

## Fat Betty

### Betty's brand battle



Link: <http://news.bbc.co.uk/1/hi/england/7696234.stm>

## Questions

- What is meant by the term “trademark”
- Who is likely to win in this battle over the product name?
- Why would Betty’s want to protect their name?
- How might the reputation of Betty’s be damaged by taking legal action to protect its brand?