on applying the trademark to the part.

3.7.6 All included documentation and literature shall be rebranded to Cat Branding. All supplier identification shall be removed from these materials.

3.7.7 The trademark requirements of this variation shall be enforced on all new dies and molds and at the next rework or update of existing dies and molds.

3.8 1E0198H LETTERS – This variation is obsolete. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement. Drawings that indicate 1E0198H shall apply markings in accordance with 1E0198A.

3.9 1E0198J BRAND – Used to indicate First Fit Branding for Dual Merchandised Parts

3.9.1 Parts are to be sourced unbranded per the requirements of 1E0198R. At the time of first fit manufacturing assembly (usually in a Caterpillar facility), the part is to be rebranded per the Enterprise brand (e.g. 1E0198F, 1E0198P, 1E0198X) as indicated on the drawing in addition to 1E0198J. Service replacement parts are typically created via assembly of the part and a branding label part by Caterpillar aftermarket packaging teams.

3.10 1E0198K BRAND (MaK) – This variation is obsolete and is now fulfilled by 1E0198X. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement.

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3.11 1E0198M LETTERS – This variation is obsolete. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement. Drawings that indicate 1E0198M shall apply markings in accordance with 1E0198A.

3.12 1E0198N SYMBOL (Undercarriage Parts) – This variation is obsolete. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement.

3.13 1E0198P BRAND – This variation is for Perkins branded product and parts and is fulfilled by 1E5080.

3.14 1E0198Q BRAND – Used to indicate Cat Branding only on Service Parts.

3.14.1 First fit usage is to be unbranded per the requirements of 1E0198R. Branded service parts may be used to fulfill first fit production if needed.

3.14.2 Service parts shall be branded as indicated by a second 1E0198 variation (1E0198A, 1E0198F) on the drawing that indicates the service part brand. If no service brand variation is indicated on the drawing, use 1E0198A.

3.15 1E0198R BRAND – Used to indicate a piece part, or unit part is unbranded, or when used on higher level part numbers, to indicate there is no prominent Cat or supplier branding

3.15.1 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

3.15.2 When used on piece parts or unit parts, requires removal of all brand markings, including Cat or Caterpillar trademarks, and all supplier markings, including trademarks, trade names, part numbers, and any other type of marking which would identify the supplier. When required by 1E Specifications, regulation, or Industry Standards referenced on the drawing, any of the following are permitted:

- Supplier Date
- Batch Code
- Supplier Patent Number
- Cat Part Number
- Foundry or Supplier Mark
- Supplier's Internal Tracking Number or Bar Code (not publicly linked to the supplier)

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3.15.3 When used on higher-level Assembly, Group, or Arrangement CAD models and drawings, 1E0198R indicates no obvious or primary branding is present at the higher level even if piece parts are branded—branding on the piece parts should be suppressed or hidden when assembled. The end customer should not be able to conclude the group or assembly is Cat or supplier branded based on any visible markings on the component.

3.15.4 Unbranded service parts intended for use in Cat product shall use Cat branded packaging regardless of the brand applied to the part itself.

3.15.5 All included documentation and literature shall be unbranded. All supplier identification shall be removed.

3.16 1E0198S BRAND (Solar) – This variation is obsolete and is now fulfilled by 1E0198X. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement.

3.17 1E0198T BRAND – Used to indicate supplier branded parts and components.

3.17.1 1E0198T permits, but does not require, the presence of a supplier trademark and other supplier identification. This includes any form of supplier trademarks, trade names, marketing names, part numbers, web addresses, QR or other bar codes that can be decoded by publicly available tools, phone numbers or any other information that can be used to identify the supplier. Supplier patent numbers, date or batch codes, or Caterpillar Inc. generated supplier codes are permitted. The supplier is not required to add a trademark or other identification if not already present.

3.17.2 When used on higher-level Assembly, Group, or Arrangement CAD models and drawings, supplier identification will generally be the most prominent branding. 1E0198T permits, but does not require, the presence of a prominent supplier brand on at least one piece part, even if other sub-components have Cat or no branding

3.17.3 Caterpillar Inc. trademarks (such as the Cat Design and Word Marks) shall not be present on piece parts that have 1E0198T applied.

3.17.4 Supplier branded service parts intended for use in Cat product shall use Cat branded packaging or a Cat branded overpack.

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3.18 1E0198U Brand – Used to indicate regulatory supplier identification.

