

Trademarks and Copyrights for Nonprofits Quiz

Participant Name: _____ **Email:** _____

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Your nonprofit may have valuable "intellectual property" rights in your organization's name, logo, program materials and other assets. This webinar will give an overview of intellectual property considerations, and how to best protect these assets.

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1. The term "prosecution" with regard to trademark consideration means:
 - A). To file trademarks and gain federal registration rights
 - B). Conducting legal proceedings against someone who has committed a criminal act
2. The function of a trademark is
 - A). Quality Assurance.
 - B). Brand Awareness and Goodwill
 - C). Source Indicator
 - D). All of the above
3. Give an example of a slogan:

4. Patents and trade secrets are considered trademarks. True OR False?
5. A nonprofit organization's written material on its websites or brochures is an example of copyright. True OR False?
6. "March of Dimes" is an example of a(n) _____ brand on the distinctiveness spectrum.
 - A). Generic
 - B). Suggestive
 - C). Arbitrary
 - D). Fanciful
7. Trademark rights are territorial (for example, trademark rights in the US do not assure trademark rights in Mexico). True OR False?
8. It is not a good idea to use a trademark as a verb such as "Xeroxing" or "Googling". True OR False