

Name: _____ Date: _____ Period: _____

marketing 1

O S S H J M R O T U B I R T S I D E T A V I R P
B D W R B I A K A M H O L Y P J U T O A J Z R L
R R R E T C A R A H C E D A R T E N D Z U J D X
Z F A F N L N N O I S N E T X E D N A R B I W V
H S B N U O L H T H P M I X E D B R A N D M T G
T S N G D U S X K L N U R L Y Q B I N Z W N B S
R J C N N G S W D Z Q B X Y E T K B R M Y V G V
P W N M U I E Z H C Z M M Y S V N V K C Q J H W
X M S O N M D Q M E L Y C S K H U R J Q X F Y K
C V V E K T B N L O O L T M B X A Y L R E R L S
U X D N A R B L A N O I T A N M M F U E M H B A
V A S G Y A Z G J R B K F D D T U M G B K B L C
M U O W H D C Q H C B A T N D G Q Z F P H I K M
B A D N I E X K K C L F A P D I M F T G O V E T
X Q Y N K N Y R C F P R K R A M E D A R T W T I
Z R P O K A M O R W B V D U S N Y Y V S W H N E
U V Q M B M T T M A B R J Y O C S C N K X A Q H
B B A R V E F T I B Q L V U C A V Q L W J C N B
Q Y D S R A M G E N E R I C B R A N D N K K T D
J I I E W V G Y G D B R A N D L I C E N S I N G
X V R S R Z W Q X Q Z J U I L A H K H M W Q O C
D B O X U A L T M Y P M B E E N D G N U X S M H
O A V N D E U I G I P C P I A Z U J I A Q Q D V
A U E D M L Y I E H D O R S F U W A J T I Q N V

private distributor

trade character

brand licensing

brand extension

national brand

generic brand

mixed brand

trade name

brand mark

trademark

branding

brand