
Library of Congress Subject Headings

Module 4.7
Corporate Names as Subjects

Policy and Standards Division
Library of Congress
October 2016

Recap and Plan

- Corporate names established in the Name Authority File may be assigned as subjects
 - *Exception:* corporate headings for heads of state
- This module
 - More discussion and examples
 - Corporate body name changes, mergers, and splits
 - Subdivisions used with corporate names

In Module 4.4, Introduction to Descriptive Access Points as Subject Headings, we indicated that corporate names established in the Name Authority File can be assigned as subjects, with one exception.

In this module, we will provide more details along with numerous examples.

We will also explain how to assign corporate names when the corporate body has merged, split, or changed its name.

We will conclude with some brief information about adding subdivisions – including geographic subdivisions – to corporate names used as subjects.

Eligible Headings

- **Corporate names established in the Name Authority File, including subordinate bodies**
 - Names entered directly

Library of Congress

Simmons College (Boston, Mass.). Graduate School of Library and Information Science

United Nations

Almost any corporate name established in the NAF can be used as a subject, including subordinate bodies.

Names that are entered directly are eligible, including the access points for the Library of Congress, the Simmons College Graduate School of Library and Information Science, and the United Nations.

Eligible Headings

- **Corporate names established in the Name Authority File, including subordinate bodies**
 - **Event and meeting names**
 - American Association for the Study of Mental Imagery. Conference**
 - International Meeting for Optical Publishing and Storage**
 - World Cup (Soccer)**

Event and meeting names are also eligible, including those that are established under their organization’s name, such as the conference of the American Association for the Study of Mental Imagery.

So are conferences that are entered directly, like the International Meeting for Optical Publishing and Storage.

And events such as the World Cup of soccer are also eligible.

All of these headings represent the series of meetings convened on a regular or irregular basis.

Eligible Headings

- Corporate names established in the Name Authority File, including subordinate bodies
- Event and meeting names

American Association for the Study of Mental Imagery. Conference (11th : 1989 : Washington, D.C.)

International Meeting for Optical Publishing and Storage (1987 : Amsterdam, Netherlands)

World Cup (Soccer) (2014 : Brazil)

Access points that represent individual meetings can also be assigned as subject headings, but they may or may not be established in the NAF. If the access point you need is not established, you should look in bibliographic records to determine its form.

And you may have to search other library catalogs or a bibliographic utility like OCLC or SkyRiver.

In some cases, though, nothing will have been published by or about the conference. In that case, you should create the access point in the same way in which it would be established.

Eligible Headings

- Corporate names established in the Name Authority File, including subordinate bodies
- Event and meeting names

International Meeting "Literature and Translation-- Problems of Theory" (1991 : Moscow, Russia)

Potsdam Conference (1945 : Potsdam, Germany)

Event and meeting names that are for one-time conferences that are not parts of series can also be used as subjects, such this one about literature and translation that occurred in 1991, or the much more famous Potsdam Summit that was the final meeting of the Allied leaders during World War II.

Eligible Headings

- **Corporate names established in the Name Authority File, including subordinate bodies**
 - **Names established under a jurisdiction**
 - Bombay (India). Financial Committee**
 - Great Britain. Home Office**
 - New York (N.Y.). Department of Personnel. City Civil Service Commission**

Corporate bodies that are established under the names of jurisdictions, such as the Financial Committee of Bombay, India, the British Home Office, and the City Civil Service Commission of New York City’s Department of Personnel, are also eligible.

You may be asking yourself, “Why can a heading for a committee of the city of Bombay, India, be used as a subject? Bombay’s name was changed to Mumbai years ago.”

Well, unlike headings for jurisdictions, there is no rule for corporate bodies that says if the name or controlling jurisdiction changes, the access point is ineligible for use as a subject heading. If a resource about the Financial Committee of Bombay is cataloged, the access point for the Financial Committee of Bombay can in fact be assigned as a subject heading.

There is only one exception to the general rule that any corporate body name can be used as a subject.

Ineligible Headings

- Corporate name access points for heads of state, including some heads of religions
 - Use the personal name instead
 - ✗ **United Nations. Secretary-General (1992-1996 : Boutros-Ghali)**
 - ✓ **Boutros-Ghali, Boutros, 1922-2016**
 - ✗ **India. President (1950-1962 : Prasad)**
 - ✓ **Prasad, Rajendra, 1884-1963**
 - ✗ **Catholic Church. Pope (2013- : Francis)**
 - ✓ **Francis, Pope, 1936-**

That exception has to do with corporate name access points for heads of state. This happens most frequently at the international and national levels, but can also occur at some lower levels of government, such as the heads of states and provinces.

A resource about Boutros Boutros-Ghali, a former secretary-general of the United Nations, would not be assigned the corporate name that is assigned under the United Nations. Instead, his personal name would be assigned.

In the same way, the president, prime minister, or other head of state for a country, state, province, or any other jurisdiction would be assigned the personal name as the subject heading, as you see with the headings for Prasad.

Some heads of churches also have a head of state access point, and those access points cannot be assigned as subjects, either.

Headings for Parks, Reserves, Etc.

