

# AnvilPub BookNews Newsletter

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(Excerpted)

## Unauthorized trademark on cover forces rejacketing of book

HarperCollins Publishers has rejacketed the book, *The New Basics, A-Z Baby and Child Care for the Modern Parent* by pediatrician Dr. Michel Cohen. The change was made because certain trademarked symbols and logos had been used on the original jacket.

The spine of the jacket for the first printing included a trademarked logo owned by the charity Baby Buggy, a non-profit organization dedicated to collecting and distributing gently used and new gear and clothing for infants and young children in New York City. The Baby Buggy logo and other symbols used by Baby Buggy in its promotional materials also appeared on the front flap of the jacket.

When **Baby Buggy's counsel, Mitchell Littman**, notified HarperCollins about the misuse of the trademarked logo and symbols, HarperCollins stopped shipping copies with the original jacket. The book is now being distributed with a different jacket that does not contain any marks that belong to Baby Buggy.