



TASK1 Work with your partner and analyze the trademarks one the other side of the worksheet.

What are the companies' names?

What do you think these companies sell?

Can you find them in your country?

Is there anything controversial about these companies?

TASK2 Identify the companies.

1 _____ is a British based international retailer of body, bath, skin care and make-up products aimed primarily at women, was founded from a single storefront in 1976 by Anita Roddick and grew rapidly in the 1980s and 1990s. The company's marketing is largely based on environmentally-friendly product testing.

2 _____ is the world's largest fast food chain, selling primarily hamburgers, chicken, french fries and fizzy drinks and more recently salads, fruit and carrot sticks. The business was founded in 1940 with a restaurant opened by two brothers Dick and Mac _____

3 _____ is a San Fransisco-based clothes retailer founded in 1969 by Donald Fisher and Doris Fisher. The Fishers opened their first shop because they had been frustrated with the lack of quality customer service and fashionable styles at other retailers. The name was derived from the growing differences between children and adults--namely "the generation _____"

4 _____ is a global clothing brand, based in Treviso, Italy. The name comes from four members of the _____ family who founded the company in 1965. The success story began in 1955 when Luciano _____, the eldest of four children, was only 20 years old and working as a salesman in Treviso. He realized that people wanted colors in their lives and especially in their clothes.

5 _____ is the world's largest multinational chain of coffee shops. Founded in 1971 as a coffee bean retailer, then acquired in 1987 by Howard Schultz, it has acquired and built coffeeshouses all over the world. In addition to brewed coffee and espresso beverages, _____ shops also serve tea and bottled beverages, pastries, and ready-to-eat sandwiches.

6 _____ is a major American manufacturer of athletic shoes, clothes, and sports equipment. The company takes its name from the Greek goddess of victory. _____ markets its products under its own brand as well as Air Jordan, Total 90, Converse, Hurley International and many others. _____ has been criticised for the working conditions and production methods in the overseas factories with which it contracts.