

Name: \_\_\_\_\_

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



## 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.

Unit Six Key Concept	Point Value	Requirement / Assessment
1. Branding a. Define brand b. Can athletes and celebrities be brands? c. Explain brand extension	20	<ul style="list-style-type: none"><li>• Define brand</li><li>• Can an athlete or celebrity be a brand? Why or why not?</li><li>• Explain brand extension</li></ul>
2. Licensing a. What is licensing? b. How can an athlete or celebrity generate income through licensing?	20	<ul style="list-style-type: none"><li>• Define licensing</li><li>• Explain the licensing process</li><li>• Differentiate between licensee and licensor</li></ul>
3. Brand Protection a. What is a trademark? b. Why are trademarks important from a brand protection standpoint?	20	<ul style="list-style-type: none"><li>• Define trademark</li><li>• Provide one example of an existing athlete or celebrity trademark</li><li>• Explain why trademarks are important from a brand protection standpoint</li></ul>
4. 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
<b>PROJECT TOTAL SCORE</b>		