

# EPIPHYLLUM SOCIETY OF AMERICA REGISTRATION GUIDELINES

## NEW HYBRID SELECTION FOR REGISTRATION

You have a new cultivar and you wish to name it.

Do not attempt to name a cultivar before it has bloomed for at least two years. Often the plant's first bloom is accurate example of how the plant will flower as it matures. Many hybridizers will take cuttings from a plant, grow and bloom them to ensure that the plant can be propagated easily from a cutting, and that it blooms consistently. This also helps ensure the survival of the new cultivar.

Your new cultivar should also be propagated and grown successfully under different conditions and environments. Don't register plants that exhibit undesirable growth characteristics such as: weak growth, heavy spotting, susceptibility to fungal or bacterial rot. Avoid registering cultivars that are extremely difficult to grow, chances are it will eventually become extinct.

## IS YOUR CULTIVAR REALLY WORTH NAMING?

There is no point in going through the registration process if your cultivar doesn't have some unique quality or characteristic, or represent an improvement over an existing cultivar.

Perhaps your new cultivar has a unique color or color combination, or an unusual shape or form. Maybe it blooms off-season or several times a year, or is extremely floriferous or fragrant. It could also have growth that is vigorous, compact and clean or branches that have interesting form or crenation. All of these are important characteristics to look for as we attempt to improve the quality and expand the variety of our hybrids.

Your new cultivar must be distinguishable from those already in existence. Registering a flower that is too similar to an existing cultivar will only cause confusion for those who follow us and hamper our ability to properly identify cultivars that may have lost their names. The only way to make this determination is by comparing your flower to those from existing cultivars.

Once you are satisfied that you have a cultivar that meets the criteria outlined above, decide if you want to give it a cultivar name.

## HOW DO I FORM A NEW CULTIVAR NAME?

Coining a new and original cultivar name is not easy, especially in groups which historically have had hundreds or even thousands of cultivars. An ideal name is both easy to spell and pronounce in the various countries in which the cultivar may be distributed.

Cultivar names are always written within single quotation marks so that they stand out – for example 'American Sweetheart'.

The rules for creating a new name allow you to use or make up any word or words you want. The following checklist contains all the pertinent rules and regulations for naming your cultivar.

1. New cultivar names must be in a language other than Latin.
2. Names in languages other than English, should be accompanied by an accurate English translation to facilitate checking that the name meets the rules for registration.
3. Make sure that your name has no more than 4 words and 10 syllables, and no more than 30 characters, excluding spaces and the single quotation marks.
4. Names cannot consist of a single letter or solely of numerals.
5. Each word of a cultivar name must start with a capital letter unless linguistic custom demands otherwise. Exceptions are words after a hyphen, unless they are proper nouns, conjunctions, articles and prepositions, other than those in the first word of the name. (ex. Commander-in-Chief)
6. A cultivar name should be as short as practical and should not consist of, nor contain overly long words that may be difficult to write or pronounce. (i.e. 'Diplomgartenbauinspektor').
7. Do not use any punctuation marks except for the apostrophe ('), the comma (,), up to two non adjacent exclamation marks (!), the hyphen (-), the forward slash (/), the backward slash (\) and the period (.).
8. Fractions and symbols are not allowed.
9. Do not use names composed of only simple descriptive words (adjectives) (i.e. 'Pink', 'Pretty', 'Large White', 'Blue Red').

