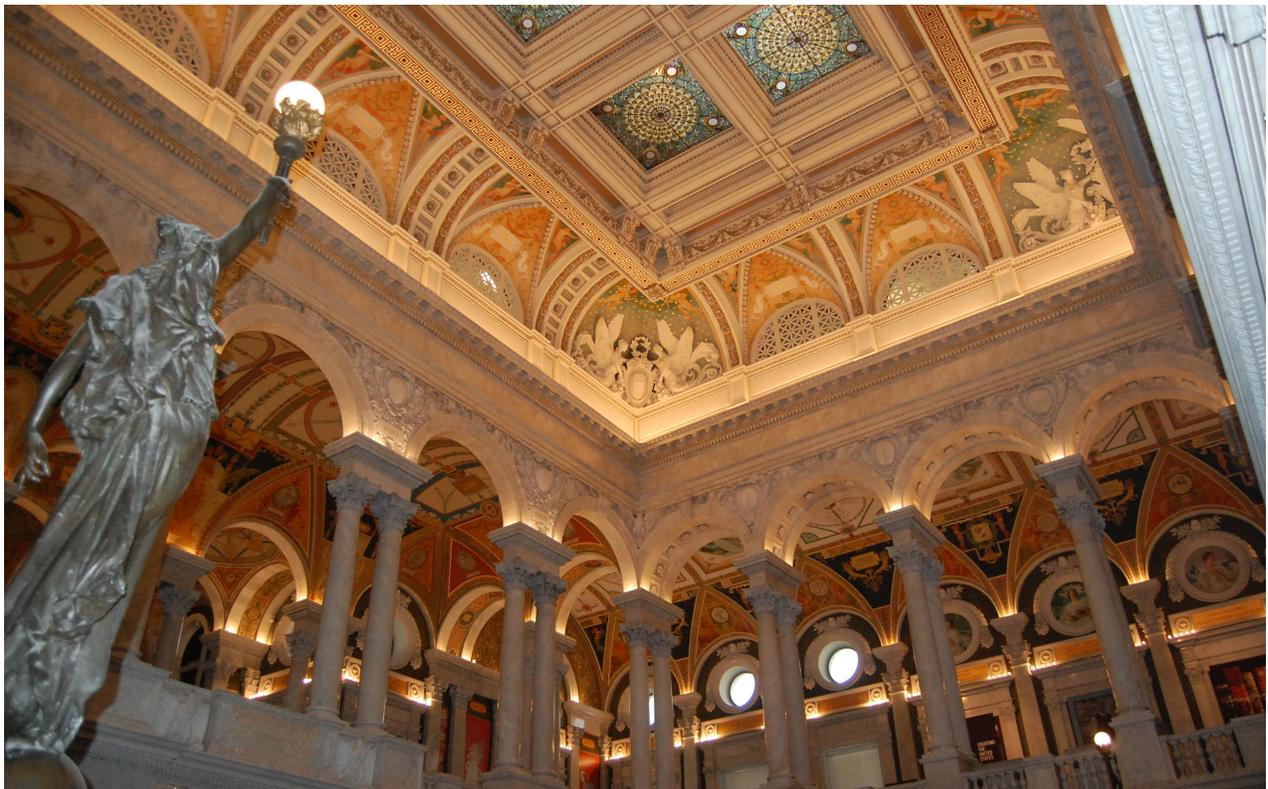

MBIE for Librarians

A handbook assisting librarians to highlight
Black innovation and entrepreneurship

Museum for Black Innovation and Entrepreneurship (MBIE)

Version 1.0



The Museum for Black Innovation and Entrepreneurship

The Museum for Black Innovation and Entrepreneurship (MBIE) is a 501(c)(3) nonprofit educational organization founded in 2011 in Washington, DC. The mission of MBIE is to provide space and support to inspire and celebrate innovation and entrepreneurship within and around the Black experience and to build community capacity for innovation and entrepreneurship by increasing and disseminating the knowledge necessary to advance such endeavors.

Our goals are to: 1) Inspire innovation and entrepreneurship in the community by exhibiting historical and contemporary examples of Black achievements and hosting public lectures and discussions by exemplary Black innovators and entrepreneurs; 2) Promote the use of community expertise, training, and financial support for nascent innovators and entrepreneurs; 3) Create a community-based ecosystem for innovation and entrepreneurship; and 4) Conduct participatory action research in collaboration with community groups in order to increase understanding of how innovation and entrepreneurship can advance the economic and social development and wellbeing of the community.

MBIE for Librarians is a program initiated by the MBIE (<http://mbiedc.org>) in collaboration with the Birmingham Public Library in Birmingham, AL (<http://bplonline.org>) and other organizations engaged in intellectual property and social justice.

