

Rights, Copyrights, **ISBN's and** Barcodes



BY ROSE MARIE KERN 7/12/24

ISBN

International Standard Book Number

- The International Standard Book Number (ISBN) is a numeric commercial book identifier which is intended to be unique. This keeps booksellers, libraries and others from confusing books which may have the same title.
- An ISBN is assigned to each separate edition and variation (except reprintings) of a publication. For example, an e-book, a paperback, an audiobook and a hardcover edition of the same book may each have a different ISBN.

What is an ISBN really?

An ISBN is a number that identifies your book to merchants.

A company that manufactures Yellow Widgets wholesales them to many different retail outlets – each retail outlet puts their own price sticker on the widget.

An ISBN is a number that simply identifies your book like a price tag. When do you need more than one ISBN per book?

Each ISBN is unique and only refers to ONE specific version of your book and ONE specific publisher of the book.

The hardback, paperback, audiobooks, and ebooks of one manuscript would all require different ISBN's

If it was originally printed by a traditional publisher but you now want to self-publish, or switch to a different publisher you need a new ISBN.

Why do I need an ISBN?

•An ISBN improves the likelihood your book will be found and purchased

•An ISBN enables more efficient marketing and distribution of your title

•Most retailers require ISBNs

•Correct use of the ISBN allows different product forms and editions of a book, printed or digital, to be differentiated clearly, ensuring that customers receive the version they require

•The ISBN conveys no legal or copyright protection, however, the use of ISBNs for publications is prescribed by law in some countries

•In some countries a book will be charged higher tax if it does not have an ISBN.

ISBN's relationship to Barcodes

The Barcode is simply the "price sticker" containing the ISBN code and publisher information which is needed for retail outlets to track sales.

Barcodes may show the price but they don't have to. This gives authors more flexibility.



Barcodes are purchased at the same time you purchase an ISBN so they are linked.

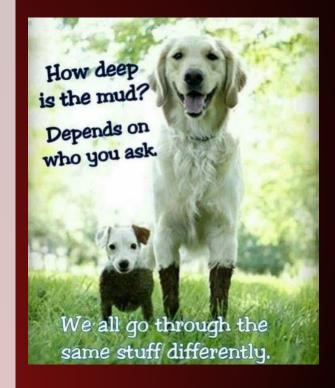
Where do I get an ISBN/Barcode?

If your book is being traditionally published, the company you use will purchase and attach the ISBN to your book – this allows them to keep track of sales and ensures that all copies of the book are purchased through them.

If you choose to self publish you can buy an ISBN directly from Bowker (see next slide)

Some self-publish assist companies like Ingram Spark will buy ISBNs/Barcodes in bulk and the author then purchases from them.

KDP Amazon provides ISBNs/Barcodes free to authors – but they are not valid outside of online sales through Amazon – you need your own if you plan to allow retail outlet sales.



Where do ISBN's and Barcodes originate?

Every country in the world has ONE company which is authorized to issue ISBN codes. In the United States this company is BOWKER.

www.bowker.com



The United States ISBN Agency assigns ISBNs with the Prefixes 979 and 978

What does this mean for publishers, libraries and retailers? As of January 2007, the 13-digit ISBN launched to increase the capacity of the ISBN system. 13-digit ISBNs are assigned by the U.S. ISBN Agency

Currently, the U.S. ISBN Agency assigns ISBNs starting with either 978-0 or 978-1. The 0 and 1 indicate assignment by an ISBN Agency in an English-speaking region. The 979 assignments will start with 979-8.

The 8 is unique to the United States. Of course, as with the 978-0 and 978-1, an ISBN starting with 979-8 will allow U.S. publishers and self-publishers to market their books anywhere in the world

ISBN Information

•An ISBN ensures your book's information will be stored in the national BOWKER's <u>Books In Print</u> database

•Books In Print is consulted by publishers, retailers and libraries around world when searching for title information

<u>Books In Print®</u> is the **leading bibliographic database** for publishers, retailers and libraries around the world. From the enriched metadata that is supplied by publishers, Books In Print provides a valuable resource for retailers in the process of making smart purchasing decisions.

