

616 TRADEMARK USED AS SUBJECT [PROVISIONAL]

Field Definition and Scope

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

Subfields & Occurrence

Field/Subfield	Field/Subfield Name	Repeatability	Occurrence
616	SUBJECT CATEGORY [PROVISIONAL]	R	O
a	Entry Element	NR	O
f	Dates	NR	O
c	Qualification	R	O
j	Form Subdivision	R	O
x	Topical Subdivision	R	O
y	Geographical Subdivision	R	O
z	Chronological Subdivision	R	O
2	Source	NR	O
3	Authority Record Identifier or Standard Number	NR	O

Indicators

Indicator	Value	Description
1	#	blank (not defined)
2	#	blank (not defined)

Subfields Description

\$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 **access point**, 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 **access point** 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 **access point** to further specify the topic the access point represents. Repeatable.

\$y Geographical Subdivision

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

\$z Chronological Subdivision

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

\$2 Source

An identification in coded form of the system from which the subject access point is derived. It is recommended that subfield \$2 always be present in each occurrence of the field. For a list of subject sources, see [Appendix A](#). Not repeatable.

\$3 Authority Record Identifier or Standard Number

The identifier for the authority record for the access point. This subfield is for use with UNIMARC/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: *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 PUBLISHER’S NUMBER	This field contains a publisher’s number not governed by an international standard. These are generally used for sound recordings, publications of music, video recordings and electronic resources.
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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

History

2002	New field.
2024	Text edit.