

## **LANDSLIDE® Magazine**

### **A Publication of the ABA Section of Intellectual Property Law**

#### **Author Guidelines**

*Landslide*® magazine is published six times a year by the American Bar Association Section of Intellectual Property Law (ABA-IPL), and offers analysis, news, and commentary about the law of patents, trademarks, copyright, trade secrets, and related subjects. It also keeps readers current on ABA-IPL news and events.

*Landslide*, the flagship publication of the ABA-IPL Section, is dedicated to the sharing of intellectual property knowledge and experience acquired on the frontlines of practice, business, and the arts and sciences. It explores national and international arenas and tracks intellectual property law as it gathers momentum in response to the technological, economic, and political transformations of the day.

*Landslide* magazine reaches an audience of highly-specialized professionals and all those interested in the field of intellectual property law. The magazine is distributed to all Section members (approximately 25,000) as a membership benefit and to approximately 350 law libraries across the country.

## Quick Checklist for Authors

- **Focus:** In-depth analysis and longer-term trends
- **Length:** 2,000–4,000 words, *including endnotes* (generally 10–20 double-spaced, typewritten pages)
- **Format/Style:** A cross between law review and magazine articles
  - Place citations in endnotes (not within your text and not in footnotes)
  - Citations must be complete; strive for good *Bluebook* style
  - Use simple text formatting: Times New Roman, 12 point, double-spaced
- **Updates:** If the law changes prior to publication—
  - Contact the ABA Managing Editor
  - Submit a 1–3 paragraph “news update”
- **Images:** Usually researched, licensed, and paid for by the ABA
  - If you would like to suggest use of particular images, please obtain and submit permissions to use images along with article
  - Use of suggested images is at discretion of the ABA Design Department and is not guaranteed
- **How to Submit Your Article:** In Word—*not as a PDF*—via e-mail to:
  - ABA Managing Editor Michelle Oberts ([michelle.oberts@americanbar.org](mailto:michelle.oberts@americanbar.org));
  - Editor-in-Chief Marisia Campbell ([mcampbell@gnx.com](mailto:mcampbell@gnx.com));
  - Intake Editor Darrell Mottley ([dmottley@bannerwitcoff.com](mailto:dmottley@bannerwitcoff.com)); and
  - Your Editorial Board contact, if you have one.
- **Title and Author(s)**
  - Provide a title
  - For each author, provide a byline (full name, including middle initial) and a 2–3 line bio, including an e-mail address
- **If Editors Request Revisions:** Prepare for timely, efficient rounds of review
- **Warranty:** Submission warrants that your article does not infringe on rights of others
- **No Publishing Guarantee:** Acceptance does not guarantee publication or placement in a particular issue
- **Author Agreement:** Sign, date, and return your Author Agreement to the ABA Managing Editor
- **Complimentary Copies:** Five
- **Using Your Own Work:** After publication, you may republish your own work in accordance with ABA policy, the terms of which will be supplied upon publication

## 1. Focus

*Landslide* magazine is published every other month. Its mission is to bring readers in-depth analysis and longer-term trends in intellectual property law.

## 2. Length

The length of feature articles may run from about 2,000 to 4,000 words *including endnotes*. If you think your article will run longer, notify the ABA Managing Editor as soon as possible. Unless you receive instructions to the contrary, the length of your manuscript should be about 10 to 20 double-spaced pages.

## 3. General Format and Style

Although *Landslide* magazine often publishes law review-type articles, *Landslide* is a magazine and its articles are typically accompanied by illustrations and other images. Moreover, the tone of its articles is often conversational, rather than formal. However, articles may be scholarly in terms of writing style and tone, and, where necessary, they should contain endnotes (not footnotes). Interesting titles, short headings, and subheadings are desirable.

ABA Publishing follows the style guidelines of *The Bluebook (A Uniform System of Citation)* and *The Chicago Manual of Style*, as well as certain ABA Publishing style, formatting, and design style requirements.

Articles written as promotional pieces for an individual or organization will not be accepted unless express permission is given by the Editor-in-Chief.

