

## **Section 29 Questions**

**If there are similar products on the market is this one aesthetically more pleasing (Prettier)?**

No, it's uglier	1	2			
Not quite as pretty	3	4	5		
About the same	6	7	8		
Yes, much more pleasing	9	10			

**Have you chosen which type of packaging will be the most aesthetically pleasing for your product?**

No	1	2					
Working on it	3	4	5	6	7	8	
Yes	9	10					

**Do you have a finished prototype of your packaging, in full color?**

No	1	2					
Working on it	3	4	5	6	7	8	
Yes	9	10					

**Will the product have to be made in several different colors?**

Over 5 colors	1	2			
3 to 4 colors	3	4	5		
2 colors	6	7	8		
No, only one	9	10			

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Over 5 colors	1	2	
3 to 4 colors	3	4	5
2 colors	6	7	8
No, only one	9	10	

**Does the physical design and appearance of your product suggest its intended use?**

No	1		
Somewhat	3	4	5
Moderately	6	7	8
Yes, strongly	9	10	

**Does the design or appearance of your packaging strongly suggest its intended use?**

No	1	2	
Somewhat	3	4	5
Moderately	6	7	8
Yes, strongly	9	10	

**If your product will have to be displayed in a special rack that you must provide, will the display have to be an aesthetically attractive one requiring custom design and graphics?**

Yes	1	2	
Probably	3	4	5
Possibly	6	7	8
No	9	10	

**Will you be able to take advantage of “Ambush Marketing” by designing your packaging to look similar to the packaging being used on a nationally know competitor’s? (Remember it cannot be so similar that it is misrepresentative or it will become subject to infringement suits. Be sure to check with your attorney).**

No	1	2		
Possibly	3	4	5	
Probably	6	7	8	
Yes	9	10		

**Are you sure that the product is socially and psychologically acceptable in its shape, color, size and texture?**

No				
Somewhat	3	4	5	
Moderately	6	7	8	
Yes, it is	9	10		

**Have you proven your answers to these questions by holding a focus group?**

No	1	2				
Presently working on it	3	4	5	6	7	8
Yes	9	10				

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