

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.



DATE: _____

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MATCHING (10 questions)

Match each item with the correct corresponding definition below.

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

- _____ 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.



CLASS PERIOD: _____

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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.