

Student Name: _____

Famous Trademarks

Trademarks identify where a product or service came from. Trademarks keep people from getting confused about what they are buying. Can you match the trademark to the product?



- A) Shoes
- B) Soda
- C) Towels



- A) Electricians
- B) Paper
- C) Professional Sports Team



- A) Fast Food
- B) Gasoline
- C) Swimming Suits



- A) Glass Cleaner
- B) Software
- C) Tennis Rackets



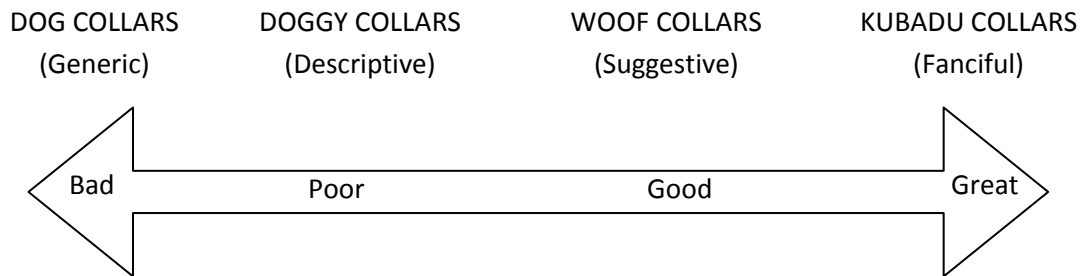
- A) Electricity
- B) Milk
- C) Theme Parks and Movies

* The trademarks above are the property of their respective owners. No endorsement is made by their inclusion herein.

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What Makes a Good Trademark?

Trademarks are words or drawings used to connect a product with a company that sells the product. A company that owns a trademark can prevent other companies from using those words or drawings without permission. A trademark cannot simply tell what a product is. It would be unfair for a company that sells dog collars to trademark the name DOG COLLARS®. The company could then prevent its competition from telling customers what it is selling. Strong trademarks have unusual or made-up names.



Making up a new name for a product can be difficult but fun. Can you make up a new trademark for the following products? Is it a trademark that will make people want to buy the product?



Race Car



Cell Phone



Telescope