## 4. Updates

If major changes occur in legislation, regulations, or judicial interpretation prior to publication, you may update a previously-submitted article, if time permits, upon consultation with the ABA Managing Editor. “Breaking news” types of short sidebars are encouraged. These should be approximately 1–3 paragraphs in length and should summarize the changes and briefly address the ramifications for the topic under discussion in the main article.

## 5. Citations

Citations must be placed in endnotes and should not be embedded within the main text. If possible, the number of endnotes should be minimized.

Citations should conform to the latest edition of *The Bluebook (A Uniform System of Citation)*, published by the Harvard Law Review Association. Please use only one cite; parallel cites are not necessary. Note that ABA staff does not have access to LexisNexis and Westlaw. Complete and correct citations must be provided by authors.

## 6. References to *Landslide* Magazine

The *first written reference* must appear as follows:

*Landslide*<sup>®</sup> magazine

Any *subsequent references within the same document or article* should be as follows (the registered trademark symbol (®) is not necessary):

*Landslide* magazine

The word "magazine" should always follow "*Landslide*" in writing, except in instances where we otherwise identify that "*Landslide*" IS a publication or magazine (i.e., where we can say "*Landslide* is a publication of the ABA Section of Intellectual Property Law").

Exceptions to these guidelines exist for streamlined marketing messaging, but these should be rare. Please consult with the magazine's Managing Editor ([michelle.oberts@americanbar.org](mailto:michelle.oberts@americanbar.org)) in these instances or with any other questions.

## **7. Section Brand**

*Landslide*® magazine is a publication of the ABA Section of Intellectual Property Law (ABA-IPL). When referencing the Section after using the full name, you may use "ABA-IPL" or "ABA-IPL Section."

## **8. Graphs, Charts, Etc.**

The use of charts, tables, photographs, illustrations, and sample language is encouraged and will be included as space permits at the discretion of the ABA Managing Editor. Graphs, charts, and the like can be accepted only if created by the author of the article or if the author has obtained permission to use them. In the latter case, credit must be given to the author(s) of the graph or chart.

When an article contains tables, charts, or similar items, these should be submitted to the ABA as separate files in their "native format"—i.e., the format in which they were created. Native format files enable the ABA Design Department to publish them in a high-resolution format.

## **9. Images**

ABA Publishing is careful to use only those images for which it has permission. In most cases, use involves licensing and payment therefore. Occasionally, we are given permission on a more informal basis and/or we are permitted to use the image for free. Permission is always confirmed in writing.

If you have images you would like to use in conjunction with your article, notify the ABA Managing Editor and provide permissions and assistance in the researching of licensing options and costs. Note that all images used must be provided to ABA Publishing in a high-resolution format. Use of any images is at the discretion of the ABA Design Department and is not guaranteed.

## **10. How to Submit your Article**

Please submit your article as a Word file attached to one email addressed to:

- ABA Managing Editor Michelle Oberts ([michelle.oberts@americanbar.org](mailto:michelle.oberts@americanbar.org));
- Editor-in-Chief Marisia Campbell ([mcampbell@qnx.com](mailto:mcampbell@qnx.com));
- Intake Editor Darrell Mottley ([dmottley@bannerwitcoff.com](mailto:dmottley@bannerwitcoff.com)); and
- Your Editorial Board contact, if you have one.

## **11. Acceptance Policy**

No single member of the Editorial Board has the authority to commit to the publication of any article before it has been submitted, even when the article has been specifically solicited by a member of the Board. Authors are notified of the acceptance or rejection of articles. In its discretion, the Editorial Board may withdraw an article previously selected for publication, delay publication of a selected article, or reschedule a selected article.

The Editor-in-Chief of the magazine reserves the right to refuse to publish any article. Your submission of an article does not constitute official acceptance for publication. An article may not be accepted for publication for a number of reasons, including, for example, the overlap of content with that of past or future articles. Whenever possible, we will work with authors to rectify such problems.