- The park itself
 - Geographic heading established in LCSH
 - Shenandoah National Park (Va.)**

- The agency
 - Corporate name established in the NAF
 - Shenandoah National Park (Agency : U.S.)**

We want to briefly mention one more type of heading, because it is a special case.

Most resources about parks, reserves, and similar entities are about the entity itself: it's flora and fauna, its hiking trails, its campsites, or what have you. Those resources are assigned the geographic subject heading for the park, which is established in LCSH.

Since 2005, separate descriptive access points for agencies that administer and run parks have been established in the NAF, and they are also eligible for use as subjects, but only when the resource is about the agency, not the park itself. The descriptive access points are recognizable because they all have a qualifier that includes the word Agency and the jurisdiction controlling it.

More information on this policy may be found in the SHM in instruction sheet number H 1925, Parks, Reserves, National Monuments, Etc.

Corporate Name Changes

- Linear name changes

Philip Morris Incorporated
became
Altria Group

Because almost all established corporate names can be used as subjects, and the earlier names of corporate bodies remain valid, the most common confusion when assigning corporate names as subjects relates to corporate name changes.

Sometimes the company simply changes its name, as Philip Morris Incorporated did when it became Altria Group in 2002.

Corporate Name Changes

- **Corporate mergers**
 - The name of one of the companies becomes the name of the merged entity

United Airlines
acquired
Continental Airlines
and continued to operate under the
name **United Airlines**

Other times there is a merger and the newly merged company has the name of one of the companies that merged.

This was the case when United Airlines acquired Continental Airlines in 2010. Continental Airlines ceased to exist, and the merged airline continued as United Airlines.

Corporate Name Changes

- Corporate mergers
 - Adopt a new name

Exxon Corporation
merged with
Mobil Corporation
to become
Exxon Mobil Corporation

Sometimes, the product of the merger has a different name, as was the case when Exxon Corporation and Mobil Corporation merged in 1999 to become Exxon Mobil Corporation.

Corporate Name Changes

- Corporate spin-offs
 - Pixar (Firm)**
was spun off from
Lucasfilm Animation (Firm)

A division of a corporate body may be spun off into an independent entity, as happened with Pixar in 1986 when it became independent of Lucasfilm Animation.

Corporate Name Changes

- **Corporate splits**
 - United States. Department of Commerce and Labor**
split into
United States. Department of Commerce
and
United States. Department of Labor

Finally, a corporate body may be divided into two or more separate entities.

This commonly happens with government agencies, as when the United States Department of Commerce and Labor was divided into the Department of Commerce and the Department of Labor in 1913.

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

1. Assignment of name for latest period covered. Assign the heading for the name used by the body during the latest period covered by the work being cataloged.

Note: Do not construe an incidental reference to a recent period as being “coverage” of that period.

The general rule for cataloging resources about corporate bodies whose names have changed is to assign the heading for the name used by the body during the latest period covered by the resource.

As you can see in the note, we are not to construe incidental reference to a more recent period as constituting coverage of the period. The question is how to interpret “incidental reference.”

The instruction sheet does not come out and say so, but the 20 percent rule applies. You will learn about the 20 percent rule in the next unit, but in short, it says that in order to be represented in a subject heading, a topic must constitute at least 20 percent – or one fifth – of a resource.

“Incidental reference” therefore would be anything less than 20 percent.

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

Resource about Exxon from 1973-1999
*Heading: **Exxon Corporation.***

For example, a resource about Exxon from 1973, when it came into existence, until 1999 when it merged with Mobil would be assigned **Exxon Corporation.**

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

Resource about Exxon from 1973-1999

Heading: Exxon Corporation.

The resource includes some information about the post-1999 period

Heading: Exxon Corporation.

The heading assigned would still be **Exxon Corporation** even if the resource included a bit of information about Exxon Mobil, the product of the 1999 merger.

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

Resource about Exxon Mobil Corporation
*Heading: **Exxon Mobil Corporation.***

The resource includes some information about Mobil Corporation
*Heading: **Exxon Mobil Corporation.***

In the same way, a resource about the Exxon Mobil Corporation would be assigned the heading **Exxon Mobil Corporation.**

Now say that the resource includes some information about Mobil Corporation, but probably not enough to constitute 20 percent. The heading **Exxon Mobil Corporation** would still be assigned, but the heading **Mobil Corporation** would not be.

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

2. *Assignment of earlier names.* If an earlier name is prominently featured in the work being cataloged, assign the heading for the earlier name as well.

H 470 does in some cases permit earlier names of corporate bodies to be assigned along with later names. Section 2 of that instruction sheet says,

If an earlier name is prominently featured in the work being cataloged, assign the heading for the earlier name as well.

Again, construe “prominently featured” in terms of the 20 percent rule. Does a discussion of the earlier period constitute at least 20 percent of the resource? If so, then the earlier and the later names may both be assigned as subjects.

Corporate Name Changes

H 470, Name Changes in Non-Jurisdictional Corporate Bodies

Resource about the Department of Labor,
1903-present
30 percent: 1903-1913
70 percent: 1913-present

Headings: **United States. Department of Labor.**
United States. Department of Commerce and Labor.

