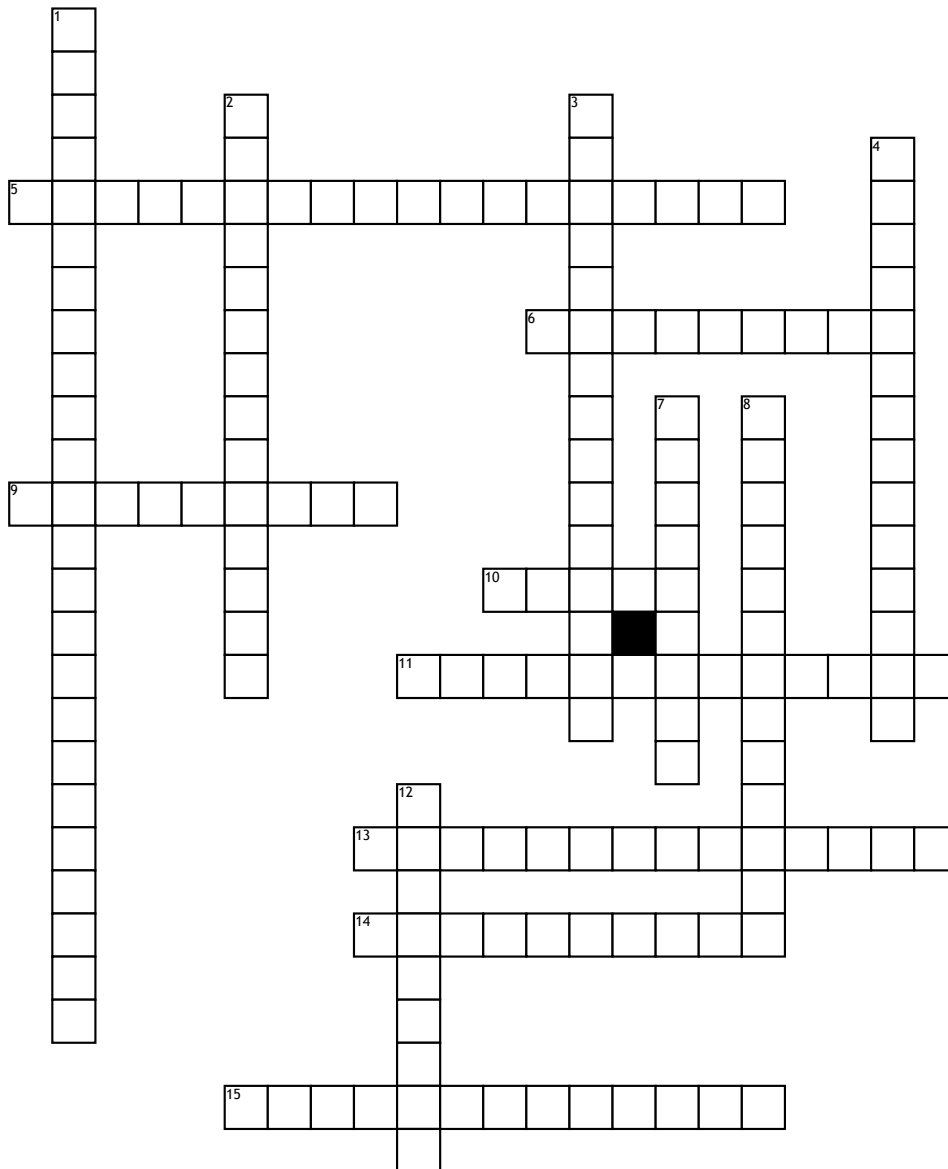


# Branding



## Across

5. What is owned and initiated by manufacturers 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, design, 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 existing 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 human form or characteristics

7. A \_\_\_\_\_ is a symbol, design, or distinctive coloring or lettering that identifies a brand

8. What is a connotation of quality and reliability for a particular product?

12. What is given legal protection by the federal government and noted by the trademark symbol?