Cover photo: Library of Congress Interior, by John R. Whitman

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<http://www.mbiedc.org>

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Foreword

Librarians as educators

Librarians typically provide patrons with easy access to stacks of books, periodicals, videos, newspapers, periodicals, and a vast trove of other recorded matter. Moreover, librarians cheerfully provide advice and guidance to patrons seeking information in particular topical areas.

In addition, many libraries offer permanent or temporary exhibits that highlight resources that focus on a subject of likely interest to patrons.

This brief Handbook is specifically written to help librarians highlight the extraordinary historical and contemporary accomplishments of Black innovators and entrepreneurs through a specially-designed exhibit area called the Museum for Black Innovation and Entrepreneurship (MBIE).

It's a museum within a library. The dictionary defines a *museum* as "a building [or place] in which objects of historical, scientific, artistic, or cultural interest are stored and exhibited." In this case, the museum consists of:

- Selected posters that describe Black innovation and entrepreneurship as well as exemplars of Black innovation and entrepreneurs;
- A collection of books and other materials on the topic selected from the library's collection;
- An exhibit case in which items created and lent or donated by local Black innovators and entrepreneurs can be displayed.

Each of these components is further defined below.

We would like to acknowledge Mr. James Murray, Librarian, Science, Technology and Business Section, and Ms. Mary Beth Newbill, Librarian, Southern History and Government Documents for their contributions in helping design and construct the first library-based Museum for Black Innovation and Entrepreneurship at the Birmingham Public Library in Birmingham, Alabama. We also thank the U.S. Patent and Trademark Office for their contributions to the program. If you have questions or comments, please direct them to me.

Thank you for participating in MBIE! Please encourage others to join you.

John R. Whitman, Ph.D.

Director

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Introduction

"To promote the progress of science and useful arts ..."

Our aim: To encourage librarians to highlight Black innovation and entrepreneurship.

The United States of America has cultivated one of the most fertile sources of creativity in the world. The authors of the Constitution anticipated that the rule of law must establish protections for creativity, securing for the creators the exclusive right to benefit economically from their works for a certain period of time. Thus Article I, Section 8 of the Constitution specifies that:

The Congress shall have Power ... To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries; ...

Stated differently, just as the Constitution protects free speech, it also protects a creator's intellectual property (IP). Such protection is ensured through two government offices:

- The United States Patent and Trademark Office (USPTO) is where to file applications to protect patents and trademarks/servicemarks (<https://www.uspto.gov>). Note that copyright does not protect names, short phrases, slogans, or titles. However, they may be eligible for trademark registration. For details, check the trademark section at this website.
- The United States Copyright Office (USCO) in the Library of Congress is where to register ownership of written, artistic, and other expressive works (<https://www.copyright.gov>). The site will provide a list of all the types of relevant works. The IPFI program focuses on copyrights, not patents or trademarks.

Over the years, these arrangements have certainly benefitted both creators and the nation. The United States has historically produced the most patents in the world, and the country's

creative output through the arts has led the world in the sheer scale and diversity of expression.

This success has not been achieved without a dark side. During the long era of slavery, any property nominally in the possession of Blacks, including their creations, was "owned" by their masters. And since the end of that era, opportunists have continued to appropriate the creative works of others for their own economic benefit. Moreover, many creative folks are simply unaware of their Constitutional right to protect their IP, and/or lack the resources to do so.

As a practical matter the procedures for gaining protection, however, are not simple. The legal profession has built a helpful business around protecting intellectual property for clients, and sophisticated individuals and companies pay to engage attorneys in the process of filing the necessary papers. But, as you will see, the registration procedure is certainly within reach of the abilities of a librarian.

With respect to copyright, the creator has automatic copyright ownership of his or her work, without registering with the U.S. Copyright Office. And typical copyright protection covers the life of the creator, plus 70 years. However, if a creator's work is appropriated without permission, the creator has a far greater likelihood of legally enforceable protection if the work were registered than not. *Thus, if significant economic value is anticipated, it makes sense to register the copyright.*

To address widespread unfamiliarity with intellectual property, MBIE is undertaking an effort called IP For Innovation (IPFI) to raise awareness and understanding of IP, how to protect it, how to commercialize it, and how to share it, with or without compensation.

IPFI for Librarians presents a voluntary opportunity for librarians in schools, public libraries, and prisons to help creators register their copyrights and post them for sale through online stores. Libraries can play an important and perhaps unique role by providing access to free or affordable and non-predatory publishing options for Black and other creators in the community in a way that has not traditionally been available, until now.

