

LIFESMARTS NOVEMBER 2022

SUN	MON	TUES	WED	THURS	FRI	SAT
		1 Name one clothing item exempt from the Care Labeling Rule:	2 Clothing care symbols fall into five broad categories. Name them:	3 Energy.gov states there are two ways to save energy when doing laundry. Name them:	4 Name one issue you can tackle by pretreating clothing before doing the laundry:	5 Surfactants serve what role when used in detergents?
6 This detergent additive helps prevent soil from resettling on clothing when you do laundry:	7 What is the difference between pirated software and counterfeit software?	8 Name one possible danger of taking counterfeit drugs?	9 What are the risks of purchasing counterfeit makeup to save money?	10 The top 10 most counterfeited items include several items we wear. Name two:	11 What is the FBI's stance on making or buying a fake Covid-19 vaccination card?	12 A product's packaging has typos and misspellings. Is this more or less likely to be a counterfeit product?
13 When you buy a counterfeit product, name one way this harms a legitimate company that sells the authentic product?	14 The press has published positive reports about your brand. What kind of social proof is this?	15 A company trademarks its logo. How long does the trademark last?	16 These plain label products do not have a brand name and are known as:	17 The visible elements of a brand make up its brand identity. Name two things that this can include:	18 When a consumer regularly purchases the same product, believing it is superior in quality, they are exhibiting:?	19 A company creates a detailed description of a person who represents their target audience. In marketing this is called a:
20 You are offered a free online subscription in exchange for your contact information. In marketing terms the subscription is a:	21 A legal process in which a creditor obtains a judgment on a debt, and may collect the debt by seizing a portion of the debtor's assets, is called:	22 If you fail to make timely payments on your car loan, the creditor can take it back. This action is called:	23 You have a complaint against a company so you reach out to its ombudsman. Will you pay to use this service?	24 What should you assume regarding the voicemail messages left on your work phone and your personal privacy?	25 In economic terms, describe a monopoly:	26 Name the antitrust activity they are engaged in when competitors agree on prices rather than operate on a competitive basis:
27 The manufacturer's or seller's promise to stand behind a product is called a:	28 What is another name for true name fraud?	29 What is the main goal of cyber hygiene practices?	30 The global credit card standard EMV enhances security. It is named after these three entities:			