

Intelligent Business

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 counterfeiters.
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