In addition, MBIE invites libraries throughout the nation to highlight Black innovation and entrepreneurship as an inspiration to all. This program is the subject of this Handbook.

We hope you will enjoy and learn from participating in this program.

Posters

Highlighting heroes

MBIE makes a number of posters available to libraries, free of charge. These include posters that:

- Describe the meaning of Black innovation and entrepreneurship.
- Highlight individual Black innovators and entrepreneurs and their achievements.

These posters may be downloaded from the IP for Innovation section of the Museum for Black Innovation and Entrepreneurship website as they become available: <https://mbiedc.org/styled-9/index.html>.

Once downloaded in pdf format, these posters can be taken to a copy center to be mounted on foam board for display.

Library Materials

Offering easy access

Selected publications and other materials from the library's holdings can be assembled for display and use at a table in the MBIE space. The following is a list of suggested publications, which can be supplemented by library holdings and recommendations:

Anderson, M., & Gregory, T. (2012). *Our Black year: One family's quest to buy Black in America's racially divided economy*. New York: Public Affairs.

Bailey, C. L. (2011). *African American female entrepreneurs: What motivates them to pursue entrepreneurship*. (Ed.D.). Pepperdine University,

Bates, T. (1997). *Race, self-employment, and upward mobility: An illusive American dream*. Washington, DC: The Woodrow Wilson Center Press.

Bates, T., & Bradford, W. D. (2008). Venture-capital investment in minority business. *Journal of Money, Credit and Banking*, 40(2-3), 489-504.

Bates, T., Lofstrom, M., & Servon, L. (2010). Why have lending programs targeting disadvantaged small-business borrowers achieved so little success in the United States? (IZA DP 5212). Retrieved from Bonn:

Bradford, W., & Bates, T. (2004). *Venture capital investment in minority business*. Kauffman Center for Entrepreneurial Leadership.

Bradford, W. D. (2003a). The savings and credit management of low-income, low-wealth Black and White families. *Economic Development Quarterly*, 17(1), 53-74.

Bradford, W. D. (2003b). The wealth dynamics of entrepreneurship for Black and White families in the U.S. *Review of Income and Wealth*, 49(1), 89-116.

Butler, J. S. (2005). *Entrepreneurship and self-help among Black Americans*. Albany: State University of New York Press.

- Butler, J. S., & Kozmetsky, G. (Eds.). (2004). *Immigrant and minority entrepreneurship: The continuous rebirth of American communities*. Westport: Praeger Publishers.
- Fairlie, R. W., & Robb, A. M. (2010/2008). *Race and entrepreneurial success: Black-, Asian-, and White-owned businesses in the United States*. Cambridge: MIT Press.
- Feldman, L. B. (1999). *A sense of place: Birmingham's Black middle-class community, 1890-1930*. Tuscaloosa: University of Alabama Press.
- Gordon Nembhard, J., & Chiteji, N. (Eds.). (2006). *Wealth accumulation and communities of color in the United States*. Ann Arbor: University of Michigan Press.
- Greenhalgh, L., & Lowry, J. H. (2011). *Minority business success: Refocusing on the American dream*. Stanford: Stanford Business Books.
- Haskins, J. (1998). *African American entrepreneurs*. New York: John Wiley & Sons, Inc.
- Holmes, K. C. (2008). *Black inventors: Crafting over 200 years of success*. Brooklyn: Global Black Inventors Research Projects, Inc.
- James, P. P. (1989). *The real McCoy: African-American invention and innovation, 1619-1930*. Washington, DC: Smithsonian Institution Press.
- Lofstrom, M., & Bates, T. (2007). African Americans' pursuit of self-employment (IZA DP 3156). Retrieved from Bonn:
- Reynolds, B. J. (2002). Black farmers in America, 1865-2000: The pursuit of independent farming and the role of cooperatives. Retrieved from Washington, DC:
- Rogers, W. S. (2010). *The African American entrepreneur: Then and now*. Santa Barbara: ABC-CLIO. LLC.
- Shipp, S. C. (1996). The road not taken: Alternative strategies for black economic development in the United States. *Journal of Economic Issues*, 30(1), 79-95.
- Sluby, P. C. (2004). *The inventive spirit of African Americans: Patented ingenuity*. Westport, CT: Praeger Publishers.
- Sluby, P. C. (2011). *The entrepreneurial spirit of African American inventors*. Santa Barbara: Praeger.
- Sullivan, O. R. (2002). *African American women scientists and inventors*. San Francisco: Jossey-Bass.
- Taylor, P. (2011). Twenty-to-one: Wealth gaps rise to record highs between Whites, Blacks and Hispanics. Retrieved from Washington, DC:

Walker, J. E. K. (2009). *The history of Black business in America: Capitalism, race, entrepreneurship, Volume I to 1865* (2 ed.). Chapel Hill: University of North Carolina Press.

