

## 616 TRADEMARK USED AS SUBJECT

### Field Definition

This field contains a trademark which is one of the subjects of the item, in access point form, with the optional addition of extra subject information.

### Occurrence

Optional. Repeatable.

### Indicators

Indicator 1: blank (not defined)

Indicator 2: blank (not defined)

### Subfields

\$a Entry element

The trademark name in access point form. Not repeatable

\$f Dates

The dates between which a particular trademark was in use, when they are required as part of the heading, for example, as qualifiers. Not repeatable.

\$c Qualification

Any addition to the name of the trademark added by the cataloguer, other than dates (EX 3, 4). Repeatable.

\$j Form subdivision

A term added to a subject heading to further specify the kind(s) or genre(s) of material. Agencies not using this subdivision should use \$x instead. Repeatable.

\$x Topical subdivision

A term added to a subject heading to further specify the topic the heading represents. Repeatable.

\$y Geographical subdivision

A term added to a subject heading to specify a place in relation to a trademark which the subject heading represents. Repeatable.

\$z Chronological subdivision

A term added to a subject heading to specify the period in time in relation to a trademark which the subject heading represents. Repeatable.

**\$2 System code**

An identification in coded form of the system from which the subject heading is derived. It is recommended that subfield \$2 always be present in each occurrence of the field. For a list of system codes, see Appendix G. Not repeatable.

**\$3 Authority Record Number**

The control number for the authority record for the heading. This subfield is for use with the *UNIMARC Manual – Authorities Format*. Not repeatable.

**Notes on Field Contents**

A trademark or mark is a distinctive word, phrase, logo, design, or any other device that can be represented graphically, used by a business or company to identify its products or services and distinguish them from the products and services made, sold or provided by others. Some examples are: *Levis* (trademark of Levi Strauss & Co.); *Pentium* (trademark of Intel Corporation), *Decca* (trademark of Decca Record Company).

Under the common term trademark other specific categories of marks such as service marks, trade dress, collective marks, etc., can be found.

The trade name of a business can function as a mark as well. For instance Sony Music Entertainment Inc. uses its trade name Sony Music as a trademark on its line of sound recordings.

As far as sound recordings are concerned, the trademark, commonly known as the "label", together with the label number uniquely identifies each commercial recording. (see field 071 Publisher's Number (Sound Recordings and Music))

**Related Fields**

071 PUBLISHER'S NUMBER (SOUND RECORDINGS AND MUSIC)

**Examples**

EX 1: 616 ##\$aKitekat\$2rameau

EX 2: 616 ##\$aErato\$cmarque phonographique\$xhistoire\$2rameau

EX 3: 616 ##\$aDanone\$cmarque\$2rameau

EX 4: 616 ##\$aMelodiâ\$cmarque russe\$2rameau

EX 5: 616 ##\$3031102476\$aLa Vache qui rit\$cmarque déposée\$2rameau