

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 5 – 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-5.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 4 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-5.html>

Adidas has lost a legal battle over what it thought was an infringement of its three-stripe logo. It made a complaint against the American fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were too similar to its three stripes. It filed a lawsuit and claimed \$7.8 million in damages. However, a New York jury decided in Thom Browne's favour. It said the four stripes did not infringe on Adidas' logo. It added that consumers were unlikely to confuse the two brands, as they were capable of distinguishing between different numbers of stripes.

Thom Browne was founded in 2001. It creates high-end clothing and has collaborated with many top names in the luxury fashion business. In 2020, it designed a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas goes back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne switched to four stripes. Browne said 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>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-5.html>

PARAGRAPH ONE:

- | | |
|-------------------------------------|---------------------------|
| 1. Adidas has lost | a. on Adidas' logo |
| 2. It made a | b. to its three stripes |
| 3. four stripes were too similar | c. numbers of stripes |
| 4. claimed \$7.8 million | d. complaint |
| 5. a New York jury | e. confuse the two brands |
| 6. four stripes did not infringe | f. a legal battle |
| 7. consumers were unlikely to | g. decided |
| 8. distinguishing between different | h. in damages |

PARAGRAPH TWO:

- | | |
|---------------------------------------|-------------------------|
| 1. Thom Browne was | a. designs was unlikely |
| 2. high- | b. names |
| 3. collaborated with many top | c. different prices |
| 4. The dispute with Adidas goes | d. end clothing |
| 5. a three-stripe design | e. back 16 years |
| 6. confusion between the two | f. on a jacket |
| 7. the two companies operate in | g. founded in 2001 |
| 8. offer their products at strikingly | h. different markets |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-5.html>

Adidas has (1) _____ battle over what it thought was an infringement of its three-stripe logo. It (2) _____ against the American fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were too similar to its three stripes. It (3) _____ and claimed \$7.8 million in damages. However, a New York (4) _____ Thom Browne's favour. It said the four stripes did not infringe on Adidas' logo. It added that consumers were (5) _____ the two brands, as they (6) _____ distinguishing between different numbers of stripes.

Thom Browne was founded in 2001. It creates (7) _____ and has collaborated with many top names in the luxury fashion business. In 2020, it designed a (8) _____ of Joe Biden's "Believe in Better" fashion collection. (9) _____ Adidas goes back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne (10) _____ stripes. Browne said confusion between the two (11) _____ because the two companies "operate in different markets, serve different customers, and offer their (12) _____ different prices".

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2301/230116-adidas-three-stripes-5.html>

Adidas has lost a legal battle over what it thought was an infringement of its three-stripe logo. It made a complaint against the American fashion brand Thom Browne, which uses a four-stripe logo. Adidas said the four stripes were too similar to its three stripes. It filed a lawsuit and claimed \$7.8 million in damages. However, a New York jury decided in Thom Browne's favour. It said the four stripes did not infringe on Adidas' logo. It added that consumers were unlikely to confuse the two brands, as they were capable of distinguishing between different numbers of stripes. Thom Browne was founded in 2001. It creates high-end clothing and has collaborated with many top names in the luxury fashion business. In 2020, it designed a scarf as part of Joe Biden's "Believe in Better" fashion collection. The dispute with Adidas goes back 16 years. Browne used a three-stripe design on a jacket in 2007. After Adidas protested, Browne switched to four stripes. Browne said 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".

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) _____

