

**PUBLISHING AND COPYRIGHT AGREEMENT**

**Article title:** \_\_\_\_\_ (“article”)

**Author(s)\*:** \_\_\_\_\_

\*Please add the exact name(s) of the author(s) of the article.

**Journal title:** Marketing ZFP – Journal of Research and Management

**Issue:** \_\_\_/20\_\_\_

Please read this agreement carefully and fill in the requested information. To avoid any delay in the publication process of your article, please return to us as soon as possible via e-mail, fax or hard copy.

Postal address: Marketing ZFP – Journal of Research and Management  
Verlag C.H.BECK oHG (“publisher”)  
Wilhelmstraße 9  
D-80801 München  
Germany

Fax: +49 (0) 89 381 89 477 E-mail: Anke.Draeger-Bauer@beck.de

The author(s) shall limit their corrections to only those which are necessary (typographical errors) and shall return the corrected proofs to the publisher immediately. If the publisher does not receive the corrected proofs by the date of the first layout of the entire issue of the journal, the author’s(s’) approval is assumed.

The author(s) hereby transfer(s) to the publisher for the period of the statutory copyright the exclusive right to make any recordings, in part or in whole, on image carriers, sound carriers or data carriers, to storage in data banks as well as the right to any copying, distribution, granting of public access or any reproduction thereof, both together with the printed work as well as also separately therefrom and whether such online and/or offline (in particular by cable, broadcasting transmission, diskettes, CD-ROM, DVD, USB stick, ebook, apps). In this regard the work may be connected to other works. The author(s) also hereby transfer(s) to the publisher any new rights of use unknown at the time of the agreement conclusion. The mandatory statutory secondary rights of the author(s) after twelve months from the date of publication as set out in § 38 section 4 UrhG [German Copyright Act] shall not be affected hereby.

The author(s), and the publisher, assume that the rights will be exercised jointly through the German collecting society, the VG Wort, as facilitated by the Act of December 20, 2016 in § 27a Verwertungsgesellschaftengesetz [German Collecting Societies Act]. Based on the current legal situation, the condition for a joint exercise of rights is that the author(s) give(s) consent to attribute shares to the publisher upon registering his/their contribution with the VG Wort.

The author(s) confirm(s) that he or she is/they are the sole and exclusive owner(s) of the work and has/have the right to secure copyright of the manuscript of such work, that the work is not subject to any existing copyright and that he/she/they has/have authority to grant the rights which are subject to this agreement; that its publication will not libel anyone or infringe on or invade the rights of others and that the work is original with the author(s) in all respects and that no part thereof was taken from or based on any other work such that the work infringes on the copyright or common law right of any person.

For publication ethics please visit: <http://rsw.beck.de/zeitschriften/marketing/publication-ethics>.

Name (block letters): \_\_\_\_\_

Signature\*: \_\_\_\_\_

\*The corresponding author signs on behalf of all authors.

Date: \_\_\_\_\_