**Name:**

**Class Period**: \_\_\_\_\_\_\_\_\_

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| **Sports Career Consulting: Unit Six – Brand Extension / Trademark Activity** |
| **In this activity, you will:**   * Think of your favorite athlete or celebrity and describe their brand. * Come up with one example of a brand extension that would be a good fit for this athlete or celebrity. Describe the brand extension in detail. * Create a slogan, phrase and/or logo that would be something the athlete or celebrity would want to trademark to protect their brand and future potential brand extensions. * Demonstrate an understanding of the concepts branding, brand extension, licensing and trademarks. |

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| **Unit Six Key Concept** | **Point Value** | **Requirement / Assessment** |
| 1. Branding    1. Define brand    2. Can athletes and celebrities be brands?    3. Explain brand extension | 20 | * Define brand * Can an athlete or celebrity be a brand? Why or why not? * Explain brand extension |
| 1. Licensing    1. What is licensing?    2. How can an athlete or celebrity generate income through licensing? | 20 | * Define licensing * Explain the licensing process * Differentiate between licensee and licensor |
| 1. Brand Protection    1. What is a trademark?    2. Why are trademarks important from a brand protection standpoint? | 20 | * Define trademark * Provide one example of an existing athlete or celebrity trademark * Explain why trademarks are important from a brand protection standpoint |
| 1. Activity Presentation | 40 | PPT presentation of key elements, describe brand extension for an athlete or celebrity, along with a plan with filing for a trademark to protect the brand |
| **PROJECT TOTAL SCORE** |  |  |