Don't Be Fooled!

A lot of services buy bulk ISBN's from Bowker then use clever weblinks to give you the idea that they are the place to get one – then in passing it to you they make it more expensive.

ISBNs and Barcodes can be purchased by individuals in bulk if they plan on using them for several different books.

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Bowker Provides Tools to Make Books Easier to Find and Purchase



For Authors

Learn More

Whether you're a first-time author, or a veteran novelist, Bowker is here to help you plan, publish and promote your book. Bowker makes your book easier to discover, evaluate, order, and experience. From initial planning through publication and beyond, Bowker offers information, guidance, and tools to help you achieve your publishing goals. Connect to your audience, enhance your publication's visibility and discoverability, and ultimately boost sales with Bowker.



For Publishers

Bowker supports the needs of all publishers, big or small. Whether you're a self-publishing author or general trade publisher maintaining a backlist of thousands, Bowker offers critical resources to satisfy your needs, including ISBNs, barcodes, and business intelligence.

Learn More



For Retailers

Learn More

Bowker provides publishing services for many business types. From chain, to independent and college retail bookstores, to online retailers, distributors and consultants for other businesses, Bowker offers publishing solutions. Get started with Data Licensing, Publishing Stats, Books In Print and more, today.

Bowker prices for ISBN's



]	ISBN	\$125.00	
10	ISBN's	\$295.00	(\$29.50 each)
100	ISBN's	\$575.00	(\$5.75 each)
1000	ISBN's	\$1,500.00	(\$ 1.50 each)



What is a UPC / EAN Code?

UPC stands for Universal Product Code which is a specific 12-digit barcode allowing retailers to manage sales and inventory of a product.

UPC Codes are required for all general use products in the USA and Canada. EAN Codes are a 13digit barcode that is valid in all countries. EAN stands for european article number.

A barcode is a method of representing data in a visual, machine-readable form. These barcodes, now commonly referred to as linear or one-dimensional, can be scanned by special optical scanners, called barcode readers.

Why do I need barcodes?

Most books or products that are to be sold in a retail outlet or through an online distributor needs a barcode to easily identify the product to the company's scanners.

The trick is to make sure that your barcode is linked to the ISBN of your book ensuring instant identification.

Most publishers buy the ISBN's and Barcodes together to keep the cost down.

Barcodes can be purchased from Bowker along with your ISBN.

Let's Talk Rights

First Rights/Second Rights Serial Rights Reprint Rights All Rights

COPYRIGHTS

FIRST RIGHTS SECOND RIGHTS SERIAL RIGHTS REPRINT RIGHTS

These terms usually apply to short stories, magazine/news articles, poems or other short literary items.

*Most of these are not registered with the Library of Congress.

What are first North American serial rights?

First North American Serial Rights (First Rights) means that the magazine or book publisher has the legal right to publish the piece first in North American markets.

First Serial Rights work similarly, there is just no geographical limits.

First Rights vs Second Rights

Because most publishers want First Serial Rights, they expect you to have never published that work before.

A publisher normally pays for First Rights and may stipulate that the same story/poem/article cannot be sold to another entity for a period of time thereafter, usually between 6 months and a year.

Second Rights refers to the resale or free distribution of the article after the First publication. It can be sold or given away to multiple entities.

Example: I sell an article on Air Traffic Control to a national magazine and agree not to give it to anyone else for six months. After that time I can sell it or give it free to other magazines or newsletters, or publish it in a book.

NOTE: Just because you sell First Rights to one article/story/poem on a certain topic to a magazine does not keep you from writing/selling other articles about the same topic. Reprint Rights mean that your work has been published previously; the publisher is acknowledging that, and they are asking for the right to reprint your work.

What does *publication* mean? For some journals it means any publication (including a personal blog or Facebook page), while for others it means just that you affirm that your work has never been published before in any printed form.

