### Name: Lesson 6.1/Lesson 6.2

### Branding, Licensing and Trademarks

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

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| 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 |

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| **RESOURCES** | QUESTIONS |
| **DISCUSSION PROMPTS**   |  |  | | --- | --- | | 1 | Discuss these questions with your classmates or with a partner. | | *Estimated time: 5 mins*   1. What do you think a trademark is? 2. What do you think licensing is? Can you think of an example? 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? |
| **STUDENT LEARNING**   |  |  | | --- | --- | | 2 | **Branding, Licensing & Trademarks PowerPoint** |   Review the Trademarks in Sports PPT and read lesson 6.1 and 6.2 in your textbook to help answer the questions. | *Estimated time: 40 mins*   1. Define brand. Can an athlete be a brand? Why or why not? 2. What is brand extension? 3. What is licensing? 4. What is a trademark? 5. Why are trademarks important to anyone looking to protect their brand? 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? |
| **COMPREHENSION CHECK**  *3* | *Estimated time: 10 mins*   * + - 1. TRUE/FALSE**.** Anyone could legally print t-shirts featuring the words “Shaquille O’Neal XLG” on them, even if Shaq owns the trademark.       2. TRUE/FALSE. Kawhi Leonard could be considered a brand.       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.”       4. Examples of brand extension include:   a. A restaurant bearing Tiger Woods’ name, likeness and/or image  b. Shaquille O’Neal XLG suits sold at JC Penney  c. Kobe Bryant’s Mamba Academy  d. All of the above   * + - 1. 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. |

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| ***STUDENT ACTIVITY***   |  |  | | --- | --- | | 5 | **SEE SPORTS TRADEMARK ACTIVITY RUBRIC** | | *Estimated time: 2 hours*  **Activity instructions:**    1) Think of your favorite athlete or celebrity. How would you describe their brand?  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.  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.  Your presentation should also include:   1. Definition of brand and brand extension 2. Description of the licensing process 3. Explanation of the importance of a trademark in terms of protecting the brand |