

3M Purification Inc.

Trademark Simplification Program



Delivering Trusted,
Innovative Solutions
that are Vital
to **Customers' Success**





Trademark Simplification Program

Over the course of 2010 and 2011, 3M Purification Inc. (formerly CUNO Incorporated) has greatly simplified our product trademark portfolio. Our primary goal in this effort was to decrease the complexity of our offering, making it easier to understand and use. Previously, we had over 35 trademarks covering hundreds of products. Now that the program is complete, we have simplified this to 8 trademarks. These 8 core trademarks cover the key functional groups representing our product line – from cylindrical depth filters to pleated microporous membrane filters.

It is important to note that all product part numbers remain the same, and, of course, the product itself has not changed. This is a trademark change only.

Each phase of this program was initiated with a customer notification letter, issued a minimum of 90 days prior to the change, detailing which trademarks were changing and when they were changing.

In most cases, the current trademark was transitioned to the new trademark, followed by a series designation. The series designation is based on the letters used in the prefix or suffix of the product part number.

As an example:

Previous Trademark		Has Become
BioASSURE™		LifeASSURE™ PDA Series
Pleated, microporous PES membrane filter providing validated, sterilizing grade performance	➔	Pleated, microporous PES membrane filter providing validated, sterilizing grade performance

Once again, part numbers have not changed, and the product itself has not changed.

As part of the trademark simplification program, all subject literature and brochures have been revised, using a new, consistent trade dress, as has all customer facing documents containing these trademarks such as box and product labels, certificates of quality, website references, Regulatory Support and Validation Guides, Application Briefs, and the like. A package insert explaining this change is also accompany orders during the transition period.

Cellulose Based Depth Filters

PREVIOUS Trademark	NEW Trademark
(changed in 2009)	
Zeta Plus™ A Series	Zeta Plus™ A Series Filters (unchanged)
Zeta Plus™ C Series	Zeta Plus™ C Series Filters (unchanged)
Zeta Plus™ Delipid™	Zeta Plus™ DEL Series Filters
Zeta Plus™ Low Aluminum CA, SA, and LA Series	Zeta Plus™ CA, SA, and LA Series Filters
Zeta Plus™ LP Series	Zeta Plus™ LP Series Filters (unchanged)
Zeta Plus™ S Series	Zeta Plus™ S Series Filters (unchanged)
Zeta Plus™ H Series	Zeta Plus™ H Series Filters (unchanged)
Zeta Plus™ Maximizer™ H Series	Zeta Plus™ MH Series Filters
Zeta Plus™ Maximizer™ EXT Series with ZA Media	Zeta Plus™ EXT Series Filters with ZA Media
Zeta Plus™ Maximizer™ EXT Series with SP Media	Zeta Plus™ EXT Series Filters with SP Media
Zeta Plus™ Virosorb™ 1MDS Filter	Zeta Plus™ 1MDS Series Filters
Zeta Plus™ ZA Series	Zeta Plus™ ZA Series Filters (unchanged)
Zeta Plus™ Biocap™	Zeta Plus™ BC Capsule Series Filters
ZetaCarbon™	Zeta Plus™ Activated Carbon Series Filter Cartridges
Zeta Lift™	Zeta Plus™ Series Filter Cartridge Lifting Device
Zetagrip™	Zeta Plus™ Series Filter Cartridge Lifting Device
Zeta Plus™ VR	Zeta Plus™ VR Series Filters (unchanged)



Pleated, Microporous Membrane Filters

PREVIOUS Trademark	NEW Trademark
(Changed in November, 2010)	
BevASSURE™ II	LifeASSURE™ BA Series Filters
BevASSURE™ PES	LifeASSURE™ BNA and BDA Series Filters
BioASSURE™	LifeASSURE™ PDA Series Filters
Electropor™ ER	LifeASSURE™ ER Series Filters
Electropor™ II	LifeASSURE™ EF Series Filters
LifeASSURE™	LifeASSURE™ BLA Series Filters
LifeASSURE™ PB	LifeASSURE™ PLA Series Filters
LifeASSURE™ EMC	LifeASSURE™ EMC Series Filters
LifeASSURE™ IMC	LifeASSURE™ IMC Series Filters
Microfluor™ II	LifeASSURE™ PFS Series Filters
Microfluor™ E	LifeASSURE™ MFE Series Filters
Microfluor™ FA	LifeASSURE™ FA Series Filters
Microfluor™ FG	LifeASSURE™ FG Series Filters
Microfluor™ FP	LifeASSURE™ FP Series Filters
PhotoShield™	LifeASSURE™ PSN Series Filters
SterASSURE™	LifeASSURE™ PSA Series Filters
Zetapor™ SA	LifeASSURE™ SA Series Filters
Zetapor™ SP	LifeASSURE™ SP Series Filters
Zetapor™ ST	LifeASSURE™ ST Series Filters

