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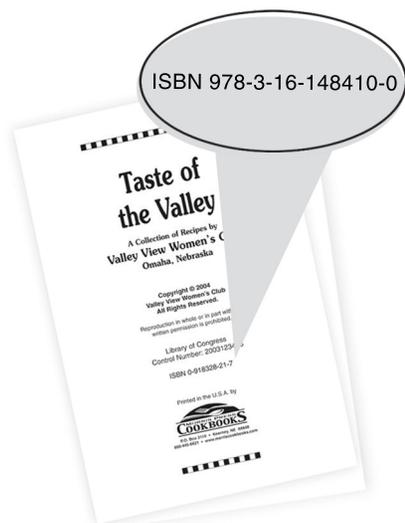


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title page

Do I Need This Material?

Do you need to be concerned about copyright, trademark, ISBN, bar code, or a Library of Congress Control Number (LCCN)? If you're printing under 1,000 cookbooks or plan to sell them only within the local community in small retail shops and bookstores, you don't need to file for these items.

However, if your sights are set on a regional or national market with distribution to major retail chains and bookstores, you will find these items are necessary before buyers or distributors will purchase your cookbooks. Local or independent bookstores may or may not require these items—it's always best to check with them first. This guide will further explain each of these items so you can decide if they are necessary for your cookbook.

You can easily file for copyright, ISBN, a bar code, and an LCCN on your own. Morris Press Cookbooks is unable to file for you; the publisher (you) must file for these numbers. Request application forms at least 2 to 3 months before your cookbook is to be sent to Morris Press Cookbooks because it takes time to secure these items.

If you have any questions while completing the forms, call the appropriate agency. We have provided all the necessary contact information. To assist you, we can create a bar code for your back cover if you provide us the ISBN. Our list of printing prices is found on page 5.



back cover

Understanding the ISBN

The ISBN (International Standard Book Number) is a 13-digit number associated with the book. The purpose of the number is to identify the publisher (you) and book title, and to allow for more efficient marketing of products by booksellers, wholesalers, and distributors. Booksellers use this number to order, price, and keep track of inventory. Not every book needs an ISBN. However, if you plan to distribute your cookbook through major retail chains, bookstores, and distributors, you will need to include an ISBN.

Every ISBN is preceded by the letters ISBN. A typical ISBN number might look like this:

ISBN 978-3-16-148410-0

If used, the ISBN must appear in your cookbook in legible form (not smaller than 9 point type) in the following two locations (see left):

1. On the title page (first page).
2. On the back cover above the bar code. The ISBN is used to create a bar code that may be required on your book's back cover. The ISBN must appear above the bar code.

Note: Prior to Jan. 1, 2007, books used 10-digit ISBNs. If you have old, unassigned 10-digit ISBNs that need to be converted to 13-digit ISBNs, go to www.isbn.org/converterpub.asp. Reprints of older titles should have the ISBN and bar code converted to the newer 13-digit system.

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How to File for an ISBN

Morris Press Cookbooks is the printer of your cookbook; you are the publisher. Therefore, we cannot file for an ISBN for you. The number must be registered to you, not us. Processing time for an ISBN is 10 business days (no weekends or holidays) from the date the completed form is received. ISBNs can be mailed or e-mailed after this processing period is completed. Plan ahead in order to avoid production delays. Service fees are on the application. A 2 working day priority and 24 hour express processing are offered for an extra charge.

Filing for an ISBN can be done at www.bowker.com or www.isbn.org. If you do not want to file online, call R. R. Bowker and request three things: the *ISBN System User's Manual*, an *Application for an ISBN Publisher Prefix*, and an *Advance Book Information Form*. You should receive the forms in approximately two weeks. Complete and submit the *Application for an ISBN Publisher Prefix*, the *Advance Book Information Form*, and the required fee.

