

**Sports & Entertainment Marketing  
Year One Curriculum****Unit 6 Word Find****Directions:**

*Find the following unit one key terms and names of industry pioneers in the word find box above. Terms may be forward, backward, horizontal, vertical or diagonal. Circle the words when you find them.*

BRAND EQUITY  
CORPORATE BRAND  
LICENSING  
STORE BRAND

BRAND EXTENSION  
HOSPITALITY  
LICENSOR  
TRADEMARK

BRANDING  
LICENSEE  
PRODUCT BRAND

## Sports & Entertainment Marketing Year One Curriculum

### Unit 6 Word Find Solutions

+	B	R	O	S	N	E	C	I	L	+	+	D	+	Y
+	R	Y	+	L	I	C	E	N	S	I	N	G	C	T
+	A	+	T	+	T	+	+	+	+	A	+	O	+	I
+	N	+	+	I	+	R	+	+	R	+	R	+	L	L
B	D	+	+	+	U	+	A	B	+	P	+	I	+	A
R	E	+	+	+	+	Q	E	D	O	+	C	+	+	T
A	X	+	+	+	+	R	E	R	E	E	+	+	+	I
N	T	+	+	+	O	+	A	D	N	M	+	+	+	P
D	E	+	+	T	+	T	+	S	N	+	A	+	+	S
I	N	+	S	+	E	+	E	+	+	A	+	R	+	O
N	S	+	+	B	+	E	+	+	+	+	R	+	K	H
G	I	+	R	+	+	+	+	+	+	+	+	B	+	+
+	O	A	+	+	+	+	+	+	+	+	+	+	+	+
D	N	A	R	B	T	C	U	D	O	R	P	+	+	+
D	+	+	+	+	+	+	+	+	+	+	+	+	+	+

### **SOLUTIONS: (Over,Down,Direction)**

BRAND EQUITY	(13,12,NW)
BRAND EXTENSION	(2,1,S)
BRANDING	(1,5,S)
CORPORATE BRAND	(14,2,SW)
HOSPITALITY	(15,11,N)
LICENSEE	(14,4,SW)
LICENSING	(5,2,E)
LICENSOR	(10,1,W)
PRODUCT BRAND	(12,14,W)
STORE BRAND	(4,10,NE)
TRADEMARK	(6,3,SE)