Pleated, Non-Microporous Membrane Filters

PREVIOUS Trademark	NEW Trademark
(Changed in September, 2011)	
Betafine™ D Series Filters	Betafine™ DP Series Filters
Betafine™ XL Series Filters	Betafine™ XL Series Filters (unchanged)
TSM Series Filters	Betafine™ T Series Filters
Polypro™ Series Filters	Betafine™ PP & PG Series Filters
	Betafine™ GP & GG Series Filters
Polypro™ XL Series Filters	Betafine™ PEG Series Filters
	Betafine™ PBG Series Filters
	Betafine™ PPG & PTG Series Filters

Metal Filters

PREVIOUS Trademark	NEW Trademark
Auto-Klean™ Series Filters	CUNO™ XX* Series Self Cleaning Metal Filters *insert various series letters as required
Micro-Screen™ Series Filters	CUNO™ Metal Screen Filters
Poro-Klean™ Series Filters	CUNO™ Sintered Metal Filters

Bag and Large Format Filters

PREVIOUS Trademark	NEW Trademark
100 Series Filters	3M™ 100 Series Filters
500 Series Filters	3M™ 500 Series Filters
740 Series Filters	3M™ 740 Series Filters
DuoFLO™ Series Filters	3M™ DF Series Filters
Series NB Filter Bags	3M™ Series NB Filter Bags
CUNO™ High Flow Series Filters	3M™ High Flow Series Filters

Cylindrical Depth Filters

PREVIOUS Trademark	NEW Trademark
Beta-Klean™ Z2 Series Filters	Betapure™ BK Series Filters
Beta-Klean™ Z8 Series Filters	Betapure™ BK Series Filters
Betapure™ Series Filters	Betapure™ AU Series Filters
Betapure™ NT-T Series Filters	Betapure™ NT-T Series Filters
Micro-Klean™ III Series	Micro-Klean™ RB Series Filters
Micro-Klean™ RP Series Filters	Micro-Klean™ RP Series Filters
Micro-Wynd™ II Series Filters	Micro-Klean™ D Series Filters
MPF II Series Filters	Micro-Klean™ CS Series Filters
Optima™ CMP Series Filters	Betapure™ CMP Series Filters
Petro-Klean™ Series Filters	Betapure™ PK Series Filters
PolyKLEAN™ Series Filters	Micro-Klean™ RT Series Filters
PolyKLEAN™ CSW Series Filters	Micro-Klean™ RC Series Filters
PolyKLEAN™ RW Series Filters	Micro-Klean™ RW Series Filters
Activated Carbon Series Filters	3M™ Activated Carbon Series Filters
CTG-Klean™ Filter Packs	CUNO™ CTG-Klean System Filters

Filter Housings

PREVIOUS Trademark	NEW Trademark
CUNO™ Model 1M	3M™ 1M Series Filter Housings
CUNO™ Model CT	3M™ CT Series Filter Housings
CUNO™ Model ES	3M™ ES Series Filter Housings
CUNO™ Model DuoFLO™	3M™ DF Series Housings
CUNO™ Zetapor™ Model ZWB	3M™ ZWB Series Housings

Additional Information

We hope the simplification program makes our product offering easier to understand and use. If you have any questions about the program, please feel free to contact one of the following:

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Auto-Klean, Betafine, Beta-Klean, Betapure, BevASSURE, BioASSURE, CTG-Klean, CUNO, DuoFLO, Electropor, LifeASSURE, Microfluor, SterASSURE, Micro-Klean, Micro-Screen, Micro-Wynd, Optima, PhotoShield, Polypro, Poro-Klean, Poly-Klean, Zeta Plus, and Zetapor are trademarks of 3M Company used under license. All other trademarks are the property of their respective owners.
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