

Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES
FOR LANGUAGE TEACHERS"**

breakingnewsenglish.com/book.html

**Thousands more free lessons
from Sean's other websites**

www.freeeslmaterials.com/sean_banville_lessons.html

Level 4 – 16th January 2023

Adidas loses three-stripe trademark battle

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.html>

Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 5 and 6. They are (a little) harder.

Twitter



twitter.com/SeanBanville

Facebook



www.facebook.com/pages/BreakingNewsEnglish/155625444452176

THE READING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.html>

Adidas has lost a legal battle over a possible misuse of its three-stripe logo. It complained against the U.S. fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were too similar to its logo. Adidas claimed \$7.8 million in damages. However, a jury decided in Thom Browne's favour. It said consumers were unlikely to confuse the two brands, as they were capable of distinguishing between different numbers of stripes.

Thom Browne makes high-end clothing and has worked with many top fashion companies. In 2020, it designed a scarf for Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas goes back to 2007, when Browne used a three-stripe design on a jacket. Adidas protested and Browne switched to four stripes. Browne said its design was not a problem because the companies are in different markets and their products are priced differently.

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>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.html>

PARAGRAPH ONE:

- | | |
|---------------------------------|-------------------------|
| 1. Adidas has lost a legal | a. the two brands |
| 2. the U.S. fashion | b. similar to its logo |
| 3. the four stripes were too | c. of stripes |
| 4. Adidas claimed \$7.8 million | d. battle |
| 5. a jury decided in | e. distinguishing |
| 6. unlikely to confuse | f. brand |
| 7. they were capable of | g. Thom Browne's favour |
| 8. different numbers | h. in damages |

PARAGRAPH TWO:

- | | |
|---------------------------------|-----------------------|
| 1. Browne makes high- | a. different markets |
| 2. worked with many top | b. collection |
| 3. fashion | c. priced differently |
| 4. The dispute with Adidas goes | d. design on a jacket |
| 5. Browne used a three-stripe | e. end clothing |
| 6. Browne switched | f. back to 2007 |
| 7. the companies are in | g. to four stripes |
| 8. their products are | h. fashion companies |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.html>

Adidas has (1) _____ battle over a possible misuse of its three-stripe logo. It (2) _____ U.S. fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were (3) _____ its logo. Adidas claimed \$7.8 million in damages. However, (4) _____ in Thom Browne's favour. It said consumers were (5) _____ the two brands, as they were (6) _____ between different numbers of stripes.

Thom Browne (7) _____ and has worked with many top fashion companies. In 2020, it (8) _____ for Joe Biden's "Believe in Better" fashion collection. (9) _____

Adidas goes back to 2007, when Browne used a three-stripe (10) _____ jacket. Adidas protested and Browne (11) _____ stripes. Browne said its design was not a problem because the companies are in different markets and their products (12) _____.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.html>

Adidas has lost a legal battle over a possible misuse of its three-stripe logo. It complained against the U.S. fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were too similar to its logo. Adidas claimed \$7.8 million in damages. However, a jury decided in Thom Browne's favour. It said consumers were unlikely to confuse the two brands, as they were capable of distinguishing between different numbers of stripes. Thom Brown makes high-end clothing and has worked with many top fashion companies. In 2020, it designed a scarf for Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas goes back to 2007, when Browne used a three-stripe design on a jacket. Adidas protested and Browne switched to four stripes. Browne said its design was not a problem because the companies are in different markets and their products are priced differently.

ADIDAS SURVEY

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-4.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.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

Adidas loses three-stripe trademark battle – 16th January 2023
More free lessons at breakingnewsenglish.com

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

