

Unit 6 Crossword

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1 2 3 4 5 6 7 8 9 10

Across

1. A brand that represents an entire company or organization
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
7. When companies entertain clients, prospective customers and employees with tickets to an event
8. A company or individual paying for the rights to use the licensor's name or property
9. Represents a particular product of a company or organization
10. Refers to the use of a successful brand name to launch a new or modified product or service in a new market

Down

2. The value placed on a brand by consumers
4. Products retailers sell as their own brands
5. A device that legally identifies ownership of a registered brand or trade name
6. A company or individual granting the license
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