Giving up ALL Rights

A license of All Rights is exactly that; the author is giving up all rights he or she owns in the work. The publisher may publish the work in any format -- print, film, electronic formats such as CD ROMs, and on the Internet without providing additional payment to the author. The author retains the right to state that he or she authored the work, but loses all the other rights to the work, including the right to publish, market or distribute the work, to create derivative works, or to perform the work. This is standard when working with Traditional Publishing Houses and many Independent Publishers.

Copyright

A form of intellectual property law which protects original works of authorship including literary, dramatic, musical, and artistic works, such as **poetry, novels, movies, songs, computer software, and architecture.**

Copyright - Simply means you made and now you own it.

Your book is copyrighted the moment you put the words on paper which means it is protected upon creation of the work in virtually all countries, automatically. If you plan to register the copyright in a written work, you have to do that through the U.S. Copyright Office, at copyright.gov.

- In the U.S., if you register your work and someone plagiarizes it, you are entitled to recover statutory damages without proving actual damages, and also recover attorneys' fees if you successfully litigate your copyright infringement claim.
- A Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself.

Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself.



Example: If you write a story about a flying elephant that lives on a spaceship, the copyright covers that particular story about that particular flying elephant – it does not mean that other people cannot write about flying elephants.

What is a Legal Copyright?

Your work is acknowledged to be your work from the time you set pen to paper or snap the picture – that is what copyright means.

Registering a copyright ensures that if someone else steals your work, you can prove that you thought it up and set it on paper before the other entity did.

Are you required to record a copyright with the Library of Congress?

- NO. Most literary works do not need to be legally copyrighted. The work is considered to be the property of whoever can prove that the work belongs to them first.
- Simple methods of proving you own the work.
 - You can show that you published it first.
 - Register it with the Writers Guild of America. Writers Guild of America West (wga.org)
 - Postal copyright You put it into an envelope, mail it to yourself and store the unopened envelope – the cancellation date proves your ownership in a legal trial.

Do I have to legally copyright everything I write?

No. Many people do not bother to legally copyright every short story, poem, magazine article they write because of the expense.

Most people will copyright their **books or screenplays** if the information contained within is likely to tempt someone else to steal it.

This especially pertains to non-fiction research or technical materials and fiction that is written by really popular authors.

Literary Works

A literary work is a work that explains, describes, or narrates a particular subject, theme, or idea through the use of narrative, descriptive, or explanatory text, rather than dialog or dramatic action. Generally, literary works are intended to be read; they are not intended to be performed before an audience.

Works Commonly	Registered In This Cate	gory
Abridgements	Advertisements (printed text)	Advertising / Marketing Materials (printed text)
Anthologies	Articles	Autobiography /Memoirs
Blogs	Board Games (text)	Book (Fiction / Non-Fiction)
Catalogs (textual aspects)	Cookbooks	Craft Books
Dictionaries	Dissertations	Directories
Educational Workbooks	Fiction	Genealogies
Historical Works	How-To Books	Instructions
Interviews	Magazines	Manuscripts
Medical & Legal Publications	Newsletters	Newspapers
Periodicals	Poems	Reference Works
Research Papers	Serials	Short Stories
Tests	Text Only	Text w/Artwork included
Textbooks	Translations	User Manuals

Library of Congress cost to Copyright

Registration Registration of a claim in an original work of authorship Electronic filing: Single author, same claimant, one work, not for hire \$45 All other filings \$65 Paper Filing (Forms PA, SR, TX, VA, SE) \$125 Registration of a claim in a group of unpublished \$85 works Registration of a claim in a group of published \$55 photographs or a claim in a group of unpublished photographs Registration of a claim in a group of works \$65 published on an album of music Registration of a claim in a group of serials (per issue, minimum two issues) Electronic filing \$35 Paper filing \$70

Registering your work with the Library of Congress is voluntary and not a requirement.

