

216 AUTHORIZED ACCESS POINT – TRADEMARK

Field Definition and Scope

Preferred form of a trademark name.

It is formulated in accordance with the cataloguing rules or subject system in use by the agency which created it.

The subfield forming the base access point that identifies the trademark name is \$a. Qualifying data are recorded in \$c and \$f.

Field is repeatable for alternative script forms.

Subfields & Occurrence

Field/Subfield	Field/Subfield Name	Repeatability	Occurrence
216	AUTHORIZED ACCESS POINT – TRADEMARK	R	O
a	Data Element	NR	MA
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
7	Script of Cataloguing and Script of the Base Access Point	NR	O
8	Language of Cataloguing and Language of the Base Access Point	NR	O

Indicators

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

Subfields Description

\$a Data Element

Name of the trademark in access point form.

This subfield must be present if the field is present. Not repeatable.

\$f Dates

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

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

Term added to a subject access point to further specify the topic the access point represents.

Repeatable.

\$y Geographical Subdivision

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

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.

\$7 Script of Cataloguing and Script of the Base Access Point

See specification of [Control Subfield 7](#). Not repeatable.

\$8 Language of Cataloguing and Language of the Base Access Point

See specification of [Control Subfield 8](#). 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 (see 516).

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 UNIMARC/Bibliographic format, field 071).

Related Fields

416 VARIANT ACCESS POINT – TRADEMARK
510 RELATED ACCESS POINT – CORPORATE BODY NAME
516 RELATED ACCESS POINT – TRADEMARK
716 AUTHORIZED ACCESS POINT IN OTHER LANGUAGE AND/OR SCRIPT – TRADEMARK

Examples

EX 1
216 ##\$aKitekat
EX 2

216 ##\$aErato\$cmarque phonographique
EX 3
216 ##\$aDanone\$cmarque
EX 4
216 ##\$7ba0yba0a\$8frerus\$aMelodiâ\$cmarque russe
216 ##\$7ba0yca0y\$8frerus\$aМелодия
416 ##\$7ba0yba0e\$8frerus\$aMelodiya
The first field 216 contains the transliterated form using the ISO transliteration scheme. The qualifier is necessary to distinguish the name of the Russian trademark from an otherwise identical New-Caledonian trademark. The second field 216 contains the Cyrillic. The variant form, in 416, appears on the products edited in France and follows no identified transliteration table.

History

2001	New field.
2009	New paragraphs: Notes on Field Contents, Subfields forming the base access point.