

trademark1. ['treɪdmɑ:k] *n*

1. фабричная марка
2. отличительный знак

the unruffled equanimity was his trademark - его отличительной чертой была совершенная невозмутимость

2. ['treɪdmɑ:k] *v*

снабжать торговой маркой

trademark

Oxford Advanced Learners Dictionary 8th Ed.

trade-mark [trademark trademarks trademarked trademarking] *BrE*

['treɪdmɑ:k] *NAmE* ['treɪdmɑ:rk] *noun*

1. (abbr. TM) a name, symbol or design that a company uses for its products and that cannot be used by anyone else
 - 'Big Mac' is McDonald's best-known trademark.
2. a special way of behaving or dressing that is typical of sb and that makes them easily recognized
 - Attention to detail is Anthea's trademark.
 - The artist uses her trademark swirls of paint to good effect in her latest exhibition.

Culture:**emblems**

Emblems, **logos** and other **symbols** are widely used as a simple way of identifying countries, states, organizations, companies and sports teams.

Emblems of Great Britain include the figure of ↑**Britannia**, a woman in long **robes** carrying a **shield** with a ↑**Union Jack** pattern. Each country within the United Kingdom has a national emblem, as well as its own flag. England's official emblem is a **red rose**. Red and white roses were chosen as emblems during the ↑**Wars of the Roses**. Afterwards, the two were combined in the ↑**Tudor rose**. Other emblems include a **bulldog**, often wearing a Union Jack **waistcoat**, and ↑**John Bull**, an old-fashioned, fat country gentleman. Wales has two plants, the ↑**leek** and the ↑**daffodil**, and the ↑**Welsh dragon** as its emblems, and also uses the figure of a Welsh woman dressed in traditional costume. Welsh people often wear a daffodil on St **David's Day**. Scotland has the **thistle** (= a prickly weed) as its official emblem, but a ↑**tartan** pattern is used on many products made in Scotland. The national symbol of Northern Ireland is the ↑**Red Hand of Ulster**, which appears on its flag. The ↑**shamrock** and ↑**harp** are also associated with Ireland and the shamrock is the emblem of the Republic of Ireland.

Members of the British ↑**royal family** and the **aristocracy** have **coats of arms**. The ↑**royal arms** are placed behind judges and **magistrates** in law courts as a symbol of authority. Below the arms is the **motto** *Dieu et mon droit*, French for 'God and my right'. Some commercial organizations whose products have royal approval are granted special permission to show the royal arms on their products.

The best-known emblem of the British government is the **portcullis** (= a barred, chained gate) that appears on official government papers. The **Great Seal of the United States**, which appears on US money and government documents, shows a ↑**bald eagle**, a very large bird which is itself a symbol of the US, and the Latin motto ↑**e pluribus unum** which refers to the fact that the US is one country made up from many individual states.

Each US state has a variety of emblems, including animals and plants which are commonly found in that state. For example, ↑**Michigan** has a state bird (the robin), a state fish (the **trout**), a state flower (the apple **blossom**), a state insect (the dragonfly) and a state stone (the **Petoskey** stone). These symbols may appear on the state flag and on official documents.

Most commercial organizations, **charities**, **political parties**, sports clubs, etc. have an emblem that they put on flags, **notepaper**, badges and vehicles, sometimes together with their initials. These emblems are often so well known that there is no need for the organization's name to be added. They may involve a picture that suggests the name, e.g. a picture of an apple for **Apple** computers, or the name written in a particular way. Such commercial emblems can be very valuable and may be registered as **trademarks**, to prevent anyone else using them.

trademark

Longman DOCE 5th Ed. (En-En)

trade mark /'treɪdmɑ:k\$ -mɑ:rk *BrE* *AmE* *noun* [countable]

1. a special name, sign, or word that is marked on a product to show that it is made by a particular company, that cannot be used by any other company
2. a particular way of behaving, dressing etc by which someone or something can be easily recognized:
 - The striped T-shirt became the comedian's trademark.

trademark

Freakuency Pack

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trademark 2639

trademarks 392

COCA 500k Unlemmatized

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