Advantages of doing so:

- Legal evidence: This is the biggest and most significant benefit of getting a copyright registration done. With a copyright in place, your work is legally denoted to be yours. This keeps it safe. Knowing it is part of the National Archives
- Public notice: When you copyright your work, it is documented in your name. Not only does this protect your work, it also gives you the ownership and spreads your name more freely in the public domain.
- Seeking damages: Not only is plagiarism a threat to the economic health of your business, it is also a treat to your status and standing. So, if due to any unfortunate event you do end up in a copyright infringement tangle, you can seek damages from the perpetrators.
- Locking it up: By copyrighting even a small item, you will make it inaccessible to your competitors.

How publishing your work interacts with your copyright :

"When I submit my work to a publisher do I get to keep my copyright?"

That it is the big question on most new authors' minds. No publisher can ever take your copyright away without you signing a contract specifying that they are now the "owners" of your copyright.

Once you sign that contract, if in the future you want to take back your rights to a book, then you may have to pay for them to be returned.

What kinds of Books really should be copyrighted with the LOC?

Proprietary Research

Instructional Manuals

Very popular characters/novels by well known authors

Anything containing new/unique information

Historical texts with photographs

Any book that YOU want to have on file in the National Library of Congress!

Why is copyrighting with the Library of Congress good?

- 1. If there is a dispute as to who wrote/created something, this is the most legally respected method of proving it.
- 2. It legally prevents others from appropriating the work without permission.
- 3. You can begin the process before the book is completed to block others from stealing your ideas.

At What Point Should You legally Copyright?

You can request an LOC copyright up to a month before it is published or anytime after it is published.

You have one month to mail a finished printed copy or email a .pdf of the work to the Library of Congress

You can email the .pdf without the cover – just the work itself

Is the name/title of a book protected by copyright?

No. Names/Titles are not protected by copyright law.

Some names may be protected under trademark law. Contact the U.S. Patent & Trademark Office.

Why send a book in .pdf form without the cover to the Library of Congress?

This means that you don't have to acknowledge or include reviews/comments/artwork of anyone who adds to the cover in the copyright.

The Manuscript is what is important.

"I have written a series of books which I have never had copyrighted...can I pay one price and copyright them all at once?"

> NO. You used to be able to do this, but the rules have changed. Now each book must be done and paid for separately.

If I send in a registration is the copyright automatically approved?

NO. The Library of Congress staff will scan key elements of the book to see if it infringes on another person's work.

They will also check to see if someone in the book is quoted without being acknowledged as a contributor. How long will my copyright be good for?

In the US and throughout most of the world, the default length of copyright is the life of the author plus 70 years.

Be sure to name an heir to your copyrights in your will.

Should I re-copyright a book that I have updated?

Not unless there are major changes.

You can send in a manuscript then do some final edits and proofreading without having to copyright it all over again. Can I register a work that has been previously copyrighted?

If you are trying to copyright something you wrote while working for a company, or with someone else it may not be approved.

This includes if you previously registered it to your own company.

eco.copyright.gov

Copyright United States Copyright Office Electronic Copyright Office (eCO)

United States Copyright Office Library of Congress

Library of Congress Copyright website





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Password requirements:



1. Minimum password length must be eight characters and consist of at least two alphabetic characters and two non-alphabetic characters (numbers or special characters but NOT an ampersand - &).

2. A password cannot contain three of the same character.

3. A password must not be any of the 11 most recently used passwords for the account.

4. An account owner can change his or her password at any time, but at a maximum of once per day.

<< Back || || Start Registration ||

The Standard Application may be used to register most works, including an original work, a derivative work, a collective work, or a compilation.

If the Copyright Office determines that your work cannot be registered with the Standard Application, your claim may be refused, or there may be delays in the examination of your claim that could require the payment of an additional fee and a later effective date of registration for your claim.

Exceptions

This application *may not* be used to register the works listed below. To register these types of works, please return to the "Home" screen and use one of the "Other Registration Options" listed on that screen.

