

SINCE  
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New York, New York 10016

16 December 1985

Dr. George Gerbner  
Dean, The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear George:

I have shown Ed Barry and Bill Mitchell here the copies of the four draft assignment documents, and we have no basic problem with them. Ed Barry is prepared to consent to the document involving Oxford, dated 31 August 1983.

The one clause of the 31 August 1984 contract that cannot be assigned directly is Clause 23, relating to the imprint that is to appear on the binding of the ENCYCLOPEDIA. It would be awkward and misleading to put "The University of Pennsylvania" on the spine, for it is not a publishing imprint. It would be read either to connote "Oxford University" and "The University of Pennsylvania," which would be incorrect, since then neither entity is a publisher, or as "Oxford University Press" and "The University of Pennsylvania Press," which is also incorrect, since the Pennsylvania Press is not party to the agreement.

We suggest that the spine of the book read simply "Oxford," but that the title page of each volume read "Oxford University Press in association with the University of Pennsylvania."

Outside this assignment agreements, there is the question of the ENCYCLOPEDIA letterheads, which feature "Annenberg." Will there have to be new letterheads printed for future encyclopedia business?

Let us know if there are any other problems involved in this transfer.

Sincerely,



Sheldon Meyer  
Senior Vice President  
Editorial

SM:jma

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