

HOW TO AVOID LEGAL TRAPS FOR THE SELF-PUBLISHER

BOB PIMM, Esq.
Literary Lawyer &
Director of Legal Services, California Lawyers for the Arts



LEGAL ISSUES FOR SELF-PUBLISHING

- Raising Capital (\$) for Project?
 - Promotions & Discounts
 - Co-Op Advertising
 - Marketing & Public Relations
 - Taxes
- Contracts?
 - Partners?
 - Editors
 - Graphic Designers
 - Printers
 - Wholesaler Distributor(s)
 - Booksellers (Chains; Independents; Online)
 - Non-Book Retail Markets
 - Full-Service Self-Publishing Service Companies
- Corporate Formation?
 - C-Corp
 - S-Corp
 - LLC
 - Non-Profit
 - B-Corp
 - Cooperative
- Business Acumen?
 - Bookkeeping
 - Fulfillment
 - Inventory Management (Returns)



SELF-PUBLISHING SERVICE COMPANIES

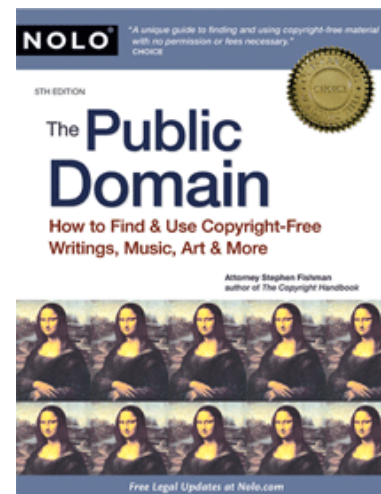
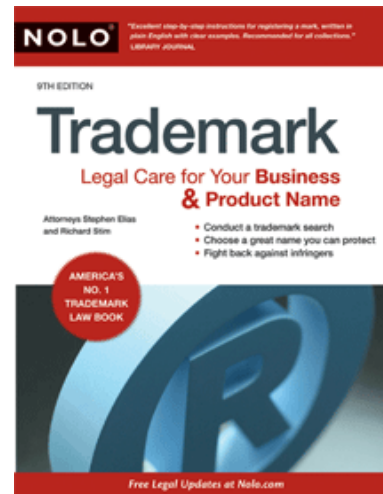
COMMON PROBLEM AREAS

- Imbalanced Contracts
- Hidden Add-On Costs * (the dreaded asterisk)
- Overprinting: *'False' economies-of-scale*
- Copyright Ownership Lost
- Royalties?
- Production Quality
- Control of Price
- Distribution Issues
- Marketing Budget Commitments
- Untimely Distribution of Sale Proceeds
- Untimely Statement Details



SOME USEFUL IP LEGAL RESOURCES

- www.copyright.gov
- www.fairuse.stanford.edu
- www.creativecommons.org
- www.uspto.gov/trademarks
- **California Code – Uniform Trade Secrets Act**



SOME USEFUL SELF-PUBLISHING RESOURCES

<http://www.selfpublishingresources.com>

<http://www.parapublishing.com>

<http://www.aptaracorp.com>

<http://corp.vook.com>

<http://www.pdfstoepub.com>

<https://dtp.amazon.com>

<http://www.millcitypress.net>

<https://wwwcreatespace.com>

<http://www.lulu.com>

<http://www.bookbaby.com>

