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Level 6 – 16th January 2023

Adidas loses three-stripe trademark battle

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<https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle over a perceived infringement of its trademark three-stripe logo. Adidas lodged a complaint against the American luxury fashion brand Thom Browne, which uses a four-stripe logo on its clothes. Adidas claimed the four stripes were too similar to its three stripes and filed a lawsuit. It attempted to claim more than \$7.8 million in damages. However, a jury in a Manhattan court decided in Thom Browne's favour. It declared that the four stripes did not infringe on Adidas' logo or reputation. Jurors decided that consumers were unlikely to confuse the two brands, as they were capable of distinguishing between three and four parallel stripes.

Thom Browne is a New York-based fashion house founded in 2001. It caters to the high-end fashion market and has collaborated with many top names in the world of luxury apparel. The brand made a name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas dates back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne switched to a four-stripe pattern. Thom Browne maintained that confusion between the two designs was unlikely because the two companies "operate in different markets, serve different customers, and offer their products at strikingly different prices".

Sources: <https://edition.cnn.com/style/article/adidas-thom-browne-verdict/index.html>
<https://www.ndtv.com/feature/adidas-loses-stripe-trademark-battle-to-luxury-designer-thom-browne-3690735>
<https://www.bbc.com/news/world-us-canada-64261616>

WARM-UPS

1. ADIDAS: Students walk around the class and talk to other students about Adidas. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

sportswear / giant / courtroom / battle / logo / stripe / lawsuit / court / consumers / fashion / market / apparel / brand / collection / jacket / confusion / markets / prices

Have a chat about the topics you liked. Change topics and partners frequently.

3. SPORTSWEAR: Students A **strongly** believe Adidas is the best sportswear company; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

4. COMPANIES: How important are these things to a company? Why? Give examples? Complete this table with your partner(s). Change partners often and share what you wrote.

	How Important?	Why?	Examples
Logo			
Good CEO			
A tune			
A mascot			
Cheap prices			
Loyalty card			

5. GIANT: Spend one minute writing down all of the different words you associate with the word "giant". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. LOGO: Rank these with your partner. Put the best company logo at the top. Change partners often and share your rankings.

- Adidas
- MacDonal'd's
- Apple
- Nike
- Ferrari
- Coca Cola
- Amazon
- Starbucks

VOCABULARY MATCHING

Paragraph 1

- | | |
|-------------------|---|
| 1. giant | a. A group of people (usually twelve in number) who sit and hear a legal case and come to a conclusion of innocence or guilt. |
| 2. perceived | b. The action of breaking the terms of a law, agreement, etc.; violation. |
| 3. infringement | c. Interpreted or regarded someone or something in a particular way. |
| 4. lodged | d. Recognizing or pointing out a difference. |
| 5. jury | e. A very large company or organization. |
| 6. reputation | f. Presented a complaint, appeal, claim, etc. formally to a court. |
| 7. distinguishing | g. The beliefs or opinions that are held about the public image of someone or something. |

Paragraph 2

- | | |
|------------------|--|
| 8. founded | h. Clothing. |
| 9. cater | i. Uncertainty about what is happening, intended, or required. |
| 10. collaborated | j. Stated something strongly to be the case; asserted. |
| 11. apparel | k. Provide with what is needed or required. |
| 12. maintained | l. In a way that attracts attention by reason of being unusual or extreme. |
| 13. confusion | m. Established or started a business, institution or organization. |
| 14. strikingly | n. Worked jointly on an activity or project. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

