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the part of a brand that can be
easily pronounced, including letters,
words, and numbers that represent
the actual product or service. The
part of a brand (not the words) that
incorporates a unique symbol,*

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*coloring, lettering, or design
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*Marketing Essentials Chapter 31. a
name, term, design, symbol, or*

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combination of these elements that identifies a business, product, or service, and sets it apart from its competitors. a word, group of words, letters, or numbers that represent a product or service. the legal name of the business.

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*incorporates a unique symbol,
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*group of words, letters, or numbers
that represents a product or service.*

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the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual product or service. The part of a brand (not the words) that incorporates a unique symbol, coloring, lettering, or design

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*element. Marketing
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Marketing Essentials Chapter 31.
Brand. Brand name. Trade name.
Brand mark. a name, term, design,*

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*about the product [?/?] contents and
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the legal authorization by a trademarked brand owner to allow another company (the licensee) to use its brand, brand mark, or trade character for a fee. This activity was created by a Quia Web subscriber.

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