- A group of unpublished works
- A group of photographs
- A group of serials, newspapers, or newsletters
- A group of contributions published in a periodical

Likewise, this application may not be used to register the works listed below. To register these types of works, you must complete a paper application.

- · A registration for a group of updates to a non-photographic database
- A renewal registration
- · Foreign works that have been restored to copyright protection
- Mask works and vessel designs

This application *may not* be used to correct an error in an existing registration, or to amplify the information given in an existing registration. For this type of request, please return to the "Home" screen and select the option for "Correct or Amplify an Existing Registration".

To Complete the Application for Registration you must:

- 1) Provide all required information on the application form
- 2) Pay the required fee
- 3) Upload or mail-in a copy of your work

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Other Services Note: Substantial Fees Required Preregistration of Certain Types of Work		CSDTech@copyright.gov. NOTE: You may not use the Standard Application to register a "collection" of unpublished works. You may register up to 10 unpublished works with the new application for a "Group of Unpublished Works." A different limit applies when registering a group of photographs or when registering a sound recording and the work embodied in that recording. <u>Read more</u> .	
Miscellaneous Use an Existing Template Organization/Deposit Account		The eCO Registration System will be offline every weekend from 10:00 PM Saturday until 6:00 AM Sunday (Eastern Time) for scheduled maintenance.	
Additional Copyright Services		For electronic Copyright Office (eCO) system availability and updates, go to www.copyright.gov, click on {Subscribe} at the bottom of the page, create an account , then choose Copyright eService Maintenance and Updates.	
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- Search Online Records

eCO Navigation Tips

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You are not done with application until all elements on the checklist are marked and payment made.

Clicking on each element hyperlinks you to that page.



Case #: 1-7716094833 Application Format: Standard

Title

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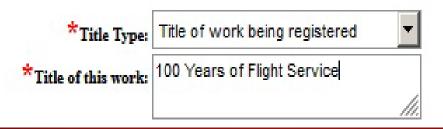
Give only one Title and Title Type at a time on this screen; then click "Save".

Step 1: Click on "Title Type" to determine the type of title.

Step 2: Select the Title Type. You must select "Title of Work Being Registered" at least once.

Step 3: Enter the title from the work that corresponds to the Title Type you selected.

Step 4: When you have finished adding all titles, Click "Save" to save the title.



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Save For Later

Name the author(s) of the work being registered, and give the requested information. Generally, the application should name <u>all</u> the authors of the authorship being registered.

Click "New" to add an author, or, if you are an author and your name appears in the User Profile for this account, click "Add Me".

After you enter the author information, click "Save". Repeat this process for each additional author.

||New *****||

To <u>edit</u> or <u>delete</u> an author, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Claimants" screen.

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For Anthologies or if anyone is quoted in the book, their name must appear here.

Authors << Back || Continue >> Save For Later Name the author(s) of the work being registered, and give the requested information. Generally, the application should name all the authors of the authorship being registered. Click "New" to add an author, or, if you are an author and your name appears in the User Profile for this account, click "Add Me". After you enter the author information, click "Save". Repeat this process for each additional author. Add Me New ★ To edit or delete an author, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Claimants" screen.

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Limitation of Claim



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Complete this screen to <u>limit your claim</u> if this work contains or is based on previously registered material, previously published material, material in the public domain or material not owned by this claimant. The purpose of this section is to exclude such material from the claim and identify the new material upon which the present claim is based.

If your work does not contain any preexisting material, click "Continue" to proceed to the Rights and Permissions screen.



Correspondent

<< Back 🛛 🖉 Continue >>)

||Add Me|| || Save For Later ||

This is the person the Copyright Office will contact if it has questions about this application.

Completion of the name, email address and correspondence address is mandatory.

