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| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Branding

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|  |  |  |  |  | V |  |  |  | R |  |  |  |  |  |  |  | O |  |  |  |  |  |  | 4  T |  |  |  |  |  |
|  |  |  |  | 5  M | A | N | U | F | A | C | T | U | R | E | R | B | R | A | N | D | S |  |  | R |  |  |  |  |  |
|  |  |  |  |  | T |  |  |  | N |  |  |  |  |  |  |  | P |  |  |  |  |  |  | A |  |  |  |  |  |
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|  |  |  |  |  | D |  |  |  | L |  |  |  |  |  |  | 6  T | R | A | D | E | N | A | M | E |  |  |  |  |  |
|  |  |  |  |  | I |  |  |  | I |  |  |  |  |  |  |  | A |  |  |  |  |  |  | C |  |  |  |  |  |
|  |  |  |  |  | S |  |  |  | C |  |  |  |  |  |  |  | T |  | 7  B |  | 8  P |  |  | H |  |  |  |  |  |
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|  |  |  |  | 9  B | R | A | N | D | N | A | M | E |  |  |  |  | B |  | A |  | O |  |  | R |  |  |  |  |  |
|  |  |  |  |  | I |  |  |  | S |  |  |  |  |  |  |  | R |  | N |  | D |  |  | A |  |  |  |  |  |
|  |  |  |  |  | B |  |  |  | I |  |  |  |  |  | 10  B | R | A | N | D |  | U |  |  | C |  |  |  |  |  |
|  |  |  |  |  | U |  |  |  | N |  |  |  |  |  |  |  | N |  | M |  | C |  |  | T |  |  |  |  |  |
|  |  |  |  |  | T |  |  |  | G |  |  |  | 11  D | I | S | A | D | V | A | N | T | A | G | E | S |  |  |  |  |
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|  |  |  |  |  | R |  |  |  |  |  |  |  |  |  |  |  |  |  | K |  | R |  |  |  |  |  |  |  |  |
|  |  |  |  |  | B |  |  |  |  |  |  |  | 12  T |  |  |  |  |  |  |  | A |  |  |  |  |  |  |  |  |
|  |  |  |  |  | R |  |  |  |  |  |  | 13  B | R | A | N | D | E | X | T | E | N | S | I | O | N |  |  |  |  |
|  |  |  |  |  | A |  |  |  |  |  |  |  | A |  |  |  |  |  |  |  | D |  |  |  |  |  |  |  |  |
|  |  |  |  |  | N |  |  |  |  |  |  | 14  A | D | V | A | N | T | A | G | E | S |  |  |  |  |  |  |  |  |
|  |  |  |  |  | D |  |  |  |  |  |  |  | E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  | 15  G | E | N | E | R | I | C | B | R | A | N | D | S |  |  |  |  |  |  |  |  |
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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? |