1. A fashion company complained about the three stripes of Adidas. **T / F**
2. Adidas wanted \$78 million in damages. **T / F**
3. A court in Manhattan decided against Adidas in infringement case. **T / F**
4. The court said consumers could easily confuse the two logos. **T / F**
5. The Thom Browne fashion house started over two decades ago. **T / F**
6. Thom Browne fashion designed a scarf for Joe Biden's fashion collection. **T / F**
7. Thom Browne used three stripes on a jacket in 2007. **T / F**
8. Thom Browne said the prices the two companies charged were similar. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|------------------------|----------------|
| 1. trademark | a. confound |
| 2. complaint | b. contravene |
| 3. claimed | c. changed |
| 4. infringe | d. protest |
| 5. confuse | e. established |
| 6. founded | f. noticeably |
| 7. collaborated | g. applied for |
| 8. switched | h. asserted |
| 9. maintained | i. logo |
| 10. strikingly | j. teamed up |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|----------------------------|
| 1. Sportswear giant Adidas has | a. between three and four |
| 2. a perceived infringement | b. the two brands |
| 3. claim more than \$7.8 million | c. different prices |
| 4. consumers were unlikely to confuse | d. of its trademark |
| 5. capable of distinguishing | e. end fashion market |
| 6. a New York-based fashion house | f. in damages |
| 7. It caters to the high- | g. back 16 years |
| 8. The dispute with Adidas dates | h. was unlikely |
| 9. confusion between the two designs | i. lost a courtroom battle |
| 10. offer their products at strikingly | j. founded in 2001 |

GAP FILL

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle over a (1) _____ infringement of its trademark three-stripe logo. Adidas lodged a (2) _____ against the American luxury fashion brand Thom Browne, which uses a four-stripe (3) _____ on its clothes. Adidas claimed the four stripes were too similar to its three stripes and (4) _____ a lawsuit. It attempted to claim more than \$7.8 million in damages. However, a (5) _____ in a Manhattan court decided in Thom Browne's favour. It declared that the four stripes did not infringe on Adidas' logo or (6) _____. Jurors decided that consumers were unlikely to (7) _____ the two brands, as they were capable of distinguishing between three and four (8) _____ stripes.

reputation
perceived
filed
parallel
confuse
complaint
jury
logo

Thom Browne is a New York-based fashion (9) _____ founded in 2001. It caters to the high-end fashion market and has collaborated with many top names in the world of luxury (10) _____. The brand made a name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion (11) _____. The dispute with Adidas (12) _____ back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne (13) _____ to a four-stripe pattern. Thom Browne maintained that (14) _____ between the two designs was unlikely because the two companies "(15) _____ in different markets, serve different customers, and offer their products at (16) _____ different prices".

apparel
switched
operate
dates
strikingly
house
collection
confusion

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

- 1) Sportswear giant Adidas has lost a courtroom battle over _____
 - a. a received infringement
 - b. a per ceased infringement
 - c. a purrs eased infringement
 - d. a perceived infringement
- 2) Adidas lodged a complaint against the American _____
 - a. luxury fashion bland
 - b. luxury fashion blend
 - c. luxury fashion band
 - d. luxury fashion brand
- 3) Adidas claimed the four stripes were too similar to its three stripes and _____
 - a. filial a lawsuit
 - b. flied a lawsuit
 - c. filed a lawsuit
 - d. failed a lawsuit
- 4) However, a jury in a Manhattan court decided in _____
 - a. Thom Browne's flavour
 - b. Thom Browne's fave our
 - c. Thom Browne's fay vow are
 - d. Thom Browne's favour
- 5) as they were capable of distinguishing between three and _____
 - a. for par alloy stripes
 - b. four parallel stripes
 - c. four praline stripes
 - d. four per alloy stripes
- 6) Thom Browne is a New York-based fashion house _____
 - a. founded in 2001
 - b. floundered in 2001
 - c. frowned in 2001
 - d. found it in 2001
- 7) market and has collaborated with many top names in the world _____
 - a. of luxury apparent
 - b. of luxury available
 - c. of luxury affable
 - d. of luxury apparel
- 8) The brand made a name for itself in 2020 by _____
 - a. design in a scarf
 - b. designing a scarf
 - c. designate a scarf
 - d. de-signing a scarf
- 9) After Adidas protested, Browne switched to a _____
 - a. four-strip pattern
 - b. four-stripe patterns
 - c. four-stripped patterned
 - d. four-stripe pattern
- 10) serve different customers, and offer their products at _____
 - a. stalking different prices
 - b. strike kingly different prices
 - c. strikingly different prices
 - d. stray kingly different prices

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle (1) _____ infringement of its trademark three-stripe logo. Adidas (2) _____ against the American luxury fashion brand Thom Browne, which uses a four-stripe logo on its clothes. Adidas claimed the four stripes were too similar to its three stripes and (3) _____. It attempted to claim more than \$7.8 million in damages. However, a jury in a Manhattan court decided in Thom Browne's favour. It declared that the four stripes did (4) _____ Adidas' logo or reputation. Jurors decided that consumers were (5) _____ the two brands, as they (6) _____ distinguishing between three and four parallel stripes.