3.18.1 1E0198U requires the presence of a supplier trademark and other supplier identification as specified by regulation or an industry standard. Supplier shall mark part in accordance with the applicable regulation or industry standard. Identification includes any form of supplier trademarks, trade names, marketing names, part names, web addresses, QR or other bar codes that can be decoded by publicly available tools, phone numbers or any other information that can be used to identify the supplier. Supplier patent numbers, date or batch codes, or Caterpillar Inc. generated supplier codes are permitted.

3.18.2 Caterpillar Inc. trademarks (such as the Cat Design and Word Marks) are permitted on piece parts that have 1E0198U applied.

3.18.3 Service parts which require 1E0198U branding shall use Cat branded packaging.

3.19 1E0198V LETTERS – This variation is obsolete. Questions may be directed to Global Brand Management by submitting a request through Caterpillar Purchasing/Procurement. Drawings that indicate 1E0198V shall be marked in accordance with 1E0198A.

3.20 1E0198W BRAND – Used to indicate non-serviceable higher-level parts and reference drawings

3.20.1 This variation does not require any action by the supplier to add or remove a brand marking.

3.20.2 1E0198W identifies a Reference Drawing or Non-Serviceable Assembly, Group or Arrangement CAD models and drawings. If brands are visible, it is preferable, but not required, that Cat is the prominent brand.

3.21 1E0198X BRAND – Indicates an Enterprise brand other than Cat or Perkins (e.g. SEM, Solar, MWM, etc.) or an OEM brand in cases where Caterpillar is supplying branded product, such as engines, to an OEM customer. Refer to a note on the drawing for the specific brand to apply to the part.

3.22 1E0198Y TRADEMARK – YELLOWMARK™,  Symbol

3.22.1 When used on piece parts or unit parts, 1E0198Y indicates that either the Yellowmark Word Mark or Symbol shall be marked on the part in a permanent method.

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3.22.2 When used on higher-level Assembly, Group, or Arrangement CAD models and drawings, 1E0198Y indicates that Yellowmark is the primary visible brand. The presence of 1E0198Y on a higher-level part number drawing does not require the supplier to add a brand marking as long as at least one-piece part in the higher level carries a prominently visible Yellowmark Word Mark or Symbol. Higher-level parts may contain sub-components that are supplier branded (1E0198T) or unbranded (1E0198R), as long as the branding on these parts is inconspicuous.

3.22.3 When required by regulation or industry standard, a foundry mark or other supplier identification is not considered to be dual branding.

3.22.4 All supplier identification shall be removed except where required by Industry Standards or other 1E Specifications referenced on the drawing, in which case any of the following are permitted:

- Supplier Date
- Batch Code
- Supplier Patent Number
- Cat Part Number
- Foundry or Supplier Mark
- Supplier's Internal Tracking Number or Bar Code (not publicly linked to the supplier)

3.22.5 Artwork – Unless specifically indicated on the drawing, the supplier may apply either the Yellowmark Symbol (preferred) or the Yellowmark Word Mark (acceptable where the Yellowmark Symbol cannot be reproduced in a quality manner on the part, such as on certain castings or very small parts).

3.22.5.1 The Yellowmark Word Mark shall be applied using plain text or straight-line letters (uppercase preferred but not required) or in the same font as surrounding textual information.

3.22.5.2 Authorized artwork shall be used to reproduce the Yellowmark Symbol. Artwork is available in EPS, and DXF formats from <https://brand.cat.com/yellowmark>.

3.22.6 Refer to Section 4.0 for additional guidance on applying the trademark to the part.

3.22.7 When used on Yellowmark parts kits, 1E0198Y shall signify the kit uses approved Yellowmark branded packaging, even if the parts in the kit are not all Yellowmark branded. Packaging materials as received by Caterpillar from the supplier may be unbranded or supplier branded so long as the kit is repacked into approved Yellowmark packaging prior to receipt by the customer or Cat dealer.

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3.22.8 All included documentation and literature shall be rebranded to Yellowmark. All supplier identification shall be removed from these materials.

3.22.9 The trademark requirements of this variation shall be enforced on all new dies and molds and at the next rework or update of existing dies and molds.

3.23 1E0198Z BRAND – For internal Caterpillar Inc. use only. Caterpillar Checking departments may contact W016 Design Control for details.

4.0 APPLICATION OF TRADEMARKS (BRANDING) AND LETTERS

4.1 Application of Trademarks and Letters – Trademarks (branding) and Letters (textual information) as defined in this specification shall appear on the part, **as required** when one of the above variations is denoted on the CAD model and drawing. The trademark shall be placed where it will not interfere with the function of the part or be removed or altered by subsequent machining operations.