## **12. Editing**

The ABA Managing Editor reserves the right to edit submissions as necessary for clarity, substance, conciseness, style, and length; for ABA, *Bluebook*, and *Chicago Manual of Style* requirements; and for ABA Design Department formatting and design needs. Because deadline pressures make it impossible to submit page proofs for your review, major editorial revisions affecting the substance of an article will be cleared with you before the article is submitted for production.

More substantive revisions may be requested by the Editorial Board or by the ABA Managing Editor. Rounds of review must proceed as quickly and efficiently as possible.

## **13. Author Credits**

Authors will receive bylines and a 2–3 line biography. Generally, these short bios will include only the author's name, place of employment or school, city and state, and practice areas. Authors are encouraged to include their e-mail addresses in their bios but may decline to do so upon notification to the ABA Managing Editor.

## **14. Multiple Authors**

When more than one person has written an article, one person should be designated as the contact for editorial communications. The authors named should be only those who have actually written the article and should not include research assistants.

## **15. ABA-IPL Section Committee and Group Projects**

If the article is the project of a committee or group, the author (if a single author) or person designated as the editorial contact (if multiple authors) should so indicate at the time of submission. Only individuals may be authors; a committee or group may not be an author.

## **16. Disclosure**

Each author should disclose any relationship he or she may have with a firm, company, or person producing any product or providing any service referred to in the article and any financial or other interest he or she may have in any product or service discussed in the article. The author should make full disclosure even when the relevance seems remote. Full disclosure will allow the editors to judge the objectivity of the author, determine whether a real or apparent conflict of interest exists, and determine whether disclosure should be made in publishing the article.

## **17. Warranty and Representation**

By submitting an article to *Landslide* magazine, the author warrants and represents that he or she has included no material in the article in violation of any rights of any other person or entity, has disclosed to the magazine all relationships with any person or entity producing any product or providing any service referred to in the article, and has disclosed any financial or other interest in any product or service discussed in the article.

## **18. Copyright/Publication Agreement**

When submitting an article to *Landslide* magazine, the author grants the ABA an irrevocable option to acquire certain property rights in his or her article. Specifically, the author grants the

ABA the exclusive right of first publication and other nonexclusive rights in accordance with the standard ABA publication agreement.

However, on occasion, the magazine may publish articles that have been published in similar form elsewhere. Please consult with the ABA Managing Editor to determine whether and how publication may proceed.

Authors of accepted articles are required to sign a publication agreement, which includes the author's warranty that the work is original and does not infringe on the rights of others. Publication agreements will be sent to all authors for each issue upon acceptance of each article. A signed agreement for each author must be received by the ABA prior to publication of the issue. The ABA will not publish an article without first receiving a signed agreement.

The author retains the copyright in the article, but the ABA and *Landslide* magazine, on acceptance of the article for publication, shall have:

- a. First publication rights (unless the article is submitted and identified as a reprint);
- b. Subsequent, multiple reprint rights and the right to reproduce and publicly display in any ABA publication in any medium;
- c. The right to grant access to the article, its title, and other bibliographic citation material stored electronically in public databases and to distribute printed copies requested through public databases; and
- d. The right to authorize others to reproduce or reprint the article.

## **19. Multiple Submissions**

If an article is submitted or accepted for publication elsewhere before acceptance by the magazine, the author must notify the ABA Managing Editor immediately. As a general rule, the magazine does not accept articles that have been published elsewhere. **The submission of previously published material is permitted only with the express permission of the Editor-in-Chief.**

## **20. Reprints/Complimentary Copies**

Because of the time and costs of production, authors will not be provided reprints of articles. However, authors will be given five complimentary copies of the issue in which their articles appear. Additional copies are available at bulk-rate prices through the ABA Service Center, which may be contacted at 800-285-2221. Please provide as much notice as possible to ensure availability.

Authors also may request PDF files of published articles. Because of licensing and cost concerns, these copies will *not* contain images that have accompanied articles in the print publications. However, the PDF files will replicate the texts of the articles as they have appeared in *Landslide* magazine.

## **21. Payment for Articles**

Neither the ABA nor *Landslide* magazine provides payment for the writing of articles.

If you have further questions, please communicate with:

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