Thom Browne is a New York-based fashion house founded in 2001. It (7) _____ high-end fashion market and has collaborated with many top names in the world (8) _____. The brand made a name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas (9) _____ years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne (10) _____ four-stripe pattern. Thom Browne maintained that confusion between the two (11) _____ because the two companies "operate in different markets, serve different customers, and offer their products (12) _____ prices".

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

1. What does the article say Adidas lost?
2. How much did Adidas want in damages?
3. What does the article say Adidas filed?
4. Who decided in Thom Browne's favour?
5. What did jurors say consumers were unlikely to confuse?
6. When was the Thom Browne fashion house established?
7. Who has the Thom Browne fashion house collaborated with?
8. What was the name of Joe Biden's fashion collection?
9. When did Thom Browne put three stripes on one of its garments?
10. What is strikingly different about Adidas and Thom Browne?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

- 1) What does the article say Adidas lost?
 - a) a lot of cash
 - b) a courtroom battle
 - c) its way
 - d) new footwear designs
- 2) How much did Adidas want in damages?
 - a) \$8.7 million
 - b) \$78 million
 - c) \$87 million
 - d) \$7.8 million
- 3) What does the article say Adidas filed?
 - a) a lawsuit
 - b) tax returns
 - c) a complaint
 - d) nails
- 4) Who decided in Thom Browne's favour?
 - a) a judge in a Manhattan court
 - b) a juror in New York
 - c) a jury in a Manhattan court
 - d) judges in New York
- 5) What did jurors say consumers were unlikely to confuse?
 - a) Adidas and Nike
 - b) the two brands
 - c) stripes
 - d) footwear and jackets
- 6) When was the Thom Browne fashion house established?
 - a) 2001
 - b) 2002
 - c) 2008
 - d) 2011
- 7) Who has the Thom Browne fashion house collaborated with?
 - a) everyone
 - b) Adidas' main competitors
 - c) many top names in the world of luxury apparel
 - d) Amazon
- 8) What was the name of Joe Biden's fashion collection?
 - a) Believe in Better
 - b) Go Joe
 - c) Biden Fashions
 - d) Fashion Joe
- 9) When did Thom Browne put three stripes on one of its garments?
 - a) 2007
 - b) 2008
 - c) 2009
 - d) 2010
- 10) What is strikingly different about Adidas and Thom Browne?
 - a) their fabrics
 - b) their styles
 - c) their colours
 - d) their prices

ROLE PLAY

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Role A – Adidas

You think Adidas' logo is best. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Amazon, Apple or McDonald's.

Role B – Amazon

You think the Amazon's logo is is best. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Adidas, Apple or McDonald's.

Role C – Apple

You think Apple's logo is is best. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Amazon, Adidas or McDonald's.

Role D – McDonald's

You think the McDonald's logo is is best. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Amazon, Apple or Adidas.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'trademark' and 'battle'.

trademark	battle

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• giant• lodged• claimed• decided• declared• capable	<ul style="list-style-type: none">• 2001• top• 2020• 16• 2007• offer
---	---

ADIDAS SURVEY

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Write five GOOD questions about Adidas in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

ADIDAS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'trademark'?
3. What do you know about Adidas?
4. What do you think of logos and trademarks?
5. What do you think of Adidas' three stripes?
6. Is four stripes an infringement of Adidas' three stripes?
7. What are your favourite fashion brands?
8. How important are logos?
9. What sportswear products do you wear?
10. What advice do you have for Adidas?

