Unit 10 Counterfeiting Review Questions from the Intermediate Coursebook

1) A picture or symbol associated with a certain brand is called ...
   a) a trademark.  
   b) a label.  
   c) a copyright.  

2) Which statement is true?
   a) Counterfeit goods are often more expensive and better than branded goods. 
   b) Counterfeiting causes branded goods to become cheaper. 
   c) Counterfeiting takes advantage of other companies’ research, advertising etc. 

3) What is the opposite of fake?
   a) imitation  
   b) copy  
   c) genuine  

4) What is a patent?
   a) legal protection for inventions  
   b) legal protection for artwork  
   c) legal protection for words and symbols 

5) If we had patented the design, it would have been safe from counterfeitors. 
   Which statement is true?
   a) The design might be copied.  
   b) The manufacturer didn't take out a patent.  
   c) The manufacturer plans to protect his design. 

6) What is piracy?
   a) stealing other people’s ideas  
   b) copying CDs and DVDs illegally  
   c) buying counterfeit goods 

7) To file a lawsuit means …
   a) to protect a brand  
   b) to take someone to court  
   c) to register a product name 

8) What is infringement?
   a) breaking laws and regulations  
   b) selling counterfeit goods  
   c) using the law to protect brands 

9) Which of the following is a definition of exclusivity?
   a) a position in the market which is shared by many  
   b) holding a special position in the market  
   c) being pushed out of the market by others 

10) What are damages?
    a) the negative effect of counterfeiting on companies  
    b) badly-made imitation goods  
    c) sums of money paid to people who have been affected by copying