4.1.1 Castings and Forgings – Trademarks shall be applied to castings as described in specification 1E0576 and forgings as described in specification 1E0100 in the same manner as other markings.

4.1.2 Other Metallic Parts – Trademarks shall be applied to all other metallic parts by stamping, embossing, etching, laser imprinting, or any other permanent marking method that does not cause failure of the item.

4.1.3 Nonmetallic Parts – Trademarks shall be applied to all nonmetallic parts by appropriate inks, paints, or other methods that do not cause failure or adversely affect function of the item.

4.2 Artwork – Design Marks and Symbol Marks shall be an exact reproduction of authorized artwork available from Caterpillar Inc.

4.2.1 The 1E0198F Cat Design Mark is available to approved suppliers in EPS, DXF and Creo part formats from <https://brand.cat.com/logos> > Caterpillar and Cat Logos > Cat Logos for Suppliers (zip file at bottom of list). A Corporate Web Security (CWS) ID is required to access this site. The 1E0198G Caterpillar Design Mark is available in EPS format from this site, or in other formats from Global Brand Management by sending a request through Caterpillar Purchasing/Procurement. The 1E0198Y Symbol Mark is available from <https://brand.cat.com/yellowmark>.

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4.2.2 For certain marking methods, it may be necessary to radius the corners of the artwork for the Design Mark. The radius dimension should be as small as possible for the manufacturing process.

4.2.3 Incorrect Cat or Caterpillar trademark artwork or Yellowmark symbol artwork is cause for rejection of parts.

4.3 Tooling – Tooling for the 1E0198C, 1E0198F, 1E0198G and 1E0198Y trademarks is not available from Caterpillar. Suppliers are responsible for sourcing any tooling required to apply the mark and must use authorized artwork for the 1E0198F or 1E0198G Design Marks, or the 1E0198Y Symbol Mark.

4.4 Trademark Size – The height of the 1E0198A, 1E0198B, 1E0198F, 1E0198G, or 1E0198Y trademark should vary from a maximum size of 10 mm tall to the smallest size at which the trademark can be reproduced without blurring or losing quality (e.g., edges and corners should appear sharp).

4.4.1 When applied to large metal castings with poor surface smoothness qualities, the following larger trademark sizes are permitted:

- Lost wax or shell molding: ≤ 15mm tall trademark
- Green sand molding: ≤ 25mm tall trademark
- No bake sand molding: ≤ 40mm tall trademark

4.4.2 Exceptions to these size requirements shall be approved by Global Brand Management (request approval through Caterpillar Purchasing/Procurement).

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4.5 Clear Space – For 1E0198A, 1E0198B, 1E0198F, and 1E0198G Cat trademarks, an area surrounding the trademark, equal to the width of the letter C in the trademark, should remain clear and flat around the trademark (and to the right of the ® mark for 1E0198A only). For the 1E0198Y Word Mark or Symbol Mark, an area surrounding the trademark equal to the height of the trademark should remain clear and flat around the trademark. The trademark shall not be distorted other than to proportionately scale it to the size indicated on the drawing or as indicated within this Specification.



Figure 8 – Example of Clear Space Requirements for Cat Trademarks

4.6 Trademark Color – When applied via ink or paint, the 1E0198A, 1E0198B, 1E0198C, 1E0198F, 1E0198G or 1E0198Y trademark shall be solid black or solid white, depending on which provides the best contrast with the background color of the part. When molded, cast, etched or otherwise applied mechanically to a part, the trademark shall not be painted with a contrasting color and shall be the same color as the finished part. When outlined, a fill pattern shall not be applied to any portion of the trademark.



Figure 9 – The whole trademark shall be a solid color.

4.6.1.1 Embossed or Debossed Trademarks – Embossed or debossed trademarks should be raised or lowered a minimum of 0.25 mm and preferably no more than 2 mm from the part surface and shall not impair the form, fit or function of the part. The recessed depth for the recessed area around the 1E0198C symbol trademark and for its segments shall be the same. The recessed area around the symbol trademark shall be at least equal to the width of the vertical bar of the symbol trademark. Because a draft angle will “shrink” the artwork outline of the 1E0198F Cat Design Mark or 1E0198Y Symbol Mark, the amount of embossing or debossing should be kept to a minimum, and the draft angle should be kept as shallow as possible to minimize distortion of the trademark artwork.