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ADIDAS DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'battle'?
13. What do you think about what you read?
14. What do you think of Adidas?
15. What are your favourite logos?
16. What do you think of luxury fashion?
17. Why did Joe Biden have a fashion collection?
18. Do you 'believe in better'?
19. Do people spend too much money on fashion?
20. What questions would you like to ask Adidas?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle (1) ____ a perceived infringement of its trademark three-stripe logo. Adidas (2) ____ a complaint against the American luxury fashion brand Thom Browne, which uses a four-stripe logo on its clothes. Adidas claimed the four stripes were too similar (3) ____ its three stripes and filed a lawsuit. It attempted to claim more than \$7.8 million in damages. However, a jury in a Manhattan court decided (4) ____ Thom Browne's favour. It declared that the four stripes did not (5) ____ on Adidas' logo or reputation. Jurors decided that consumers were unlikely to confuse the two brands, as they were (6) ____ of distinguishing between three and four parallel stripes.

Thom Browne is a New York-based fashion house founded in 2001. It (7) ____ to the high-end fashion market and has collaborated with many top names in the world of luxury (8) _____. The brand made a name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas dates (9) ____ 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne (10) ____ to a four-stripe pattern. Thom Browne maintained that confusion between the two designs was (11) ____ because the two companies "operate in different markets, serve different customers, and offer their products (12) ____ strikingly different prices".

Put the correct words from the table below in the above article.

- | | | | | |
|-----|----------------|--------------|------------------|-----------------|
| 1. | (a) under | (b) through | (c) across | (d) over |
| 2. | (a) ledged | (b) alleged | (c) lodger | (d) lodged |
| 3. | (a) as | (b) to | (c) of | (d) in |
| 4. | (a) on | (b) at | (c) in | (d) of |
| 5. | (a) infringe | (b) fringe | (c) infringement | (d) infringing |
| 6. | (a) capable | (b) culpable | (c) capacity | (d) curable |
| 7. | (a) carters | (b) canters | (c) craters | (d) caters |
| 8. | (a) apparel | (b) parallel | (c) apparent | (d) apparently |
| 9. | (a) reverse | (b) back | (c) past | (d) passed |
| 10. | (a) stitched | (b) snitched | (c) switched | (d) stashed |
| 11. | (a) likelihood | (b) liking | (c) unlikely | (d) like-minded |
| 12. | (a) of | (b) at | (c) on | (d) by |

SPELLING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Paragraph 1

1. a evrdipece infringement of its trademark
2. Adidas lodged a aimcolptn
3. filed a isuawtl
4. infringe on Adidas' logo or puitatnero
5. they were capable of ghgdiuntnsisii
6. four aallerlp stripes

Paragraph 2

7. It seract to the high-end fashion market
8. drclaotobael with many top names
9. in the world of luxury leappar
10. The idupets with Adidas dates back 16 years
11. isfnucono between the two designs
12. at giilyskrtn different prices

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Number these lines in the correct order.

- () Thom Browne is a New York-based fashion house founded in 2001. It caters to the high-end fashion
- () or reputation. Jurors decided that consumers were unlikely to confuse the two brands, as
- () protested, Browne switched to a four-stripe pattern. Thom Browne maintained that
- () name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute
- () stripe logo on its clothes. Adidas claimed the four stripes were too similar to its three stripes and filed
- () confusion between the two designs was unlikely because the two companies "operate in different
- () they were capable of distinguishing between three and four parallel stripes.
- () with Adidas dates back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas
- (**1**) Sportswear giant Adidas has lost a courtroom battle over a perceived infringement of its trademark three-stripe
- () logo. Adidas lodged a complaint against the American luxury fashion brand Thom Browne, which uses a four-
- () market and has collaborated with many top names in the world of luxury apparel. The brand made a
- () court decided in Thom Browne's favour. It declared that the four stripes did not infringe on Adidas' logo
- () a lawsuit. It attempted to claim more than \$7.8 million in damages. However, a jury in a Manhattan
- () markets, serve different customers, and offer their products at strikingly different prices".

