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| **Across**  **5.** What is owned and initiated by manufactures and also called producer brands?  **6.** What is the legal name under which a company or division of a corporation does business?  **9.** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the word. group of words, letters, or numbers of a brand that can be spoken  **10.** What is the name, term, desgin, or symbol that identifies a business or organization and the product that they offer  **11.** What over-extends a product line that can cause brand dilution?  **13.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a branding strategy that uses an exisiting brand name for an improved or new product in the product line  **14.** What reduces risk of new product failure?  **15.** \_\_\_\_\_\_\_\_\_ represent a general product category and do not carry a company or brand name | **Down**  **1.** What is owned and initiated by wholesalers and retailers and also called private brands, store brands, or dealer brands?  **2.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the legal authorization by trademarked brand owner to allow another company to use its brand, brand mark, or trade character for a fee  **3.** \_\_\_\_\_\_\_\_\_\_ identify the business and reflects quality, value, and reliability  **4.** \_\_\_\_\_\_\_\_\_\_\_ is a brand mark with humna form or characteristics  **7.** A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a symbol, desgin, or distinctive coloring or lettering that identifies a brand  **8.** What is a connote quality and reliability for a particular product?  **12.** What is given legal protection by the federal government and noted by the trademark symbol? |