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4.6.2 The 1E0198F or 1E0198G Design Mark, or the 1E0198Y Symbol Mark may be reproduced as an outline via laser etching or other marking methods that do not distort the trademark artwork. A thinner outline will produce a higher quality trademark. A fill pattern shall not be applied to any portion of the trademark when it is outlined.



Figure 10 – Design Mark Reproduced Via Pin Stamping



Figure 11 – Design Mark Reproduced as an Outline



Figure 12 – Do not use a fill pattern on any portion of an outlined trademark.

4.7 If Trademark Location is Not Shown on Drawing – If no trademark location is shown on the drawing, the supplier may locate the trademark anywhere on the part that does not negatively impact form, fit, or function.

4.8 Part Number Location – When used with a Cat or Yellowmark part number, the Cat Design Mark or Yellowmark Symbol shall be placed before or above the Cat part number as marked on the part.

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Figure 13 – Acceptable Cat Design Mark Locations Relative to Cat Part Number, Similar for Yellowmark Symbols used with Yellowmark Part Numbers

4.9 Trademark Orientation – Where possible, the Caterpillar Inc. Branding Mark should be oriented, so it is horizontal and upright with respect to the ground after the part is installed. If not possible, it is acceptable for the trademark to not align to the horizon. The Cat Word Mark should be oriented, as needed, to properly fit available space on the part. When a part can be installed in multiple orientations (such as a high intensity light mounted above or below a bracket), orient the trademark to the horizon in the more commonly installed orientation for the part, if known.

4.10 PIN Plate Trademarks – PIN plates are required to carry five Caterpillar trademarks for intellectual property reasons, and the plate shall be marked with 1E0198A, 1E0198B, 1E0198C, 1E0198F and 1E0198G. An artwork file containing all five trademarks may be requested from Global Brand Management by submitting a request at <http://brandreview.cat.com>. Select “Cat Logo Artwork for Parts Suppliers” as the Issue Type, and in the Description field, indicate the PIN Plate part number and that you are requesting PIN Plate trademark artwork from the Product Identity Manager.

4.11 If the CAD Model and/or drawing contain conflicting or ambiguous branding requirements, the supplier shall contact the design control owner of the drawing to request guidance for a Deviation Request and a drawing change.

5.0 REGISTRATION MARKS (®)

5.1 Legal Considerations – Registration marks shall be applied according to the laws of the country of manufacture.

5.1.1 It is improper, and in many cases illegal, to use the registration symbol ® if the product is not covered by the definition of goods in the registration certificate for a given country. The Caterpillar Intellectual Property Department shall be contacted for any new use of a trademark or new product use in order to determine if use of the ® is appropriate.

5.1.2 Registrations worldwide are not necessarily the same (marks and goods covered) as in the United States. The Caterpillar Intellectual Property Department shall be contacted for any new use of a trademark or new product use in order to determine if use of the ® is appropriate.

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5.2 Omission of Registration Marks –Registration marks may be omitted with no further approval if one of the following conditions apply:

5.2.1 The ® registration mark will be less than 2 mm in size when made by permanent marking methods or less than 10mm tall when made by permanent markings on metallic parts such as castings.

5.2.2 The part material or marking method will not allow for a legible reproduction of the registration mark. See Figure 14 for an example of an illegible ® mark.



Figure 14 – Illegible ® Mark That May Be Omitted

5.2.3 Approval for its absence has been obtained from the Intellectual Property Department (request approval through Caterpillar Purchasing/Procurement).

5.2.4 Registration marks shall not be used on 1E2082 or 1E5086 Cat trade dress films (nomenclature and branding decals for which artwork is designed by Caterpillar Industrial Design).

5.3 Registration Mark Size – The ® registration mark height shall be a minimum of 5% and a maximum of 30% of the trademark height when used with a Design Mark and 100% of the trademark height when used with a Word Mark.

5.4 Location of Registration Marks – The following examples show the acceptable location of registration marks relative to the trademark. Applicable markings for each country shall be located in accordance with the examples. Regarding trademarks owned by subsidiaries, contact Intellectual Property Department, Trademark Section, for guidance at trademarks@cat.com.

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Figure 15 – Registration Mark Locations

6.0 REFERENCES

- Abbreviations 1E0011
Caterpillar Specifications 1E0100, 1E0576, 1E2082, 1E5086, 1E2813, 1E5080

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