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

1. Adidas a courtroom Sportswear lost battle . has giant
2. Adidas claimed too stripes four the were similar .
3. on Four infringe Adidas' did not logo . stripes
4. brands . Consumers two were the unlikely confuse to
5. three four . and capable between distinguishing They're of
6. market . high-end caters It to the fashion
7. world Top names of apparel . luxury in the
8. name It 2020 . for made in itself a
9. between the Confusion was two unlikely . designs
10. offer different at products They their prices . strikingly

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle over a *perception / perceived* infringement of its trademark three-stripe logo. Adidas *ledged / lodged* a *complaint / compliant* against the American luxury fashion *blend / brand* Thom Browne, which uses a four-stripe logo *in / on* its clothes. Adidas claimed the four stripes were too *similarity / similar* to its three stripes and filed a lawsuit. It attempted to claim more than \$7.8 million in *damages / damage*. However, a jury in a Manhattan court decided in Thom Browne's favour. It declared that the four stripes did not *infringe / fringe* on Adidas' logo or reputation. Jurors decided that consumers were unlikely *for / to* confuse the two brands, as they were capable *of / to* distinguishing between three and four parallel stripes.

Thom Browne is a New York-based fashion *home / house* founded in 2001. It *craters / caters* to the high-end fashion market and has *corroborated / collaborated* with many top names in the world of luxury *apparent / apparel*. The brand made a name for itself in 2020 by designing a scarf *as / has* part of Joe Biden's "Believe in Better" fashion collection. The dispute *with / on* Adidas dates back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne *switched / stitched* to a four-stripe pattern. Thom Browne maintained *what / that* confusion between the two designs was unlikely because the two companies "operate *on / in* different markets, serve different customers, and offer their products *of / at* strikingly different prices".

Talk about the connection between each pair of words in italics, and why the correct word is correct. Look up the definition of new words.

INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sp_rtsw__r g__nt _d_d_s h_s l_st _ c__rtr__m b_ttl_ _v_r _ p_rc__v_d _nfr_ng_m_nt _f _ts tr_d_m_rk thr__-str_p_ l_g_. _d_d_s l_dg_d _ c_mpl__nt _g__nst th_ _m_r_c_n l_x_ry f_sh__n br_nd Th_m Br_wn_, wh_ch _s_s _ f__r-str_p_ l_g_ _n _ts cl_th_s. _d_d_s cl__m_d th_ f__r str_p_s w_r_ t__ s_m_l_r t_ _ts thr__-str_p_s _nd f_l_d _ l_ws__t. _t _tt_mpt_d t_ cl__m m_r_ th_n \$7.8 m_ll__n _n d_m_g_s. H_w_v_r, _ j_ry _n _ M_nh_ttn c__rt d_c_d_d _n Th_m Br_wn_'s f_v__r. _t d_cl_r_d th_t th_ f__r str_p_s d_d n_t _nfr_ng_ _n _d_d_s' l_g_ _r r_p_t_t__n. J_r_rs d_c_d_d th_t c_ns_m_rs w_r_ _nl_k_ly t_ c_nf_s_ th_ tw_ br_nds, _s th_y w_r_ c_p_bl_ _f d_st_ng__sh_ng b_tw__n thr__ _nd f__r p_r_ll_l str_p_s.

Th_m Br_wn_ _s _ N_w Y_rk-b_s_d f_sh__n h__s f__nd_d _n 2001. _t c_t_rs t_ th_ h_gh-_nd f_sh__n m_rk_t _nd h_s c_ll_b_r_t_d w_th m_ny t_p n_m_s _n th_ w_rld _f l_x_ry _pp_r_l. Th_ br_nd m_d_ _ n_m_ f_r _ts_lf _n 2020 by d_s_gn_ng _ sc_rf _s p_rt _f J__ B_d_n's "B_l__v_ _n B_ttr" f_sh__n c_ll_ct__n. Th_ d_sp_t_ w_th _d_d_s d_t_s b_ck 16 y__rs. Br_wn_ _s_d _ thr__-str_p_ d_s_gn _n _ j_ck_t _n 2007. _ft_r _d_d_s pr_t_st_d, Br_wn_ sw_tch_d t_ _ f__r-str_p_ p_tt_rn. Th_m Br_wn_ m__nt__n_d th_t c_nf_s__n b_tw__n th_ tw_ d_s_gns w_s _nl_k_ly b_c__s_ th_ tw_ c_m_p_n__s "_p_r_t_ _n d_ff_r_nt m_rk_ts, s_rv_ d_ff_r_nt c_st_m_rs, _nd _ff_r th__r pr_d_cts _t str_k_ngly d_ff_r_nt pr_c_s".

