



ACADEMIC LYCEUM “INTERNATIONAL HOUSE – TASHKENT”

2nd semester
ENGLISH LANGUAGE



Topic 56: Solutions. Advanced. Unit 8 Reading : Trade secrets



TRADE SECRETS

What are trade secrets?

A trade secret is a formula, practice, process, design, legal instrument, pattern or compilation of information which is not generally known or reasonable ascertainable, by which a business can obtain an economic advantage over competitors or customers. In some jurisdictions, such secrets are referred to as "confidential information" or "classified information".





The 7 “Musts” of Trade secrets





Examples of Trade Secrets

- Customer lists
- Recipes
- Financial projections
- Business methods
- Marketing plans
- Formulas
- Devices
- Manufacturing techniques
- Processes
- Sales data
- Market studies
- Pricing information
- Computer programs

Famous Trade Secrets

Formula for Coca-Cola



The Big Mac Special Sauce



KFC Chicken Recipe



WD-40 Formula



Money: Vocabulary Quiz

A machine used in shops that shows and records the amount of money you have to pay:

- a. cashier
- b. cash register
- c. cashmere



A small flat folding case made of e.g. leather, used for keeping paper money and credit cards:

- a. moneybags
- b. wally
- c. wallet



The money that an organization such as a bank lends and somebody borrows is a:

- a. load
- b. loan
- c. loaf



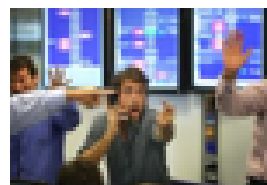
A room with thick walls and a strong door in a bank, used for keeping valuable things safe:

- a. voucher
- b. vault
- c. veal



A person who buys and sells things for other people:

- a. a beggar
- b. a burglar
- c. a broker



A small flat piece of metal used as money:

- a. monetarist
- b. coin
- c. copper



Money: Vocabulary Quiz

A legal agreement by which a bank lends you money to buy a house:

- a. mortgage
- b. borrowing
- c. housing benefit



To receive money, property, etc. from somebody when they die:

- a. inhibit
- b. inherit
- c. inhabit



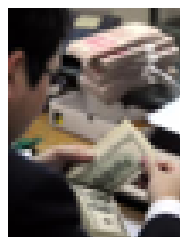
A strong metal box used for storing valuable things in, e.g. money or jewellery:

- a. safe
- b. shell
- c. boxer



A person whose job is dealing with people arriving at the bank:

- a. clerk
- b. banquet
- c. banister



Money that you have to pay to the government so that it can pay for public services:

- a. debts
- b. accounts
- c. taxes



Any of the units of equal value into which a company is divided and sold to raise money:

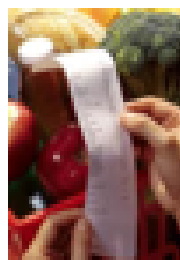
- a. shape
- b. share
- c. shade



Money: Vocabulary Quiz

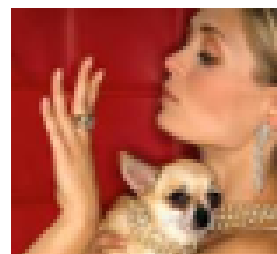
A piece of paper that shows how much money you have spent on something:

- a. recipe
- b. receipt
- c. recite



A person who has a lot of money, possessions, etc. is:

- a. wealthy
- b. healthy
- c. filthy



A piece of paper that you can use for paying instead of using money:

- a. cheek
- b. cheque
- c. chess



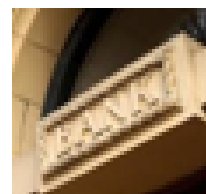
To have enough money to be able to buy something:

- a. affirm
- b. afford
- c. affair



A sum of money you pay regularly to e.g. a bank, until you have returned all the money you owe:

- a. repayment
- b. rent
- c. income



A piece of paper money:

- a. note
- b. notice
- c. nought