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How to Assign an ISBN

When you complete the *Application for an ISBN Publisher Prefix*, you will receive a log book containing 10 numbers (more numbers can be requested). Enter the title of the book next to the corresponding ISBN for permanent reference and to avoid duplicating an ISBN. Keep your log book in a safe place; it is your complete list of ISBNs and remaining numbers can be used for future publications. If lost, R.R. Bowker will charge you to generate a duplicate log book. Each time you publish a new book, new edition, etc., you must assign a new number from your log book, and send R.R. Bowker an *Advance Book Information Form*.

When assigning an ISBN, follow these standards:

1. Once assigned, an ISBN cannot be reassigned even if the book goes out of print.
2. A new ISBN is required for a revised edition unless the title is reprinted without changes.
3. Distributors must use the ISBN of the original publisher.
4. Assign one ISBN for each separate binding (soft cover, hardback, 3-ring).
5. Multi-volume sets require an ISBN for each volume and a separate ISBN for the set.
6. An ISBN is required to obtain a Bookland EAN bar code.



File online for an ISBN at www.isbn.org or www.bowker.com.

Since Morris Press Cookbooks is the printer of your book, not the publisher, our name should not appear anywhere on your ISBN application.

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Bookland EAN Bar Code

An EAN bar code is your ISBN transferred into an OCR (optical character readable) scannable image. An EAN bar code is not necessary in most cases. If you plan to distribute your book through major bookstores and retail outlets, most likely they will require a bar code. Ask if you're not sure.

Where to Print a Bar Code

The bar code must be placed on the back cover and printed in black ink on a white background area measuring $2\frac{3}{8}$ " x $1\frac{3}{8}$ ". This area should be at least $\frac{3}{8}$ " from the bottom edge and $\frac{5}{8}$ " from the binding edge. Morris Press Cookbooks can create a bar code and drop it in for covers submitted on disk as long as you supply your ISBN and reserve this area on the back cover. Back cover printing is an additional charge (see *Optional Features Pricing* in our *Cookbook Publishing Guide*). If you are creating your cover or hiring a designer, make sure to follow the press-ready cover templates given in our *Cookbook Press-Ready Guide*. Call us for a copy, or you may download it from our web site, www.morrispresscookbooks.com.

Bar codes submitted from a laser printer are NOT accepted. Morris Press Cookbooks will not be held responsible for readability of bar codes that we do not create.

If you choose one of our full-color stock covers, the bar code can be printed on pressure sensitive labels for you to adhere to the back cover. Labels are an additional charge (see p. 5). You can request labels if you don't include a bar code on your cookbook and later discover you need one.

Bar Code and Add-On

The Bookland EAN bar code identifies the actual book. An add-on bar code must be included to reflect pricing. You must specify if you want your retail price to be included on the bar code (see right) or leave it off (see far right).



Actual Size

UPC Bar Code

Generally, an EAN bar code is sufficient for a book, but you may also need a UPC (Universal Product Code) bar code if you plan to sell your cookbook through retailers that sell products other than books. Ask retailers if you are not sure. Morris Press Cookbooks can create a UPC bar code from your manufacturer's number and product number but is not able to file the forms to get these numbers. The fees for a UPC manufacturer number vary depending on your annual sales. Apply online or request application forms and information.

UPC Bar Code



Contact Information:

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Trademark

A trademark (™) establishes identity with a product through, a word, phrase, symbol, design, or device that identifies and distinguishes one product from another. A service mark (SM) identifies the source of a service rather than a product. Usually, a trademark for goods appears on the product, packaging, and advertising: for example, Coca Cola®, Kodak Color Watch™, Lean Cuisine™, and *Good to the last drop!*®

You may also see the trademark listed as ® for registered trademark. The ® symbol offers the most protection because it is actually filed with the U.S. Patent & Trademark Office. A service mark usually appears in advertising for the services. A trademark can last indefinitely, provided the owner continues use of the mark to identify his goods or services and renews the registration before the end of the 10-year term.

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Two infringements of trademarks to avoid:

1. Using a symbol or mark that is similar in appearance or name to that of another product.
2. Using an identifying feature that is so similar to another product it is likely to cause confusion in the mind of the consumer. This could include color, cover, packaging, and title.

