On the Issue of Definition of the Term ‘Trademark’

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Abstract: In this article the issue of definition of the linguistic term ‘trademark’ is touched upon. By comparative analysis of modern Russian and foreign works concerning the article agenda, peculiarities of such closely connected in meaning Russian terms as «торговая марка», «товарный знак», «рекламное имя», «бренд», «логотип» and such their foreign analogues as ‘Trademark’, ‘Brand’, ‘Word Mark’, ‘House Mark’, ‘Product Mark’ are put forward. Finally, each of the above mentioned notions is defined thus letting us to differentiate them in use in linguistic texts.

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