

**UNIT 6: BRANDING & LICENSING****TRUE/FALSE (15 questions)**

Indicate whether the following sentences or statements are true or false.

1. \_\_\_\_\_ A brand is a device that legally identifies ownership of a registered brand or trade name.
2. \_\_\_\_\_ The licensor is the company or individual paying for the rights to use an organization's name, logo or property.
3. \_\_\_\_\_ Licensed products do not provide a business with opportunities to make a profit.
4. \_\_\_\_\_ Licensed goods are available in retail department stores, chain stores, league-sponsored retail outlets, and on the Internet.
5. \_\_\_\_\_ Co-branding describes the process of updating or creating a new name, term, symbol, design, or a combination thereof for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors.
6. \_\_\_\_\_ Warner Brothers granting permission to Electronic Arts to use the Harry Potter character for the development of a new video game is an example of the licensor / licensee relationship.
7. \_\_\_\_\_ When developing an on-site merchandising strategy, the location of where the merchandise is being sold does not need to be considered.
8. \_\_\_\_\_ Test marketing is not an important component of the merchandising strategy.
9. \_\_\_\_\_ Many celebrities and athletes in today's marketing age are becoming managers of their own brands.
10. \_\_\_\_\_ The National Football League (NFL) would be considered a licensor.
11. \_\_\_\_\_ "Every season starts at Dick's" is an example of a trademark.
12. \_\_\_\_\_ If a customer buys many different brands of products they are demonstrating brand loyalty.
13. \_\_\_\_\_ Disney has less brand equity than most companies.
14. \_\_\_\_\_ T-shirt companies that use logos from professional teams must have a license in order to put the logos on their shirts and sell them.
15. \_\_\_\_\_ One advantage for a licensee is that styles can change quickly.

**UNIT 6: BRANDING & LICENSING**

**MULTIPLE CHOICE (15 questions)**

Identify the letter of the choice that best completes the statement or answers the question.

- \_\_\_\_\_ 1. \_\_\_\_\_ describes a company's or event's efforts to develop a personality and make its products or services different from the competition.
  - a. Merchandising
  - b. Branding
  - c. Licensing
  - d. None of the above
  
- \_\_\_\_\_ 2. Which of the following provides an example of a product brand?
  - a. Under Armour
  - b. Walt Disney Company
  - c. Harry Potter
  - d. A and B above
  
- \_\_\_\_\_ 3. Examples of licensees include:
  - a. Major League Baseball
  - b. NASCAR
  - c. EA Sports
  - d. A and B above
  
- \_\_\_\_\_ 4. Branding could include the use of \_\_\_\_\_.
  - a. Brand mark
  - b. Logo
  - c. Trademark
  - d. All of the above
  
- \_\_\_\_\_ 5. Some of the critical issues involved with the selling of on-site merchandise include:
  - a. Training of sales personnel varies with the event
  - b. The heaviest traffic for merchandising is during the event
  - c. Test marketing is not important
  - d. All of the above
  
- \_\_\_\_\_ 6. The branding building focuses on the development of \_\_\_\_\_.
  - a. Brand awareness
  - b. Brand image
  - c. Brand equity
  - d. All of the above
  
- \_\_\_\_\_ 7. Which of the following is not considered to be a form of branding?
  - a. Product brand
  - b. Corporate brand
  - c. Extensive brand
  - d. Store brand
  
- \_\_\_\_\_ 8. Which of the following would be considered a licensor?
  - a. NASCAR
  - b. Nike
  - c. Reebok
  - d. B and C above
  
- \_\_\_\_\_ 9. 9. What are the 3 P's of Licensing?
  - a. Promotion, place, product
  - b. Profit, promotion, protection
  - c. Profit, place, price
  - d. Product, place, price
  
- \_\_\_\_\_ 10. Which of the following is an example of a brand?
  - a. Dick's Sporting Goods
  - b. Kevin Durant
  - c. New Balance
  - d. All of the above

**UNIT 6: BRANDING & LICENSING**

**MATCHING (10 questions)**

Match each item with the correct corresponding definition below.

- |                             |                       |                           |
|-----------------------------|-----------------------|---------------------------|
| a. <b>Branding</b>          | b. <b>Trademark</b>   | c. <b>Corporate brand</b> |
| d. <b>Product brand</b>     | e. <b>Store brand</b> | f. <b>Brand extension</b> |
| g. <b>Licensed products</b> | h. <b>Licensing</b>   | i. <b>Licensor</b>        |
| j. <b>Licensee</b>          |                       |                           |

- \_\_\_\_\_ 1. A device that legally identifies ownership of a registered brand or trade name.
- \_\_\_\_\_ 2. Are not manufactured by leagues, teams, or schools, but rather by independent companies under an agreement with a sport entity.
- \_\_\_\_\_ 3. The company or individual granting a license.
- \_\_\_\_\_ 4. A brand representing a particular product of a company or organization.
- \_\_\_\_\_ 5. The use of a name, design, symbol, or a combination of those elements that a sports organization uses to help differentiate its products from the competition.
- \_\_\_\_\_ 6. The company or individual paying for the rights to use the licensor's name or property.
- \_\_\_\_\_ 7. A brand representing an entire company or organization.
- \_\_\_\_\_ 8. Occurs with the development of new products that expand on an existing brand by taking advantage of existing established brands.
- \_\_\_\_\_ 9. 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.
- \_\_\_\_\_ 10. The products retailers sell as their own brands.

**UNIT 6: BRANDING & LICENSING****SHORT ANSWER (4 questions)**

1. List three key considerations of on-site merchandising:

2. List three advantages of the licensor's position.

3. List three advantages of the licensee's position.

4. List three guidelines to developing a successful brand.

**UNIT 6: BRANDING & LICENSING****ESSAY (1 question)**

1. Explain why an organization would engage in the licensing process.