	Individual:		Organization:
*First Name:	Rose	Organization Name:	
Middle Name:	Marie		
*Last Name:	Kern		
*Email:	author@rosemariekern.com	*Address 1:	1655 Flora Vista Dr. SW
Phone:	(505) 417-6790	Address 2:	
Alternate Phone:		*City:	Albuquerque
Fax:		State:	NM
		Postal Code:	87105
		Country:	United States



Special Handling (Optional)

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<u>Special handling</u> is expedited service that is available only to filers who satisfy one or more of the compelling reasons below. Special handling also carries a significant <u>surcharge fee.</u> If you do not qualify for special handling service, please click the Continue button without completing this screen.

Note: The significant special handling surcharge fee is non-refundable. Please click here to review the current fee.



Special Handling (The information requested below is required for Special Handling claims)

Compelling Reason(s) (At least one must be selected)

Pending or prospective litigation

Customs matters

<u>Special handling</u> is expedited service that is available only to filers who satisfy one or more of the compelling reasons below. Special handling also carries a significant <u>surcharge fee.</u> If you do not qualify for special handling service, please click the Continue button without completing this screen.

Note: The significant special handling surcharge fee is non-refundable. Please click here to review the current fee.

Contract or publishing deadlines that necessitate the expedited issuance of a certificate

I certify that I am the author, copyright claimant of exclusive rights, or the authorized agent of the author, copyright claimant of exclusive rights of this work.

Explanation for Special Handling:

This is the place to give any comments/instructions regarding special handling specific to this claim.

Certification

4

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The Application must be certified by the author, copyright claimant, or owner of exclusive right(s), or by the authorized agent of any of the preceding.

17 USC 506(e): Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided by section 409, or in any written statement filed with the application, shall be fined not more than \$2500.

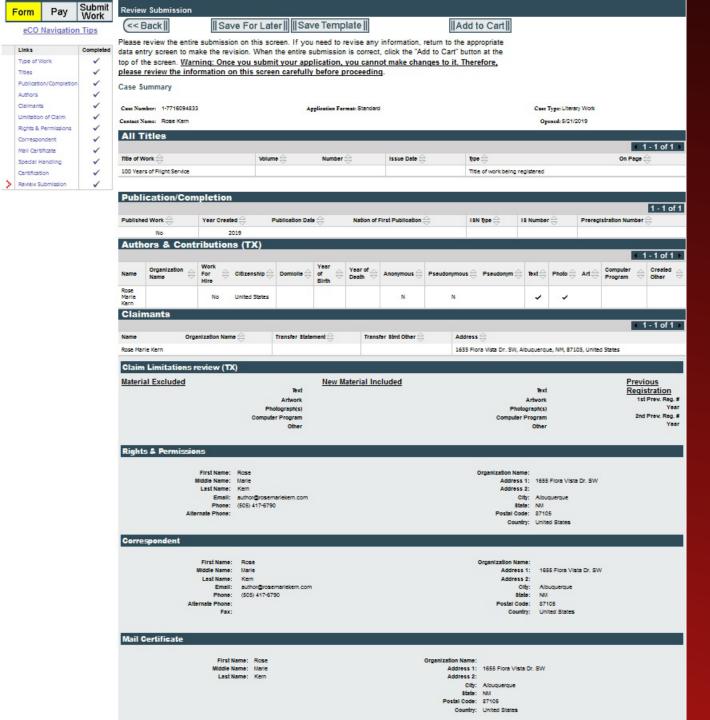
"I certify that I am the author, copyright claimant, or owner of exclusive rights, or the authorized agent of the author, copyright claimant, or owner of exclusive rights of this work and that the information given in this application is correct to the best of my knowledge.

* Name of certifying individual: Rose Marie Kern

Applicant's Internal Tracking Number (Optional):

Note to Copyright Office (Optional):

This is the place to give any comments specific to this claim, the application, or the deposit copy, if necessary.



