**Topic 2.5 Taking a Calculated Risk: Starter Activity**



**Task 1 (AO1):**

Write down a definition of the following Key Terms that you have covered so far:

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| **Key Term:** | **Definition:** |
| **Invention** |  |
| **Innovation** |  |
| **Patent** |  |
| **Copyright** |  |
| **Trademarks** |  |
| **Lateral Thinking** |  |
| **Blue Skies Thinking** |  |
| **Focus Group** |  |
| **Deliberate Creativity** |   |
| **Competitive Advantage** |  |
| **Enterprise** |  |