

Monsanto

JAPAN LIMITED

FROM (LOCATION)

Tokyo, Japan

DATE

April 14, 1967

SUBJECT

Aroclor Trade Names

REFERENCE

TO

Mr. G. R. Buchanan
St. Louis

CC:

Messrs.

W. T. Dickens - St. Louis

E. Greene/F. Bushong - "

J. Cresce - "

John B. Lewis - "

B. K. Denton - MJL

J. R. Durland - MMK

You will soon be receiving an order of about 50 tons of Aroclor 1242 and small amounts of 1248 and 1254 from MMK, so they will have a minimum inventory to kick off their resale program starting in June. Japanese language literature and promotional material will be prepared and printed in advance.

This immediately raises the question of our trademark policy on the marks

Aroclor
Inerteen
Therminol
Pydraul

Obviously, these can be used as is for resale of MC product before MMK starts production of the first three items in late 1968. The question is, whether MC wishes to license these marks to MMK after that time.

Historically, the original licenses on PVC and polystyrene were given to MMK in the early '50's but were withdrawn after a change in MC policy in 1958. An exception to recent policy was made for oil additives at Organic Division's request, so that the international oil customers would not be confused. There would be an obvious advantage to MMK if they could use MC's established and recognized marks not only during the resale phases, but also thereafter. If something unexpected happens to stop the 1968 plant from going up as planned, MC would also benefit from continued use and publicity on our marks.

On the other hand, if MC decides against letting MMK use their marks after 1968, consideration should be given by MMK to select and register a new mark promptly, possibly even launching the resale program from the outset with relabelled product and appropriate literature and publicity.

DSW 200801

STLCOPCB4058865

April 14, 1967

Page 2

Mr. G. R. Buchanan

John Lewis has long background on these problems with previous MMK products. Would the two of you try to expedite a decision on this at your earliest opportunity?

Incidentally, are the above MC marks all registered in Japan in both English and Katakana?

D. T. Mowry

DTM:ti

DSW 200802

STLCOPCB4058866