**Branding and Licensing Questions**

1. Define:

Brand

Brand name

Trademark

Brand equity

Manufacturer brand

Co-branding

Intermediary brand

Generic brand

Licensing

1. Explain why sponsorships and endorsements are important to sports organizations and sponsors.
2. Discuss the importance of an athlete’s image to a company that is choosing an endorser
3. Create a name and logo for two sports products of your choice and explain why you think they would be effective. You may do this with a partner. **(Submit your designs on class website for 10 marks)**