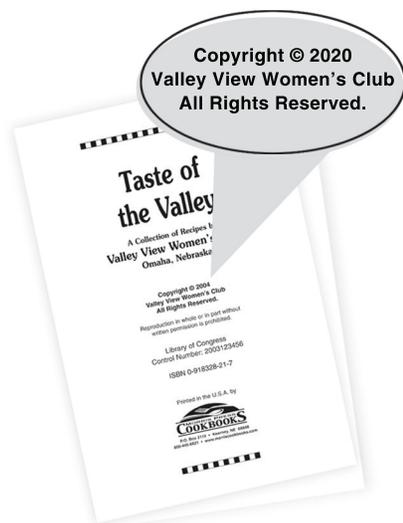
take note

Trademarked names such as *Killer Brownies*®, *Runza*®, *Derby Pie*®, and *Neiman Marcus*® Cookies cannot be used. You may check online at www.uspto.gov to see if a name or phrase is trademarked. If trademarked names are used for recipes, we reserve the right to change the name.

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500	\$85/order
1000	\$95/order
2000	\$115/order
3000	\$140/order
4000	\$165/order
5000	\$185/order

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title page

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Formal application is recommended because of the legal advantages in doing so:

- Registration provides a public record of the copyright claim.
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- A defendant cannot claim “innocent infringement” which is to claim that he or she did not realize the work was protected.

Creation of a work is the key to determining copyright protection, not *publication*. A work is automatically protected from the time it is created until the copyright expires.

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When a work is published, the copyright notice is printed on the title page, identifying the year of publication and the name of the copyright owner. You may use the word *copyright*, but the © symbol is necessary for international protection. This will inform the public that the cookbook is protected by copyright. Below is an example of how the copyright notice should be printed.

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Avoiding Copyright Infringement

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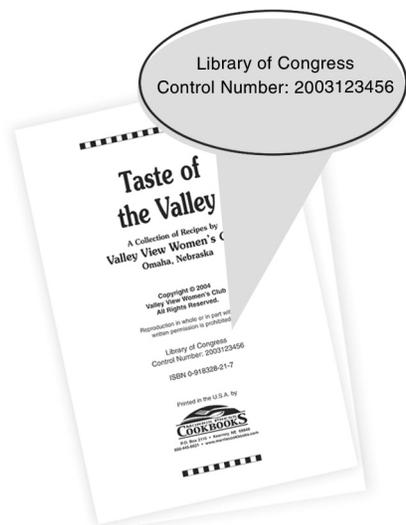
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take
note

Good web sites regarding copyright and trademark issues in the field of publishing are www.permissionsgroup.com and www.publaw.com.

To download copyright forms, go to www.copyright.gov.

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title page

Library of Congress Control Number

In 1901, the Library of Congress set up a unique numbering system to create a database of forthcoming publications. Many public and private libraries from all over the world are subscribers to the services of the Library of Congress. Certain types of books are required to include a Library of Congress Control Number (LCCN). However, if your book is not intended for library distribution or has fewer than 50 pages, it is not eligible for an LCCN.

The application for a Library of Congress Control Number must be submitted before the book is published. A number cannot be assigned to a book that has already been published. If your book will be produced both in soft and hardback cover but all text is identical, you only need one LCCN. The number must be printed on the title page preceded by the words *Library of Congress Control Number* in the following manner:

Library of Congress Control Number: 2004012345

How to Apply

There is no filing fee to receive an LCCN. An LCCN takes 1 to 2 weeks to obtain, so be sure to allow for this processing time before you send your cookbook materials to us. If you want to apply, you may do so online at <http://pcn.loc.gov/pcn/>. **Do not file under our name. Use your own name.**

If you file for a number, the Library of Congress will request that you send them a complimentary, non-returnable copy of the book upon publication. They will review the copy for the Library's collection. The cookbook is cataloged and becomes part of the catalog record, thereby enabling any librarian, researcher, or bibliographer to obtain the catalog record.

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