Let's say that a resource is about the Department of Labor from 1903 to the present.

The first 30 percent of the resource is about the period from 1903 until 1913, when the Department of Commerce and Labor existed in the United States, and the remainder of the resource – 70 percent of it! – is about the period from 1913 to the present, when it is called the Department of Labor.

Both headings should be assigned. Note that the headings reflect the coverage of the resource. The heading that represents the majority of the resource comes first. By the way, you will learn about the order of headings in the next unit.

Special Topic Instruction Sheets

- Information on assigning corporate name access points as subjects is found throughout the SHM
 - H 1211, Airports
 - H 1230, Archives and Archival Resources
 - H 1427, Collections of Objects
 - H 1558, Directories
 - H 1593, Exhibitions
 - H 1970, Railroads
 - H 1995, Regimental Histories

Numerous instruction sheets on special topics provide information on when and why to assign specific categories of corporate bodies.

A sample of those instruction sheets includes:

H 1211	Airports,
H 1427	Collections of Objects,
H 1970	Railroads, and
H 1995	Regimental Histories.

Subdivision of Corporate Names

- Lists of free-floating and pattern subdivisions
 - H 1105, Corporate Bodies
 - H 1151, Individual Educational Institutions
 - H 1155, Legislative Bodies
 - H 1159, Military Services
 - H 1186, Religious and Monastic Orders
 - H 1187, Christian Denominations

For the sake of simplicity, none of the corporate names used as examples in this module have been subdivided. However, there are several lists of free-floating and pattern subdivisions that are to be used with corporate names, if the resource is about a specific aspect of the corporate body and not about it in general.

They are:

- | | |
|--------|--------------------------------------|
| H 1105 | Corporate Bodies, |
| H 1151 | Individual Educational Institutions, |
| H 1155 | Legislative Bodies, |
| H 1159 | Military Services, |
| H 1186 | Religious and Monastic Orders, and |
| H 1187 | Christian Denominations. |

We talked about these instruction sheets in module 4.1, so we will not go into depth about them here.

Subdivision of Corporate Names

- Lists of free-floating and pattern subdivisions
 - H 1095, Free-Floating Subdivisions: Form and Topical Subdivisions of General Application
 - “Use under subjects”
 - “Use under individual corporate bodies”
 - “Use under individual Christian denominations”

Any subdivision in H 1095 that has the instruction “Use under subjects” may be used with a corporate name.

There are also some other instructions that indicate that a subdivision may be used under a corporate name, such as “use under individual corporate bodies.” These instructions reflect the fact that the subdivision is also listed in the general instruction sheet for corporate bodies, H 1105, or an instruction sheet for a specific type of corporate body, such as H 1187, Christian Denominations.

Subdivision of Corporate Names

- H 475, Subdividing Corporate Names by Place
 - A select number of corporate names may be subdivided geographically
 - To reflect the physical presence of the corporate body in a particular place
 - Indicated in MARC 21 Authority Format 008/06

Unlike other descriptive access points that may be used as subjects, some corporate names may be subdivided geographically. This happens chiefly for names of religions or religious orders, but also sometimes occurs when a corporation has numerous locations throughout a country or throughout the world. The subdivision reflects the actual physical presence of the corporate body in a particular place.

Because corporate name access points that are established in the NAF are not normally also printed in LCSH (although some are by exception, including the heading for the Catholic Church), we cannot rely on the notation (May Subd Geog). Instead, it is necessary to refer to the fixed field, byte 6, of the name authority record for the entity. If the byte is set to “i,” the corporate name may be subdivided geographically.

Subdivision of Corporate Names

- H 475, Subdividing Corporate Names by Place

008/06 Geo Subd: i-Indirect
008/07 Roman: |-No attempt
008/09 Kind Rec: a-Estab hdg

Every system displays the MARC record differently, but here is an excerpt from one display.

Subdivision of Corporate Names

- H 475, Subdividing Corporate Names by Place

008/06 Geo Subd: i-Indirect
008/07 Roman: |No attempt
008/09 Kind Rec: a-Estab hdg

008 790426i azannaabn |b ana

And here is another one.

Subdivision of Corporate Names

- H 475, Subdividing Corporate Names by Place

008/06 Geo Subd: i-Indirect
008/07 Roman: | -No attempt
008/09 Kind Rec: a-Estab hdg

008 790426i azannaabn |b ana

Catholic Church (May Subd Geog)

If you happen to be searching the NAF through Classification Web, though, the interface does display the familiar (May Subd Geog) notation on the browse screen.

Subdivision of Corporate Names

- **H 475, Subdividing Corporate Names by Place**
 - Peace Corps (U.S.)—Ghana.**
 - Orthodoxos Ekklēsia tēs Hellados—United States.**
 - Benedictines—Pennsylvania.**

All three of these subject headings are possible because the headings for the Peace Corps, the Greek Orthodox Church, and the Benedictines (a religious order of the Catholic Church), can be subdivided geographically.

We will provide in-depth instruction on the use of subdivisions in Unit 6.