

# Deere Releases Safety Logo To Industry

Lancaster Farming, Saturday, May 15, 1993-C5

MOLINE, Ill. — Deere & Company has announced that it is providing its "Safety live with it" logo free-of-charge to the agriculture industry for use in all forms of safety communication.

John Deere created the logo in 1987 and uses it in safety promo-

tion and equipment advertisements. In the years following, the logo has become a familiar safety reminder to many farmers and others in the industry.

As a way to broaden exposure to the safety message of the logo, Deere decided to release the logo

to the industry with the hope that other companies and organizations will use it in their communications with farmers.

Deere's action parallels a number of earlier decisions by the company to make certain patents available to the industry at no cost

in the interest of broadening the adoption of the designs to benefit farmers. In 1971, Deere released its patented rollover protective structure and four years later its patented method for covering power take-off shafts.

In 1982 the company released

its patent for a hinged pto master shield and in 1984 the patent for a transmission device that reduces the potential for tractor movement when the tractor is bypass started in gear. In 1989 Deere released its patented design for an operator presence system for cotton pickers.

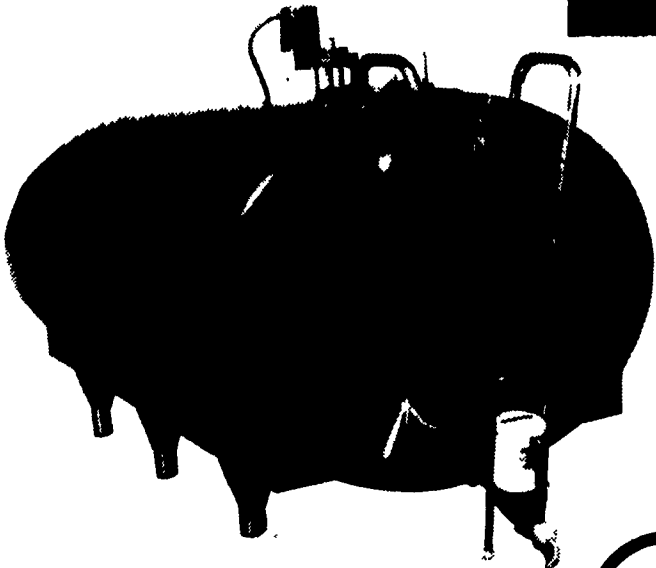
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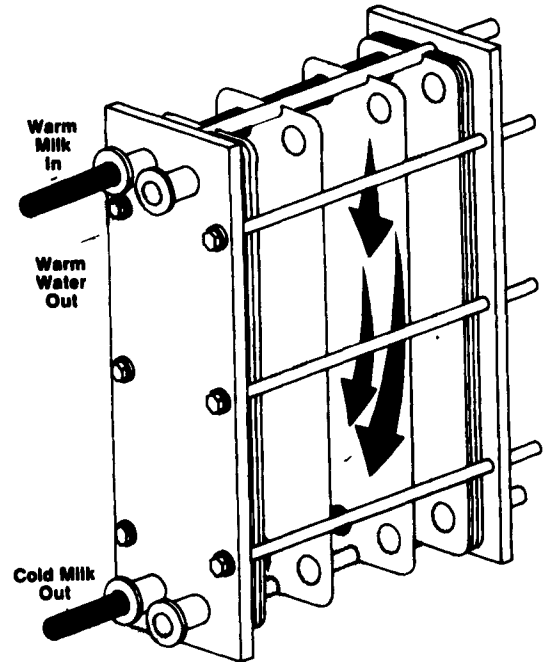


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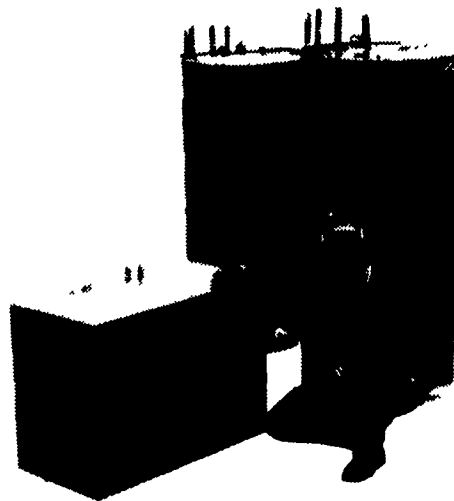


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