Review Submission

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Add to Cart

Please review the entire submission on this screen. If you need to revise any information, return to the appropriate data entry screen to make the revision. When the entire submission is correct, click the "Add to Cart" button at the top of the screen. <u>Warning: Once you submit your application, you cannot make changes to it. Therefore, please review the information on this screen carefully before proceeding.</u>

Case Summary

Copyright United States Copyright Office

Form Pay Submit	My Cart			
		Add More Services		Checkout
	Your Contact Inform	ation		
Filing fees and	Name:	Rose Kern	Address:	1655 Flora Vista Dr. SW
some service fees	Organization Name:		City:	Albuquerque
are non-refundable	Email Address:	author@rosemariekern.com	State:	NM
are non-totalidable	Phone #:	(505) 417-6790	Postal Code:	87105
	Alternate Phone #:		Country:	United States

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My Cart			
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Your Contact Information			
Name:	Rose Kern		1655 Flora Vista Dr. SW
Organization Name:		City:	Albuquerque
Email Address:	author@rosemariekern.com	State:	NM
Phone #:	(505) 417-6790	Postal Code:	87105
Alternate Phone #:		Country:	United States
Cases in Cart			

	Case # ⇔	Status 🚔	$\mathbf{Opened} \underset{\bigtriangledown}{\overset{\bigtriangleup}{\Rightarrow}}$	Title ⇔	$\mathbf{Volume} \stackrel{\bigtriangleup}{\bigtriangledown}$	Number $\stackrel{\bigtriangleup}{\bigtriangledown}$	lssue △ Date ▽	Type of Case $\stackrel{\bigtriangleup}{\bigtriangledown}$	Fee Due
	1-7716094833	In-Cart	5/21/2019	100 Years of Flight Service				Literary Work	55.00
Total Due:									\$55.00

the United States Code authorize the Copyright Office to collect the personally identifying information requested on this form in order to process the application for copyright registration. By providing this information you are agreeing to routine uses of the

My Cart

Notice: You are now leaving eCO - the electronic Copyright Office site, and entering pay.gov, a U.S Treasury site, where you can submit your payment information. The Copyright Office does not receive or hold any credit card or bank account information submitted to pay.gov. Upon completion of your payment, you will be returned to eCO. Filing fees are not refundable.

Do you wish to proceed?





This transfers you to a totally different site to pay for the Copyright.

Step 1: Enter Payment Informa Pay Via Bank Account (ACH) About	
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Copyright eService Maintenance and Updates: Video Tutorials Available for eCO Users

05/13/2019



Video Tutorials Available for eCO Users

The Copyright Office has produced tutorial videos for eCO users and posted these tutorials on copyright.gov. The latest video provides an overview for owners of unpublished works registering their copyright claims using eCO, the Copyright Office's online portal for registering works. The procedure for Group Registration of Unpublished Works took effect March 15, replacing the Unpublished Collections registration procedure. The new procedure helps authors create a detailed public record of registrations of their unpublished works, which can be registered ten at a time.

Once you are registered with the Library of Congress, they will send information and updates related to copyrights on a regular basis.

Alternate method of proving your copyright.

Writers Guild of America West.

WGA is important for scripts but book writers who think their book would make a great screenplay and want to protect their creative work can make an outline or synopsis or treatment and register that. Info below. When you register your script prior to submitting it to contests, agents, managers, or producers, you document your authorship on a given date should there be unauthorized usage.

Writers Guild of America West (wga.org)

<u>Registering your work with the WGAW Registry documents the claim of authorship of a written work and does NOT take</u> the place of registering with the Library of Congress, U.S. Copyright Office which primarily documents the ownership or *rights* of written work.

More Information can be found at:

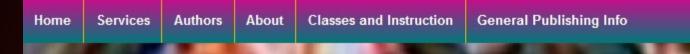
https://eco.copyright.gov

https://revisionlegal.com/copyrights/registration-denial

https://www.newmediarights.org/business_models/artist/what_ copyright_law_who_created_it_and_why_do_people_think_we _need_it

Assisting and Empowering Self-Published Authors





A pdf of this presentation by Rose Marie Kern Is available on her website:

www.rmkpublications.com

