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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? |