10. Make sure that your name cannot be confused either in spelling or pronunciation with an existing cultivar. ('Padray' would conflict with 'Padre').
11. Avoid names that might resemble terms used in the market place. ('Ten Dollars', 'Tax Free' and 'Post Paid'.)
12. Make sure that your name is not, or does not contain, the Latin or common name of a genus or the common name of any species in a genus if use of such might lead to confusion – do not use words like "epiphyllum", "epicactus", "anguliger" etc., as part of your distinct cultivar name.
13. Make sure that your name could not be interpreted as being likely to exaggerate the merits of the cultivar (i.e. do not use superlatives such as 'Best Ever', 'The Greatest', 'Improved' or 'Largest of All').
14. Names containing initial articles (i.e. a, an, the) are allowed, however they may not be used to create a new name from an existing one (i.e. 'Radiant Fire' exists, 'A Radiant Fire' or 'The Radiant Fire' is not allowed).
15. Names in the possessive form and possessive pronouns are allowed but may not be used with an existing name to create a new hybrid name ('American Sweetheart' exists, 'Bill's American Sweetheart' or 'My American Sweetheart' are not allowed).
16. You may not use the name of an existing cultivar and add a "moniker" or name to create a new variety (i.e. 'Liberty American Sweetheart' is not allowed as 'American Sweetheart' is already registered).
17. Titles such as Mr. or Mrs., Princess, King, etc. are allowed but cannot be used with an existing name to create a new hybrid name ('Mrs. American Sweetheart' or 'Princess American Sweetheart' are not allowed; similarly you cannot remove a title to create a new name 'Mrs. Gertrude W. Beahm' exists, 'Gertrude W. Beahm' is not allowed).
18. Abbreviations are allowed but may not be used to create a different name from an existing one (i.e. 'Professor Ebert' exists, 'Prof. Ebert' is not allowed; similarly you cannot create a new name by eliminating an existing abbreviation, 'Mrs. Gertrude W. Beahm' exists, 'Misses Gertrude Beahm' is not allowed).
19. Slight modifications of existing names are not allowed ('Evening Delight' exists, 'Evening Delights' is not allowed; 'Fire Flame' exists, 'Fiery Flame' is not allowed; 'Gold Medal' exists, 'Golden Medal' is not allowed).
20. Names made by changing the spelling of existing names are not allowed (i.e. 'Search Light' exists, 'Search Lite' is not allowed).
21. Umlauts and other diacritical marks do not constitute new letters ('Deja Vu' exists, 'Dèjà Vu' is not allowed, similarly 'Frühlingsgold' exists, 'Fruhling's Gold' is not allowed).
22. The name of a living person other than an immediate family member, should not be used without permission from that person. When that person is deceased you may want to seek permission from the persons relatives or the executor of their estate to avoid possible litigation.
23. Make sure that publication of the cultivar's name is not against the wishes of its raiser or breeder.
24. Avoid names that give a false impression as to its raiser, breeder or origins. (i.e. do not use the names of hybridizers of the past in your cultivar name).
25. Avoid names that imply that the cultivar is derived from another when this is not the case (i.e. 'Padre Junior', 'Padre's Pride' or similar type of name when the plant is not descended from 'Padre'.)
26. Do not use either trademarked names or abbreviations.
27. Do not use the names of international organizations.
28. Do not use any of these banned words in any language: "hybrid," "cultivar," "grex," "group," "form," "maintenance," "mixture," "selection," "sport," "series," "variety" (or the plural form of these words in any language) or the words "improved" or "transformed".
29. Do not use names which might be considered offensive.

## **COMPLETE THE REGISTRATION FORM**

Once you have determined that you have a distinct cultivar and selected a name, it's time to complete the registration form. We strongly encourage all epiphyllum hybridizers to register their hybrids with the ESA. Upon approval of your registration, your newly-registered cultivar will enjoy a permanent place in The Registry of Species and Hybrids, and the name you have selected is protected from being registered by anyone else.

To ensure that your name is unique – check the latest Registry and subsequent addenda.

Remember, your new cultivar should be unique, distinct and stable in bloom and growth habit.

## **PHOTOGRAPHY REQUIREMENTS**

**Please include the following color photographs with your registration form:**

### **MANDATORY**

- One showing the flower from a frontal view

### **RECOMMENDED**

- One showing the flower at 3/4 view
- One showing the flower in profile (90°), including flower tube
- One photo of the entire plant to show growth habit
- One or more photos showing the leaf types (i.e. flat or triangular) and the crenation (outer shape of the leaf).

Additional photos can be included to highlight any unique quality or characteristic that would help describe and identify the flower or plant.

Photos should be in a digital format, preferable "jpeg" or "tif". Transparencies or color photos will be accepted but color prints (xerox, canon, other color printing is discouraged).

Images or files should be labeled or named by the cultivar's name, hybridizer and the seedling number (if Known).

Photos must be submitted without any digital manipulation.

Color and form should be true to the cultivar and in sharp focus.

The flower must fill but not encroach on the frame area or border (do not crop out petals).

