

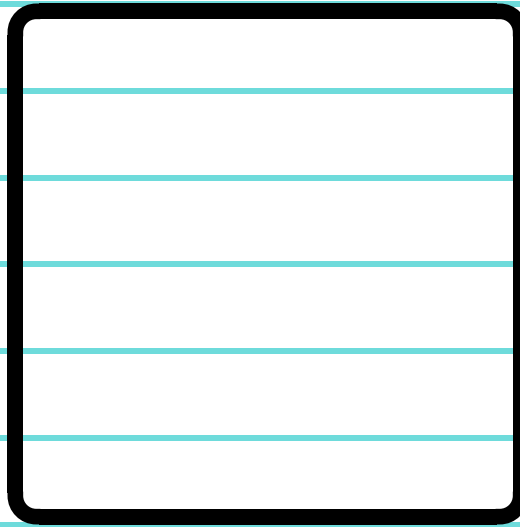
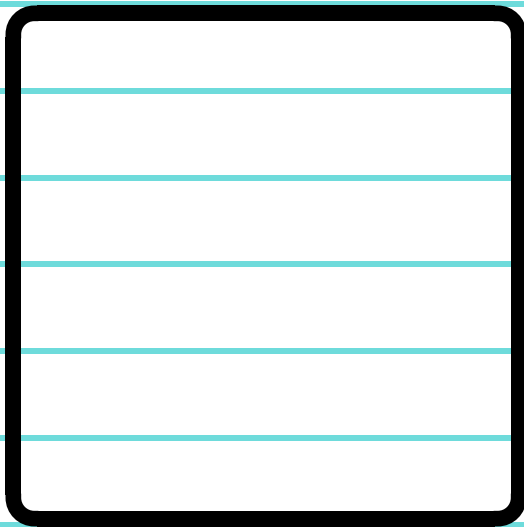
# 30.1 NOTES

## WHAT IS A BRAND?

FIND EXAMPLES OF THE FOLLOWING ELEMENTS OF A BRAND.  
WRITE/DRAW/PASTE THEM BELOW WHILE DESCRIBING EACH.

BRAND NAME:

TRADE NAME:



TRADE CHARACTER

BRAND MARK/TRADEMARK

## TYPES OF BRANDS

NATIONAL BRANDS:

PRIVATE DISTRIBUTOR BRANDS:

GENERIC BRANDS: