



Professor Myles Bassell

**Business 50.7 Advertising**

Brooklyn College

**Study Guide L 21**

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**Chapter 21 Trademarks and Packaging**

1 A trademark can include both a logo (a word mark) and a symbol (a non-word mark). List 6 types of trademark formats. Explain the difference between a trademark and a service mark.

2 For a firm to qualify for an exclusive trademark, several requirements must be met. List and explain 5 requirements.

3 Many familiar words today were once valid trademarks. List 6 examples.

4 List 6 forms of trademarks and give 2 examples of each.

5 Define the term coined word? Give 3 more examples of coined words.

6 List and Explain 4 General Trademark Rules. Does Hershey's meet the first 2 Trademark Rules? Explain specifically.



7 List briefly the 9 specific steps in the process for developing memorable names.

8 What are 2 effective elements of the Coca-Cola trademark?

