

Copyright Assignment Form

It is our policy to ask all contributors to transfer the copyright in their contribution to Palgrave Macmillan. By agreeing to this letter, you assign, in consideration of our agreeing to publish your contribution, the copyright in your contribution in all media throughout the world for the full term of the copyright. **Please sign this page and return as soon as possible.** Please see the Notes section for information on your retained rights as an author.

It is also our policy to request certain warranties from authors. These are as follows:

1. that you are the sole author of the contribution, or, if not, that you have the written authority of the other authors (whose names are listed below) to transfer the copyright to us and give these warranties;
2. that you and (where appropriate) the other authors are entitled to transfer the copyright to us and that no one else would be entitled to prevent us from publishing the contribution;
3. that all the facts in your contribution are true and accurate;
4. that the content of the contribution is entirely original to you (and where appropriate to the other authors) or, if not, the written permission of the owner of the copyright in any material copied from elsewhere has been obtained for all media (all such permissions to be attached to this assignment);
5. that nothing in the contribution is obscene or libellous;
6. that nothing in the contribution infringes any duty of confidentiality which you/or the other authors may owe to anyone else.
7. that you and/or the other authors have obtained the appropriate clearances from your employer or other concerned institution(s).

Journal of Database Marketing &

Journal: **Customer Strategy Management**

Manuscript number: _____

Title of the contribution:

1. I am the sole author*/I am not the sole author and the names of the other authors are*:
(delete as applicable)

2. For myself and on behalf of the other authors named above, I assign to Palgrave Macmillan the copyright in the contribution for the full term throughout the world.
3. I give the assurances set out in paragraphs 1 to 7 above.
4. I acknowledge that this letter is binding upon me and the other authors named above and upon our heirs and successors.

Signed: _____ Dated: _____

Printed Name: _____

Data Protection: Palgrave Macmillan may store your details in electronic format in order to correspond with you about the publication of your contribution. We would like to contact you from time to time with information about other Palgrave Macmillan products in your subject area.

Tick here if you are happy for us to add you to our mailing list in order to send you details of Palgrave Macmillan publications in your area:

Tick here if you are happy for us to email this information:

Notes on the Copyright Assignment Form

It is our policy to ask all contributors to transfer the copyright in their contribution. There are two broad reasons for this:

- ownership of copyright by the journal owner facilitates international protection against infringement of copyright, libel or plagiarism;
- it also ensures that requests by third parties to reprint or reproduce a contribution, or part of it, in either print or electronic form, are handled efficiently in accordance with our general policy which encourages dissemination of knowledge within the framework of copyright.

Palgrave Macmillan mandates the Copyright Clearance Center in the USA, the Copyright Licensing Agency in the UK, and other Reproductive Rights Organisations, which offer centralized licensing arrangements for photocopying in their respective territories.

If you are a US Government employee and the contribution was made in that capacity, the assignment applies only to the extent allowable by US law. If you are an employee of the British Government then HMSO will, as standard practice, grant a non-exclusive license to publish the paper provided British Crown copyright is reserved. An alternative version of this form can be provided in either case, please contact us at assist@palgrave.com.

Authors are responsible for obtaining written permission from copyright holders for reproducing any illustrations, tables, figures or lengthy quotations previously published elsewhere. Add your acknowledgements to the typescript, preferably in the form of an Acknowledgements section at the end of the contribution. Credit the source and copyright of photographs or figures in the accompanying captions.

What rights do I retain as the author?

As an author, you retain many rights and in the following cases you will not need to obtain specific permission, although you should provide the usual acknowledgements regarding copyright and reference to first publication. You have the right to:

- re-use figures, illustrations and tables from the contribution in other work prepared by yourself;
- make copies (without charge) of the contribution for personal use, including classroom teaching use (but not for inclusion in course pack material for onward sale by libraries and institutions);
- make and distribute copies of the contribution to colleagues, for the personal use by such colleagues (but not commercially or systematically, e.g. via an e-mail list or list serve);
- present the contribution at a meeting or conference and to distribute copies to the delegates attending the meeting;
- patent and trademark rights and rights to any process or procedure described in the contribution;
- use the contribution or any part thereof in a printed compilation of works of the author, such as collected writings or lecture notes (subsequent to publication of the contribution in the journal);
- prepare other derivative works, to extend the contribution into book-length form, or to otherwise re-use portions or excerpts in other works authored by you (subsequent to publication in the journals);
- for the author's employer, if the article is a 'work for hire', made within the scope of the author's employment, the right to use all or part of the contribution for other intra-company use (e.g. training).

Author self-archiving policy

Most of our journals permit author self-archiving. For more information and an up-to-date list of those journals which permit author archiving, please visit www.palgrave-journals.com/pal/authors/rights_and_permissions.html