



NATIONAL LEAD COMPANY

111 BROADWAY

NEW YORK, N.Y. 10006

RECEIVED
NATIONAL LEAD CO.

JUL 9 1970

PATENT DEPT.

K. C. SPECHT
VICE PRESIDENT
MANAGER

July 8, 1970

Mr. E. R. Rowley
Chairman of the Board
National Lead Company
111 Broadway
New York, New York

Dear Mr. Rowley:

On September 22, 1969 we wrote to you requesting that the "Paint Division" be changed to the "Dutch Boy Paint Division" for marketing reasons.

This request was not granted. However, we were advised that it might be reconsidered if future circumstances warranted.

Since September 22, 1969 we have become concerned over the prominence of the word "Lead" in the Company name on our paint packages and have investigated the possibility of substituting the following:

Distributed by
Dutch Boy Paints Inc. in place
of "NATIONAL LEAD CO."

We are advised that to accomplish this we would have to form another corporation and qualify to do business in nearly all of the States.

We believe we have a less complicated solution to the problem, that is, to simply use the words, "Dutch Boy Paint Division" on our paint labels in bold type, followed by the words, "National Lead Company" in small letters along with our New York address.

By following this procedure, we will meet the requirements of the FDA packaging regulations.

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Copies of our current and proposed labels are attached illustrating the change we feel is advisable and necessary.

We can still continue to use the words, "Paint Division" on letterheads, etc., if required rather than "Dutch Boy Paint Division".

May we have your permission to institute this change on our paint labels.

Yours very truly,


K. C. SPECHT

KCS:mk
Encl.

cc: Messrs. J. B. Henrich
T. Mesick
E. L. Beenfeldt
E. P. Peterson
R. L. Lehman ✓
R. W. Unwin

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