



Intellectual Property for Rights Owners

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Note: The following information does not contain legal advice. You should consult a lawyer if you have specific questions about your IP rights or the IP rights of others (please note this sheet is for educational purposes only.)

AfricanBooks.com is dedicated to ensuring the Intellectual Property (IP) Rights of Right Owner's. On AfricanBooks.com, our main products are eBooks and audiobooks. As such, this document will mainly discuss trademarks and copyrights rather than patents or other intellectual content.

A. Trademark

A trademark is a word, symbol, or design (such as a stylized brand name or logo) that a company uses to identify its goods or services and to distinguish them from other companies' goods and services. Generally, trademark laws exist to prevent customer confusion about the source of goods or services.

A trademark owner usually protects a trademark by registering it with a country-specific trademark office (such as the United States Patent and Trademark Office). In some cases, a person or company might have trademark rights based on only the use of a mark in commerce, even though the mark was never registered with a country-specific trademark office. Those rights are known as "common law" trademark rights and can be more limited.

B. Copyright

A copyright protects original works of authorship, such as videos, movies, songs, books, musicals, video games, paintings, etc. Generally, copyright law is meant to incentivize the creation of original works of authorship for the benefit of the public. To receive copyright protection, a work of authorship must be created by an author, and must have some amount

of creativity. If someone is the author of an original work, then they typically own the copyright in that work.

In some countries, a copyright owner can protect its copyrighted material by registering the material with a country-specific copyright office (for example, The US Copyright Office). You can use your own copyrighted images or copyright-free images on the cover of your books; however, you should not take images from other sources and add them to your book cover without the Rights Owner's permission. If you contract a designer to design your book cover, ensure they give you a written license showing that you have the rights over the artwork/design used on the front cover and/or interior images within your book.

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If another author or publisher is using your copyrighted work, such as text or images, without your permission, then you may report that product for copyright infringement to your National Copyright Authority and/or to our legal team at admin@africanbooks.com

C. Public Domain

The term "public domain" refers to creative materials that are not protected by intellectual property laws such as copyright, trademark, or patent laws. The public owns these works, not an individual author or artist. Anyone can use a public domain work without obtaining permission, but no one can ever own it. There are four common ways that works arrive in the public domain:

- the copyright has expired
- the copyright owner failed to follow copyright renewal rules
- the copyright owner deliberately places it in the public domain, known as "dedication,"
or
- copyright law does not protect this type of work.

Authors utilizing public domain work must be able to show proof that the creative material they are selling is indeed copyright-free. They must also make notation of how they have

changed or altered the content to make it their own. Such changes can and should be copyrighted as modified version of the public domain.

D. Right of Publicity

The right of publicity, often called personality rights, is the right of an individual to control their likeness (name, image, and aspects of their personal identity), right to privacy, right to publication and the right to choose how/where their intellectual content is published.

You cannot post content that infringes on a person's right of publicity nor force or otherwise coerce a person without amicable agreement to allow use of their rights of publicity. This is particularly important in content posted by publishers. Publishers must be aware that in most cases, authors retain the rights over their written works, despite the fact that publishers are involved in the publication of such works. Publishers are prohibited from the distribution of content without prior written permission of the original content creator.

If you are claiming a right to publicity you must specifically claim your right and provide evidence to support your claim for us to complete our investigation.

E. Location Specific Rights

If you are reporting infringement of a registered trademark or copyright, your registered trademark or patent must be registered in the country where you are reporting the infringement. AfricanBooks.com does not take action on intellectual property notices concerning registered trademarks, designs, or copyrights from countries other than the country for which takedown is requested. For example, if you have a trademark registered in Kenya, and you ask Amazon to remove a book originating in Uganda or the USA.

F. Reporting Infringement

To submit a notice of IP infringement, you must be the Rights Owner who owns the IP being reported or an agent with permission from the Rights Owner to submit notices on his or her behalf. Please include the following information when submitting your notice. All infringement violations should be submitted to admin@africanbooks.com:

- Specific identification of the IP you believe is infringed whether trademark, copyright, or other IP and include the registration number, written description of or link to the copyrighted work, first date of use, etc.
- Nature of infringement (whether infringement occurs on the Book cover, image on the detail page, or text with the book or the product detail page).
- List of infringing books (including the URL for the product detail page of the specified product).
- List of infringing authors or publishers selling the suspected content.
- Supporting documentation or any other information that will help AfricanBooks.com in processing your complaint (such as order numbers for any test buys you make before reporting the suspected work.)
- Your contact details (name, address, phone number, email address, and secondary contact details that we can share with the affected authors/publishers).

Do not submit more than one type of IP violation per notice. In order to ensure quality and quick resolution of your notices, we will only process the specific complaint type you have chosen (such as, trademark, copyright, public domain, etc.). The following are examples of submissions that contain more than one complaint type within a notice:

- Selecting trademark infringement and discussing copyright issues in the same submission. The notice will be processed as a trademark complaint only. If you want to report infringement of a trademark and a copyright, file separate notices.
- Indicating two trademark numbers in one notice, as only the first trademark number will be considered for that notice. If you want to report infringement of separate trademarks, file separate notices.

If circumstances have changed post-submission of your infringement complaint, you may submit a retraction.

G. Notice of Infringement Follow-up

You will receive a confirmation message that we are reviewing and/or processing your notice from admin@africanbooks.com. If your notice is valid, we will inform the infringing sellers about your claim and share your contact information with them should they have any follow-up questions.

If your notice of infringement is accepted, we will remove the content you reported and take appropriate action against the responsible sellers for violation of your IP rights. AfricanBooks.com does not share details of actions which are not already public in nature.

If your notice of infringement is rejected, we will not remove the content you reported and we will not take action against the seller. You will receive a notification with the reason rejection of your notice.

Please note that the continuous submission of inaccurate or fake notices could lead to the removal of your submission privileges.