

THE CAPITOL STACKS



State Library of Arizona, Room 300,
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Welcome to our first issue of **The Capitol Stacks**, the State Library of Arizona's monthly newsletter! In this issue and the issues to come, we share a sampling of the services that we have for you.

Look for details about our upcoming events plus tips for you to make the most of our unique and interesting law, genealogy, government, and intellectual property resources. We'll also feature people, concepts, innovations and the latest in technologies that impact our communities.

Comments? We'd love to hear from you!

Trademark or Copyright?

By Peter Grant

What's the difference? "A trademark, sometimes referred to as a service mark, is a word, name, symbol, or device that is used in trade with goods to indicate the source of the goods and to distinguish them from the goods of others." A copyright is a form of protection offered for "original works of authorship" such as a literary, musical, dramatic or artistic work. The copyright owner generally has the exclusive right to reproduce, distribute, display or perform the work or works derived from it.

A clothing brand or company logo may be a work of art, but one would seek trademark registration (which does not expire as long as it is used) for their brand or logo. Other aspects of a business, such as website design, promotional videos, or architectural features do fall under copyright and can be a concern when contracting out the design or creation of promotional materials, as well as protecting against "look-a-likes" from competitors.

"Google can bring you back 100,000 answers, a librarian can bring you back the right one." Neil Gaiman

UPCOMING PROGRAMS:

Copyright for Startups

Learn to protect your intellectual property and minimize your risk of infringing on others' rights when using social media and the internet to promote your business. Presented by attorney Ruth Carter.

Date: Tuesday, April 29, 2014

Time: 12:00pm – 1:00pm

Location: State Library of Arizona, Third Floor Conference Area, 1700 W. Washington St. (State Capitol), Phoenix, AZ 85007

How Arizona Businesses Have Fared Pre- and Post-Recession

Guest speaker economist Doug Walls offers insight into the firm and employment dynamics of small, medium and large businesses in Arizona.

Date: Friday, May 9, 2014

Time: 1:00pm – 2:00pm

Location: State Library of Arizona, Third Floor Conference Area, 1700 W. Washington St. (State Capitol), Phoenix, AZ 85007

Market Research for Entrepreneurs

Mark Goldstein, President of the International Research Center presents easy, low-cost ways to evaluate your target market, identify emerging trends, and anticipate competition.

Date: Tuesday, May 13, 2014

Time: 12:00pm – 1:00pm

Location: State Library of Arizona, Third Floor Conference Area 1700 W. Washington St. (State Capitol), Phoenix, AZ 85007

Program Registration (Free) www.azlibrary.gov/eventreg/
More information at (602)926-3870 research@azlibrary.gov



Celebrate Library Week!

By Marilyn Howard

For centuries the library has been the place to go to read for fun and to do research. Today's library is also where you can apply for a job and learn a new skill.

Come see our library's 150th birthday display on the 2nd floor of the Capitol Museum and then find what you can learn in our collections.

Artwork in Federal Documents

By Andrew Bourgeois

“State Library of Arizona” and “Marine Corps” might not be the first things that come to mind when you think of art, but we want to change that! The Federal Documents collection at the State Library is home to a sizeable collection of posters, prints, and lithographs produced by the federal government on a wide variety of topics. The Library is digitizing some of these works and will be hosting them on the Arizona Memory Project (AMP), though users will also be able to link to the images from our catalog.

These particular images are from the Marine Corps Combat Art Program, specifically a 21 print series published in 2006 by the Marine Corps. Both pieces were drawn by Chief Warrant Officer 2 Michael D. Fay (Ret.), one of the two Marine Corps combat artists working at the time. Fay recognizes that “Marine” and “artist” might seem like a strange juxtaposition, but



that promoting the values of a democratic society is vital. One of the ways the Corps does that, according to Fay, “is through its Combat Art Program, which cultivates art for its own sake.” The rest of the series is by a variety of artists and is well worth examining, as it can give us insight into a world many of us know nothing about.

Celebrate Law Day – May 1st

By Tony Bucci

This year’s Law Day theme is “American Democracy and the Rule of Law: Why Every Vote Matters.” Join us for a showing of the film: “Mr. Conservative: Goldwater on Goldwater”. There will be showings through the day on Thursday, May 1st & Friday, May 2nd in the 3rd Floor Conference Area near Room 300.

Narrator and granddaughter CC Goldwater takes viewers on a cinematic journey into the life of Barry Goldwater in her first film, “Mr. Conservative: Goldwater on Goldwater.” The HBO Documentary Films presentation is produced by CC Goldwater and Tani Cohen.

Also, in celebration of Law Day, students from around the state were asked to create posters based on the theme of “Why Every Vote Matters.” Visit the library during the month of May to see their art on display.



Amazon Fires Up TV

By Vinny Alascia

Last week Amazon announced their latest product poised to take over your living room, Amazon Fire TV. With this product Amazon joins the already crowded market of small set top streaming devices for your TV. Their most immediate competition is the offerings from Roku, Apple & Google. In addition many new TVs feature web streaming services built right into them.

So what can the Fire TV do for you? If you are a member of Amazon Prime, you know the free shipping streaming video service. Fire TV is a means to access that content. Fire TV also serves up Netflix and Hulu Plus but by and large it is a product locked into Amazon’s ecosystem.

Did you know?

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We’re on the Web! Check out our blog at:

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