Pororo Makes His Mark

Getting Creative with Pororo The Little Penguin

Porong Porong Super Sled
Episode

Pororo was busy building sled when some friends come along asking for help with their broken sled. After carefully inspecting the sled, Pororo realizes it was not one of his. He then creates the “Porong-Porong Super Sled” and sticks his labels on his sled. Later on, Pororo’s friends who want the Porong-Porong Super Sled gather at his house. This episode explains that the function of a trademark is to distinguish one product from another, and shows the process of developing a trademark as well. It also highlights the fact that proper use of trademarks is beneficial to consumers as well as manufacturers.

Lesson Objectives

- To understand trademarks.
- To understand why we need trademarks.
- Invent trademarks and apply them.
Pororo and his friends had invented the sled. There are two jet-propelled sleds, one made by the Rabbit Twins, and the other by Pororo and his friends.

Pororo and his friends have decided to give their sled a name as a trademark. At the beginning they thought of names like Airplane or Prettiest Sled or Fast Fast.

Unfortunately these names cannot be used as a trademark. Think about why not and connect them with appropriate reasons.

As this expression is far too vague, the trademark would confuse people on what a product does.

This trademark uses a common name that could mislead people.

This trademark gives no specific information about the product.
Pororo and his friends have decided to use the trademark for the sled they have invented: the ‘PorongPorong Super Sled’.

What part of the sled did ‘PorongPorong’ remind them of? Let’s show it in the picture below.

Try expressing the engine sound from the sled in ways other than ‘PorongPorong’.

A trademark needs to show clearly the characteristics of invented goods (product). What will make a good trademark?

Match goods with the corresponding sound.

- slurp
- whistle
- vroom
Choose from the conditions below which are good and which are bad in a trademark.

<table>
<thead>
<tr>
<th></th>
<th>good</th>
<th>bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Easy to pronounce</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Nothing special</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Similar to other famous trademarks</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Easy to write</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Easy to read</td>
<td></td>
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<tr>
<td>6</td>
<td>Doesn’t apply to the product</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Easy to remember</td>
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<tr>
<td>8</td>
<td>Not clear</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Difficult to say</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Easily confused</td>
<td></td>
</tr>
</tbody>
</table>

Choose all items that could be applied to trademarks.

- shape
- sound
- picture
- color
- word
- number
The trademark for Pororo’s sled is ‘PorongPorong Super Sled’. Help Pororo invent a new trademark using pictures, numbers and different colors.

Pororo and his friends have created a trademark and attached it to the sled they’ve invented. Let’s think about what a trademark is and what it does.

Look around you and find trademarks on objects and draw them below.

Among the trademarks you have drawn, what is your favorite? Explain why.
Look at the situation carefully and fill in the bubble what you think will happen afterwards.

1. Oh! Pororo’s sled What is it?
2. If you use a trademark, people will not be confused.
3. A trademark?
4. Which of the reasons given below explains why the Porong-Porong Super Sled is so popular?
   - Clearly distinguished from other sleds.
   - The trademark looks nice.
   - The popularity of Pororo is high.
As the Porong-Porong Super Sled getting popular, what attitude Pororo and his friend have? Fill in the blank of the cartoon below.

1. Pororo, I want to have the Porong-Porong Super Sled!
2. Me too! Me too!
3. All I did was add a trademark....
4. Look how popular Porong-Porong Super Sled is. Now you must be responsible about your trademark and take good care. ( ) Only then people will trust your sled.

Pororo has invented the car that runs on water using the jet engine.

Imagine the rest and complete the picture.
Pororo made a car that runs on water, what trademark is suitable? Draw your own brand one pictures below.
LET'S MAKE
PORORO POP-UP CARD

What you need

2 Pop-up Card Pattern Sheets, Sissors, Cutter knife, Ruler, Glue

Pororo makes his mark

INVENTION KIT
Let’s create Pororo Pop-up Card yourself

① Print 2 pattern sheets on both sides of a A4 sized thick paper.

② Cut out part ①, and make a cut along the full lines.

③ Cut out parts ②〜④, and fold along the dotted lines.

④ Combine ② to ④, and fix with glues.

⑤ Put parts ⑤, ⑥ on the exterior of the card, and fix it.

⑥ Done!

Let’s make a brand of the pop-up card and short description to put on the name plate.
Make your own pop-up card filling out nameplate and tags.