

716 TRADEMARK

Field Definition

This field contains the name of a trademark involved in the production of a work, in a form suitable for an access point.

Occurrence

Optional. Repeatable.

Indicators

Indicator 1: blank (not defined)

Indicator 2: blank (not defined)

Subfields

\$a Data element

The trademark name access point form. Not repeatable

\$f Dates

The dates between which a particular trademark is 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. Repeatable.

\$3 Authority Record Number

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

Note on Field Contents

Form of Name

The form of name which appears in the field is determined by the appropriate cataloguing rules and/or authorities used by the agency responsible for the preparation of the record.

Relator Code

The relator code \$4 is not necessary, the tag 716 being sufficient to express the relation of trademark.

Definition

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: *Levi's* (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 \$b PUBLISHER'S NUMBER (SOUND RECORDINGS AND MUSIC), Source (agency which assigned the number)

Examples

EX 1: 071 00\$a3984292582\$bErato
310 ##\$aErato 3984292582 (album)
716 ##\$3<authority record identifier>\$aErato

EX 2: 071 00\$aCOL6653152\$boîte\$bColumbia (marque américaine)\$dCB 608
716 ##\$3<authority record identifier>\$aColumbia\$cmarque américaine