

## Unit 6 Crossword Puzzle Solutions

### Across

1. A brand that represents an entire company or organization (**Corporate brand**)
3. A type of agreement which gives a company the right to use another's brand name, patent, or other intellectual property for a royalty or fee (**Licensing**)
7. When companies entertain clients, prospective customers and employees with tickets to an event (**Hospitality**)
8. A company or individual paying for the rights to use the licensor's name or property (**Licensee**)
9. Represents a particular product of a company or organization (**Product brand**)
10. Refers to the use of a successful brand name to launch a new or modified product or service in a new market (**Brand extension**)

### Down

2. The value placed on a brand by consumers (**Brand equity**)
4. Products retailers sell as their own brands (**Store brand**)
5. A device that legally identifies ownership of a registered brand or trade name (**Trademark**)
6. A company or individual granting the license (**Licensor**)
10. The use of a name, design, symbol, or a combination of those elements that a sports organization uses to help differentiate its products from the competition (**Branding**)