

OCR Creative iMedia

R081: Trademarks Act 1994

Name: Candidate Number:

Mark / 24 x 60 =

Grade

SECONDARY RESEARCH

For each question you must record the source of your information.

1) Explain the difference between [™] and ®.

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..... [4]

Secondary Source:

2) State **four** things that your trademark can contain.

- 1.
- 2.
- 3.
- 4. [4]

Secondary Source:

3) State **six** things that your trademark can **not** contain.

1.
2.
3.
4.
5.
6. **[6]**

Secondary Source:

4) Describe what a series application is when registering a trademark.

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- **[6]**

Secondary Source:

5) When you apply to register a trademark you to select the class that the trademark falls into. These classes are split into two sections.

State the **two** sections that these classes are divided into.

1.
2. **[2]**

Secondary Source:

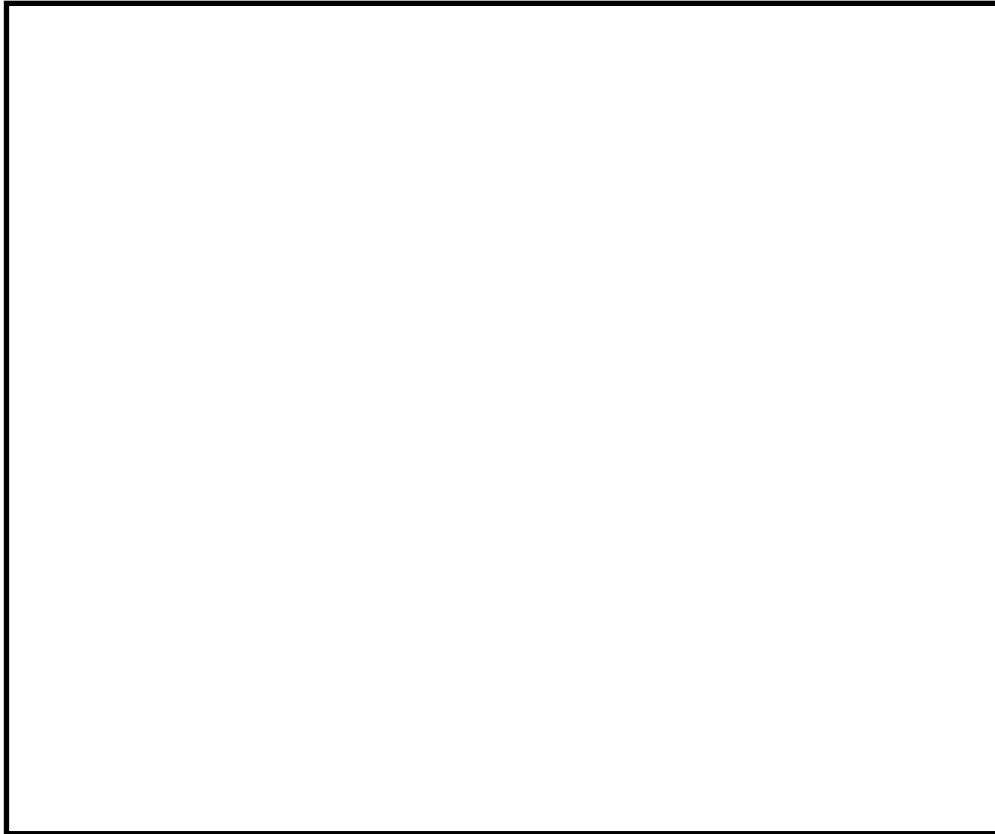
6) State the costs of applying for a registered trademark.

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- **[2]**

Secondary Source:

PRIMARY RESEARCH

- 1) Design a logo for a new sports clothing company Sportelle. The log must fit into the area below.



- 2) Create a questionnaire to get feedback on your logo.
- 3) Using your class set a focus group to gain feed back on your logo.
- 4) How will you improve your logo based on the feedback from your questionnaire and focus group?

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