

**Unit 6****Lesson 6.2 – Collectibles & Memorabilia**
Branding & Licensing**STUDENT ACTIVITY****Instructions**

Research the sports and entertainment collectibles/memorabilia market and list five interesting items that have been bought or sold in the last five years. For example, in 2002 a fan purchased a wad of bubblegum that had already been chewed by Major League Baseball player Luis Gonzalez. List and describe the five items below. Be prepared to discuss the results of your search in class.

1)

2)

3)

4)

5)