

UNIT 1 LISTENING CHART

PROTECTION

As you watch the video, listen out for significant phrases and concepts mentioned by the interviewees listed in the chart below. Tick them off as you hear them.

STATEMENT FROM INTERVIEW	TICK WHEN HEARD
Trademarks protect consumers from confusion	
Registered trademark confers the exclusive right on the trademark itself	
It [the trademark] is only protected with relation to the goods and services concerned for which it is being used	
The common preconception is that it is mainly businesses who are protected by trademark law	
Breach of trademark has impact on brands...can cause of loss of exclusivity, revenue and reputation	
Trademarks protect consumers	
Trademark protection impacts on safety	
Trademark is a badge of guarantee	
Sportswear has to comply with security standards	
If you get knock off, second rate cheap stuff you run the risk of injury and damage to your health	
In the area of health, it can be much more dangerous	
Trademarks and brands need to be protected and that protection needs to be enforced	