



Lyon · Engelhard Schultis · 1491

1462 and the mark in question was a combination of Fust's and Schöffers owners' marks. This printer's mark in the form of a coat of arms was so impressive in the clearness and simplicity of its design that it became the prototype for other printers' marks. This emblem-like design of the oldest printers' marks lived on into the fifteenth century and was much used by German and Netherland printers. Apart from pure imitations of the oldest marks in which, for instance, the coats of arms like Fust's and Schöffers' are seen hanging from a branch, designs of a more ornamental character are to be found. These depict for example, figures carrying coats of arms or else have decorations of

Pavia · Leonardus Gerla · 1495



IMPRESSVM VLME OPERA ET  
EXPENSIS IVSTI DE ALBANO  
DE VENETIIS PER PROVISOREM  
SVVM IOHANNEM REGER· AN  
NO·DOMINI·M·CCCC·LXXXVI·  
XII·KALENDAS·AVGVSTI·



Ulm · Johann Reger · 1486