

2011年度 早稲田大学スポーツ科学部 学士入学試験問題（英語）

注 意 事 項

1. 問題冊子および解答用紙は、試験開始の合図があるまで開かないこと。
2. 受験番号および氏名は解答用紙の所定の欄に記入し、それ以外の所には記載しないこと。
3. 解答はすべて解答用紙の所定の欄に黒鉛筆（HB）またはシャープペンシルで記入すること。
4. 解答は解答用紙の下線部の範囲内に記入すること。
5. 問題冊子は持ち帰ること。

<問題> 以下の英文を全文和訳せよ。

Licensing is an arrangement whereby rights to use a trademark, trade name, or copyrighted design on a product or service are granted from the licensor (property rights-holder) to a licensee (company interested in manufacturing and selling licensed merchandise). The three P's of licensing are profit, promotion, and protection.

Depending on the popularity and uniqueness of your event and the process in which the licensing program is organized and marketed, licensed merchandise can be a lucrative revenue source for your event. Within the first two hours of announcing the three mascots for the 2002 Salt Lake Olympic Games, \$75,000 worth of merchandise was sold. The 1996 Atlanta Olympic Games generated a record \$50 million in licensing revenue, and Sydney achieved similar results. In 1999, the U.S. Tennis Open attendees spent close to \$7 million on merchandise, while Wimbledon rings up close to \$100 in retail sales each year; almost as much as the Super Bowl.

To protect your merchandise rights, however, all names, logos, slogans, or graphics associated with your event must be copyrighted or trademarked. Names and pictures of venues should also be registered. Applications for a copy rights are made through the Library of Congress and for a trademark through the U.S. Patent and Trademark Office. Although some events elect to change their logo annually to increase merchandise sales, the costs associated with such change must also be considered, such as new event signage, artwork, and fees associated with copyrights and trademarks.

Licensed merchandise range from traditional souvenirs, such as T-shirts, hats, key chains, and mugs, to more unique products, including furniture, jewelry, and linens. According to anthropologist Valene Smith, T-shirts tend to be the most popular item because not only are they functional, they allow the wearers to associate themselves with an event, statement, or design that proclaim their values or show their allegiance.

