

Marketing and Branding Objective 3)

Investigate licensing, copyrights, trademarks, etc.
Organization, costs, funding sources, etc.



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What is **BRANDING**?

- **Brand** creates an image to differentiate a product in the marketplace.
- A **brand image** creates a **brand experience** over and above product utility.
- A brand that becomes known acquires **brand recognition**.
- **Brand recognition** accumulates to become **brand equity**.
- **Brand management** is the application of marketing techniques to increase customer perception of value.
- **Brand marketing** is directed toward “**penetration and pull**”



Types of BRAND NAMES

Acronym: A name made of initials (UPS or IBM)

Descriptive: Names that describe a product benefit or function (Whole Foods or Airbus)

Alliteration and rhyme: Names that are fun to say and stick in the mind (Reese's Pieces or Dunkin' Donuts)

Evocative: Names that evoke a relevant vivid image (Crest, Tide, Best Buy)

Neologisms: Completely made-up words (Kodak, Xerox)

Foreign word: Adoption of a word from another language (Volvo, Volkswagon)

Founders' names: Using the names of real people (Walt Disney, Eddie Bauer)

Geography: Many brands are named for regions and landmarks (Fuji Film, Columbia Sportswear)

Personification: Many brands take their names from myth (Nike or Apollo) or from fictitious images created by advertisers (Betty Crocker, Mr. Clean)

What is the difference between a **BRAND** and a **TRADEMARK**?

BRAND refers to names, logos and slogans.

TRADEMARK is something you can do to brands. If you trademark a brand, then you own the "intellectual property" of that brand and you are the only person allowed to use it.

Clarification NOTE:

Patents provide **exclusive rights to make, use, import, sell and offer for sale** an invention for ***up to 20 years***.

Copyrights protect ***works of authorship, such as writings, music, and works of art*** that have been tangibly expressed. The ***Library of Congress*** registers copyrights which last for the ***life of the author plus 70 years***.

Trademarks protect ***words, names, symbols, sounds, or colors that distinguish goods and services***. Trademarks, unlike patents, ***can be renewed forever*** as long as they are being used in business.

The [®] designation can only be used once the trademark has finished the registration process with the U.S. Patent and Trademark Office.

The designation **TM** indicates claimed rights in use of the trademark and can be used before the federal trademark registration is issued. The USPTO takes 10 to 18 months for an application mature to a registration, however, use and protection can begin immediately following trademark application.



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Basic Questions

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Cost is about \$300 to register a US Trademark

Is there a worldwide trademark?

NO. However, it is possible to file one application for a group of countries such as:

1. The European Union, covering 15 countries in Europe;
2. The Madrid Protocol, covering several dozen countries; and
3. The Andean Pact, covering several South American countries.

Otherwise, trademark protection must be sought on a country-by-country basis.

What is a trademark?

A trademark includes any word, name, symbol, or device, or any combination, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.





Intertribal Timber Council

Suggestions for tribal forest product brand:

SpiritWood

Grown in America's Indian Forests



Earth's Gifts

Forest Products of Exceptional Quality from America's First Stewards

***We will need a name, an image, and a slogan.
An audio can also be included if desired.***

Costs of establishing a brand and trademark are low but marketing to gain brand equity will be more complicated and costly.

The overarching objective:

Elevate exposure and appreciation of Indian resource management and products.

“Your story is your brand.” Your trademark should embody your story into a memorable symbol.



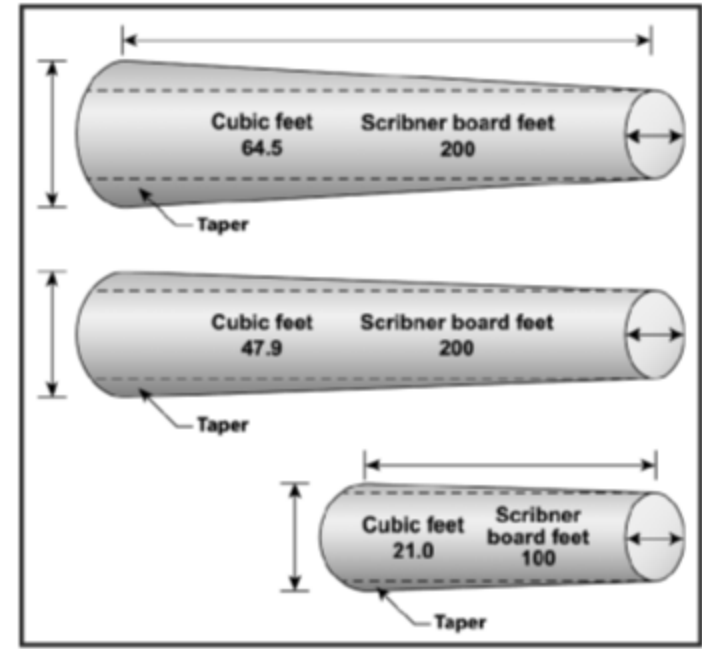
There is an Existing Trademark



This trademark is for all American Indian people to use on their products, whatever they might be.

The trademark is to certify authenticity of the “Native” or “Indian” made products.


Bureau Log Scaling -Domestic or Export



EXPORT
R LIST
Grading & Dressing Rules

DOUGLAS FIR
PACIFIC COAST (WEST COAST), HEM
SITKA SPRUCE
WESTERN RED CEDAR

LUMBER / TIMBER
100-YEAR ANNIVERSARY
2003




PACIFIC LUMBER INSPECTION BUREAU
SINCE 1903

Standard no. 17
GRADING RULES FOR
**WEST COAST
LUMBER**

EFFECTIVE SEPTEMBER 1, 1991

REVISED JANUARY 1, **2004**

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HEM FIR
WESTERN RED CEDAR
SPRUCE-PINE-FIR SOUTH
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Hope this Helps