



Sports Career Consulting – Branding, Licensing and Trademarks

In this lesson, you will learn:

- Explain the concept of branding (Lesson 6.1)
- Define trademark (Lesson 6.1)
- Describe the concept of brand extension (Lesson 6.1)
- Define licensing (Lesson 6.2)
- Explain how a trademark impacts the branding and licensing process (Lesson 6.1 & Lesson 6.2)

| RESOURCES | QUESTIONS |
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| <p>STUDENT DISCUSSION</p> <p><i>Estimated time: 5 mins</i></p> <p>1 Discuss these questions with your classmates or with a partner.</p> | <p>1. What do you think a trademark is? <i>STUDENT ANSWERS WILL VARY</i></p> <p>2. What do you think licensing is? Can you think of an example? <i>STUDENT ANSWERS WILL VARY</i></p> <p>3. Think of your favorite sports team, league, brand, athlete or entertainer. Do you think it is legal to make a t-shirt featuring their logo or likeness and sell it at school or online? Why or why not? <i>STUDENT ANSWERS WILL VARY</i></p> |
| <p>STUDENT LEARNING</p> <p><i>Estimated time: 40 mins</i></p> <p>2</p> <p><u>Branding, Licensing & Trademarks PowerPoint</u></p> <p>Review the Trademarks in Sports PPT and read lesson 6.1 and 6.2 in your textbook to help answer the questions.</p> | <p>1. Define brand. Can an athlete be a brand? Why or why not? <i>The use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition.</i></p> <p><i>Yes, athletes can be brands.</i></p> <p>2. What is brand extension? <i>Brand extension refers to the use of a successful brand name to launch a new or modified product or service in a new market</i></p> <p>3. What is licensing? <i>Licensing refers to an agreement which gives a company the right to use another's brand name, patent, or other intellectual property for a royalty or fee</i></p> <p>4. What is a trademark? <i>A trademark is a device that legally identifies ownership of a registered brand or trade name</i></p> |

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| | <p>5. Why are trademarks important to anyone looking to protect their brand? <i>A trademark provides the mark holder to legal ownership of the intellectual property, requiring anyone who wishes to use the logo, slogan, mark etc. to pay licensing fees for the rights to use the mark</i></p> <p>6. Think of your favorite sports team, league, brand, athlete or entertainer. Do you think it is legal to make a t-shirt featuring their logo or likeness and sell it at school or online? Why or why not? <i>Not without first paying a licensing fee!</i></p> |
| <p>COMPREHENSION CHECK</p> <p>3</p> | <p><i>Estimated time: 10 mins</i></p> <p>1. TRUE/FALSE. Anyone could legally print t-shirts featuring the words “Shaquille O’Neal XLG” on them, even if Shaq owns the trademark.</p> <p>2. TRUE/FALSE. Kawhi Leonard could be considered a brand.</p> <p>3. TRUE/FALSE. Phil Mickelson wants to trademark the phrase “Hit Bombs” so he can sell licensed merchandise featuring the phrase, or charge a licensing fee, to anyone else who might want to sell products that feature “Hit Bombs.”</p> <p>4. Examples of brand extension include:</p> <ol style="list-style-type: none"> A restaurant bearing Tiger Woods’ name, likeness and/or image Shaquille O’Neal XLG suits sold at JC Penney Kobe Bryant’s Mamba Academy All of the above <p>5. TRUE/FALSE. A trademark provides the mark holder to legal ownership of the intellectual property, requiring anyone who wishes to use the logo, slogan, mark etc. to pay licensing fees for the rights to use the mark.</p> |
| <p>STUDENT ACTIVITY</p> <p>5</p> <p>SEE SPORTS TRADEMARK ACTIVITY RUBRIC</p> | <p><i>Estimated time: 2 hours</i></p> <p>Activity instructions:</p> <p>1) Think of your favorite athlete or celebrity. How would you describe their brand?</p> <p>2) 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.</p> <p>3) 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.</p> <p>Your presentation should also include:</p> <ol style="list-style-type: none"> Definition of brand and brand extension Description of the licensing process Explanation of the importance of a trademark in terms of protecting the brand |