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

sportswear giant adidas has lost a courtroom battle over a perceived infringement of its trademark threestripe logo adidas lodged a complaint against the american luxury fashion brand thom browne which uses a fourstripe logo on its clothes adidas claimed the four stripes were too similar to its three stripes and filed a lawsuit it attempted to claim more than 78 million in damages however a jury in a manhattan court decided in thom brownes favour it declared that the four stripes did not infringe on adidas logo or reputation jurors decided that consumers were unlikely to confuse the two brands as they were capable of distinguishing between three and four parallel stripes

thom browne is a new yorkbased fashion house founded in 2001 it caters to the highend fashion market and has collaborated with many top names in the world of luxury apparel the brand made a name for itself in 2020 by designing a scarf as part of joe bidens believe in better fashion collection the dispute with adidas dates back 16 years browne used a threestripe design on a jacket in 2007 after adidas protested browne switched to a fourstripe pattern thom browne maintained that confusion between the two designs was unlikely because the two companies operate in different markets serve different customers and offer their products at strikingly different prices

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes.html>

Sportswear giant Adidas has lost a courtroom battle over a perceived infringement of its trademark three-stripe logo. Adidas lodged a complaint against the American luxury fashion brand Thom Browne, which uses a four-stripe logo on its clothes. Adidas claimed the four stripes were too similar to its three stripes and filed a lawsuit. It attempted to claim more than \$7.8 million in damages. However, a jury in a Manhattan court decided in Thom Browne's favour. It declared that the four stripes did not infringe on Adidas' logo or reputation. Jurors decided that consumers were unlikely to confuse the two brands, as they were capable of distinguishing between the three and four parallel stripes. Thom Browne is a New York-based fashion house founded in 2001. It caters to the high-end fashion market and has collaborated with many top names in the world of luxury apparel. The brand made a name for itself in 2020 by designing a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas dates back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne switched to a four-stripe pattern. Thom Browne maintained that confusion between the two designs was unlikely because the two companies "operate in different markets, served different customers, and offer their products at strikingly different prices".



HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

3. ADIDAS: Make a poster about Adidas. Show your work to your classmates in the next lesson. Did you all have similar things?

4. LOGOS: Write a magazine article about creating laws that require a company to close down if it makes a logo similar to that of another company. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on Adidas. Ask him/her three questions about it. Give him/her three of your opinions on this sportswear giant. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. e 2. c 3. b 4. f 5. a 6. g 7. d
8. m 9. k 10. n 11. h 12. j 13. i 14. l

TRUE / FALSE (p.5)

- 1 F 2 F 3 T 4 F 5 T 6 T 7 T 8 F

SYNONYM MATCH (p.5)

1. i	2. d	3. g	4. b	5. a
6. e	7. j	8. c	9. h	10. f

COMPREHENSION QUESTIONS (p.9)

1. A courtroom battle
2. \$7.8 million
3. A lawsuit
4. A jury in a Manhattan court
5. The two brands
6. 2001
7. Many top names in the world of luxury apparel
8. Believe in Better
9. 2007
10. Their prices

WORDS IN THE RIGHT ORDER (p.19)

1. Sportswear giant Adidas has lost a courtroom battle.
2. Adidas claimed the four stripes were too similar.
3. Four stripes did not infringe on Adidas' logo.
4. Consumers were unlikely to confuse the two brands.
5. They're capable of distinguishing between three and four.
6. It caters to the high-end fashion market.
7. Top names in the world of luxury apparel.
8. It made a name for itself in 2020.
9. Confusion between the two designs was unlikely.
10. They offer their products at strikingly different prices.

MULTIPLE CHOICE - QUIZ (p.10)

1. b 2. d 3. a 4. c 5. b 6. a 7. c 8. a 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)