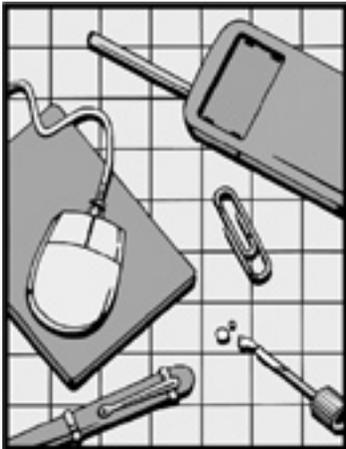


Life

TOOL TIME

Number 14

Tips, tools, and timely tidbits to make your publishing job easier



The Wrongs of Rights

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**(What does this mean?
What value does it have?
Am I really protected by
copyright law?)**



Copyright

The area of copyrights is confusing to many people, and as a result there are several misconceptions. Let's take a look at two of the most common areas of misunderstandings.

The first misconception is related to the Bible and Christian literature. Some may think: *The Bible is the Word of God. It belongs to God. Therefore, no one can own it, and I, as a servant of God, have the right to use it as I want.*

Yes, the Bible is the Word of God. However, the preparation and translation of the biblical text for any language other than the original can be and generally is owned by someone or some organization.

The typesetting for the translation is also private property. Most owners strongly protect their investment in the time and effort it took to prepare their product and make it a sellable commodity. This is true of Bibles and most other Christian literature. The copyright holder may have invested thousands

of dollars into creating a sellable product, and both U.S. and international copyright laws afford them legal protection for their investment.

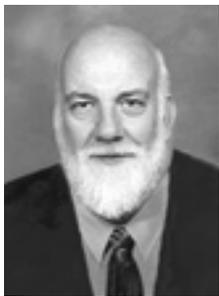
One of the services of Life Publishers is to negotiate copyright contracts which give the purchaser legal permission to use copyrighted materials. Because LIFE has an established reputation and nearly 60 years of working experience in the U.S., we can often get legal permissions to use protected materials when copyright owners may be unwilling to work with unknown groups, individuals and foreign entities. We can then co-publish these titles with our ministry partners and other missions-related entities.

The second area of misunderstanding is related to the copyright process. Some may think: *If I place a copyright mark, ©, at the front of a book, it is then copyrighted. There is nothing else I need to do to protect my product.*

If you place a copyright mark on a book or any other product, it is simply a declaration that you are saying it is yours. You are claiming ownership. That is like placing a set of license plates on a car you claim to be yours. However, that ownership is not officially recognized by the government until you have completed all of the necessary legal forms and processes and paid the required fees.

There are actually three separate processes in "legalizing" a book. Copyright registration is the most common. To copyright a book, you may use either a service company that will process the forms for you or you can do it yourself. Copyright forms are available online at <http://www.loc.gov/copyright/forms>.

Once you obtain the forms, the process is actually quite straightforward. The Library of Congress is the U.S. entity



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responsible for providing U.S. copyrights. (Check with your national library for your specific country's process.) You must complete the proper form(s), send in the required fee(s) and enclose sample copies of the book being processed. In the legal sense, a completed copyright process is the most important thing you can do to protect the owner's rights.

The second process frequently required in legalizing a book is the acquisition of an ISBN number. This number generally is only used on books sold commercially. ISBN stands for International Standard Book Number. Over the last 30 years, ISBN has gradually become the universally accepted standard for identifying a specific book. This number code system is now used by 159 countries and territories. An international organization coordinates the system, and the U.S. representative for them is the R. R. Bowker Company with headquarters in New Providence, New Jersey.

Copyrights are assigned to a specific book which is in effect a set of contents. ISBN numbers are given to specific editions, formats, presentations, bindings and typesettings of that book. It is possible to have the same content, but with a different presentation. Please note the distinction here. Copyright refers to content and ISBN numbers refer to a specific presentation of a product.

For example, a **black-bonded leather** *Life in the Spirit Study Bible* would carry the same copyright but a different ISBN number than a **navy-bonded leather** *Life in the Spirit Study Bible*. A **hard-cover** *Life in the Spirit Study Bible* would carry still another ISBN, but have the same copyright. As long as there is no actual change in content, a copyright still applies. However,

if there are any distinctive changes, corrections, additions or updates, then a new copyright process must be completed in order to have a valid copyright on the new set of contents.

Although an ISBN number can be used by itself as an individual identifying mark, it is generally used in conjunction with a bar code. Books use a very specific system or format of bar coding known as Bookland EAN-13. When a bar code is scanned at the time of sale, it refers to one (and only one) specific book presentation.

That bar coded ISBN number is then linked to a database that provides a price and descriptive details. Newer inventory control software may also reduce inventory, place a reorder for a new copy or provide sales trends and data.

The ISBN number controls much of today's commercial flow of books. Many of the larger booksellers will not even consider selling a title unless it has an ISBN number and is properly bar coded. Everything the bookseller does is triggered by the ISBN number. In the commercial sense, the ISBN number and its bar code are the most important things to the bookseller.

The third process in legalizing a book, that is gradually falling into disuse, is the Library of Congress classification number system. You can send in copies of your work and request that the Library of Congress assign an official catalog number to it. Many libraries now prefer to use the Dewey Decimal System, other systems or simply assign a number built on a variation of one of these systems. LIFE does not use this form of identification and therefore we do not process requests for these numbers.

If you have any questions about copyrights or ISBN numbers, please contact:

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PDF & U

In the last issue of Tool Time, we talked about using PDF files. Since then one of our AGWM missionaries has told me of a site where you can download FREEware software that makes excellent PDFs.

Here is the Web site address where you can download the program called CutePDF:
<http://www.tucows.com/preview/317507.html>

The program worked well with the missionary's MS Publisher, and Life Publishers had no problem running a full-color newsletter for the missionary from the PDF file.

Let us know if we can be of service in this or any other area of your publishing needs.

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This newsletter is dedicated to providing you, our partners in God's work, with tools and information that will make your work easier. If you would like to see specific topics featured or would like to contribute an article, please contact us via e-mail at info@lifepublishers.org and mark the "subject" as "Newsletter." Mailing address: 1400 N. Campbell, Springfield, MO 65802-1818.