

## New Trademark Series Introduced

The first booklet "Coats of Arms of the Business World," a new series on trademarks, entitled *The Trademark, The Maker's Monogram*, directed to young people, has been distributed by The Patent, Trademark, and Copyright Foundation as part of its educational program. The Foundation is making a special effort to reach the youth of today to help prepare them to accept the future responsibilities of citizenship. Both interesting and informative, "Coats of Arms of the Business World" is a

general introduction to trademarks. Trademarks are defined, and differentiated from trade names and then historically traced from their first use by the ancient Chinese to the present day.

Other booklets in this series will deal with such topics as the registration, protection and utilization of trademarks.

Priced at 15¢ per copy, these booklets are also available in bulk. Bulk purchases under 5,000 are 10¢ per copy; up to 10,000, 8¢ per copy; over 10,000, 6¢ per copy.

## Guide to Research On EEC Issued

A research guide to the reports of The Patent, Trademark, and Copyright Foundation on the European Common Market, that have been published in the *Journal* has been distributed as a flyer in the series entitled, *What Do You Know About...?*

The guides are issued to executives and professional people, as well as to Foundation members, as an easy reference aid to patent and related information in *The Patent, Trademark, and Copyright Journal of Research and Education*.

## New Digest Distributed

A *Digest* on "The Growing International Role of Patents and Trademarks" has been distributed by the Foundation. This *Digest*, the sixth, is a summary of Foundation research on the European Common Market, including anti-trust regulations and trends in Common Market licensing, and on

the recent research on industrial property in Latin America. It also includes information on the first modern common market, i.e., the British Commonwealth.

The *Digest* is a non-technical summary of the results of the Foundation's research, and includes news of its educational ac-

tivities, for use by executives, government officials, educators and laymen generally, as well as to those with a professional interest in the patent and related fields. Previous *Digests* have been on "Business and Government Use the Foundation's Research," "Compulsory Patent Licensing and its Effects," "Patents in Federal Research and Development Contracts," "Our Intangible Exports Through Foreign Licenses," and "How American Patents Are Used." Copies are available upon request.

