

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



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

## 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
<b>DISCUSSION PROMPTS</b>  <b>1</b> Discuss these questions with your classmates or with a partner.	<i>Estimated time: 5 mins</i>  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?
<b>STUDENT LEARNING</b>  <b>2</b>  <u><a href="#">Branding, Licensing &amp; Trademarks PowerPoint</a></u>  Review the Trademarks in Sports PPT and read lesson 6.1 and 6.2 in your textbook to help answer the questions.	<i>Estimated time: 40 mins</i>  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?  <b>5.</b> 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?
<b>COMPREHENSION CHECK</b>  <b>3</b>	<i>Estimated time: 10 mins</i>  1. TRUE/FALSE. Anyone could legally print t-shirts featuring the words “Shaquille O’Neal XLG” on them, even if Shaq owns the trademark.