## **FEES**

A \$10 USD fee (\$5 for ESA Members) is required with each new plant registration. Payment can be made by USD Checks, Money Orders or through Squarespace (<https://squareup.com/market/epiphyllum-society-of-america>) or Paypal. If paying by Paypal please contact Geneva Coats at: [genevac coats@aol.com](mailto:genevac coats@aol.com)

Submit payment and forms to:

Geneva Coats  
ESA Treasurer  
13674 Geranium St.,  
Chino, CA 91710-5080

The Epiphyllum Society of America has been designated as the International Cultivar Registration Authority (ICRA) by the Royal Horticultural Society. Since 1940, the ESA has maintained and published a register, The Registry of Hybrids and Species, which contains the most comprehensive list of names and descriptions available.

Plant registration forms are currently being revised. Old forms will be accepted until the new form becomes available.

All submitted forms will be reviewed by the ESA Registrar and the ESA Registration Committee before they are published. You may be contacted if we need to clarify any information provide on the registration form. You may also be required to provide a different name if it is determined that your submitted name is in conflict with any of the ESA rules and guidelines.

Acceptance of all names is subject to review by the Registration Committee. Judgement shall be based on majority opinion as to the acceptance of the name. Any names rejected can be appealed. Submit reason for appeal to the Registration Committee Chair. Review shall be based on interpretation of the rules and not the rule itself.

International Registrar:

Derek Obayashi – omygoshi@gmail.com

Registration Committee Members:

Geneva Coats – genevacoa@aol.com

Robert Kuettle – rkuettle@roadrunner.com

Jerry Moreau – jerrysdca@cox.net

Jim Nones – jjan21@hotmail.com

Beth Jackson – bethjackson@yahoo.com

The right to use any proposed cultivar name may also be subject to copyright and/or trademark rights held by third persons. While the registrar may reject any proposed cultivar name on the grounds that the proposed cultivar name may possibly violate copyright and/or trademark rights held by third persons, the acceptance of a proposed cultivar name by the registrar does not constitute a determination that such copyright and/or trademark rights of third persons have not been violated and the registrant hereby agrees, to indemnify and hold The Epiphyllum Society of America, its Regions, employees, officers, directors and its successors and assigns harmless from any and all claims of copyright and/or trademark infringement, including payment of court costs, expenses and reasonable attorney's fees.

Further, the registrant acknowledges that by submitting a photograph of the cultivar being registered as required by the registration rules of The Epiphyllum Society of America, that the undersigned hereby grants The Epiphyllum Society of America the right to reprint or republish such photograph in the online photo database maintained by the The Epiphyllum Society of America; in the bulletin produced by the The Epiphyllum Society of America; to publish such photograph on any website maintained by or on behalf of the The Epiphyllum Society of America; and to publish such photograph in any other publication published by The Epiphyllum Society of America in the ordinary course of its educational and scientific activities. The registrant represents and warrants that he is the owner of all copyright rights with respect to the photograph submitted to The Epiphyllum Society of America other than those rights otherwise granted to the The Epiphyllum Society of America herein or by law. The undersigned shall retain ownership of all individual copyright rights in the photograph covered by this agreement except for those rights granted to The Epiphyllum Society of America herein or by law. The term "photograph," as used herein, shall include any and all still photography in any format, as well as videotape, video disc any other mechanical means of recording and reproducing images.

The registrant has entered into this agreement in order to assist educational, scientific, and charitable goals and hereby waives any right to compensation for such uses by reason of the foregoing authorizations, and the registrant and his successors or assigns hereby hold the The Epiphyllum Society of America its Regions, employees, officers, directors and its successors and assigns harmless from and against any claim for injury or compensation resulting from the activities authorized by this agreement.

Please be advised that from time to time computer and human errors may occur. The Registration Committee reserves the right to review all pre-registered and registered names prior to publication of the yearly addendum. Should an error be found which would be in conflict with the above rules, the hybridizer would be informed and asked to make a name change prior to publication. Any errors discovered after publication will be corrected and published in subsequent addenda.

It is the responsibility of the hybridizer – not the The Epiphyllum Society of America Registrar, the The Epiphyllum Society of America Registration Committee, or the The Epiphyllum Society of America – to check for cultivar names which might conflict with trade names, trademarks, service names, and patented names.