Whitman, J. R. (2017/2019). *IPFI librarian's handbook* (2.0 ed.). Washington, DC: Museum for Black Innovation and Entrepreneurship.

Exhibition Case

Seeing is believing

The library may employ a display case to exhibit materials provided by gift or loan from local area Black innovators and entrepreneurs. Such materials will provide visible and tangible evidence of creations.

To identify possible accessions, librarians may reach out to local centers for innovators and entrepreneurs and simply ask about potential donors.

Measuring Impact

Keeping records

In order to monitor and measure the impact of your MBIE effort, it makes sense to keep track of the number visitors to the MBIE section.

Here is a sample reporting table you could use (feel free to modify):

MBIE Visitor Report

Librarian's Name:

Library	Unit of time (day, week, month)	Number of inquiries	Number of visitors	Comments

We request that such reports be emailed to us periodically (e.g., monthly or quarterly) via: mbie@mbiedc.org so that we can monitor and report MBIE activity by library. We expect to post results online.

If you have questions, please direct them to John Whitman at whitman@mbiedc.org.

Links

Further information on intellectual property

The following links provide helpful educational resources on patent and copyright protection. Librarians may wish to provide this and supplemental lists in the exhibit area.

The U.S. Patent and Trademark Office

<https://www.uspto.gov>

The U.S. Copyright Office

<https://copyright.gov>

Taking the mystery out of copyright

<http://www.loc.gov/teachers/copyrightmystery/>

Copyright and Primary Sources

<http://www.loc.gov/teachers/usingprimarysources/copyright.html>

Creative Commons

<https://creativecommons.org>

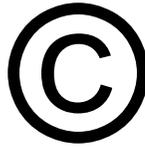
Black Enterprise

<https://www.blackenterprise.com/entrepreneurship/>

For Posting

IP symbols

The symbols © and ® indicate protected intellectual property. Feel free to post the following information to raise awareness of what these symbols mean.



Copyright

This symbol declares that the name following it owns the expression in the work, whether a book, article, poem, music, film, photograph, illustration, architectural drawing, or any other expressive work protected by the U.S. Copyright Office. Such works are called intellectual property because they result from your imagination and the U.S. Constitution allows you to protect such creative property for a limited time.

For example: © 2018, by John Q. Doe

You automatically own the copyright to your creative work, whether or not it is registered. However, to protect it in court, you should register your work with the U.S. Copyright Office.

You cannot use material copyrighted by others without permission, except in certain limited cases, called Fair Use, such as for educational purposes or in news articles. As with other types of property, using someone else's property without permission can land you in court.

How do you register your copyright? The U.S. Copyright Office provides registration information and instructions, www.copyright.gov. If you want to share your work subject to certain limitations, consult Creative Commons, <https://creativecommons.org>.

Other symbols of intellectual property you should know:

™ Trademark (unregistered)

SM Salesmark (unregistered)

® Registered trademark or salesmark

Ⓟ Copyright sound recording (phonogram)



Registered Mark

This symbol declares that the trademark or servicemark preceding the symbol is registered with the U.S. Patent and Trademark Office.

For example: iPhone® is a registered trademark of Apple, Inc.

A trademark, or a servicemark, is a unique mark that identifies a product or service. The owner of the mark can indicate ownership with the TM or SM symbol prior to registration. Once the mark is registered with the U.S. Patent and Trademark Office, these marks can be replaced by the Registered mark, ®. Such marks indicate intellectual property because they result from your imagination and the U.S. Constitution allows you to protect such creative property. You cannot use marks created by others for your own purposes. When referring to marks by name, you should indicate their registration status as TM, SM, or ®. As with other types of property, using someone else's property without permission can land you in court.

Trademarks and servicemarks can be very valuable, for they uniquely indicate the goods and services to which they apply. The financial value of such marks is typically recorded as goodwill in accounting systems. To ensure protection of your marks, you should register them with the U.S. Patent and Trademark Office. You can search trademarks with the Trademark Electronic Search System (TESS), at <https://www.uspto.gov/trademark>. How do you register your mark? The U.S. Patent and Trademark Office provides instructions and other helpful information on its website, www.uspto.gov.

Other symbols of intellectual property you should know:

© Copyright

Ⓟ Copyright sound recording (phonogram)

Staying Up To Date

Here's how to get the latest version

You will find the version number of this Handbook at the bottom of the cover page of this Handbook. When new versions are available, they can be downloaded from the Museum for Black Innovation and Entrepreneurship website, at: <https://mbiedc.org/styled-9/index.html>.