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brand  (bränd)

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n.

1.

a. A trademark or distinctive name identifying a product, service, or organization.

b. A product or service so identified: *bought a popular brand of soap.*

c. An association of positive qualities with a widely recognized name, as of a product line or celebrity: *The company tried to improve its brand by donating money to charity.*

d. A distinctive category; a particular kind: *a brand of comedy that I do not care for.*

2. A mark indicating identity or ownership, burned on the hide of an animal with a hot iron.

3.

a. A mark burned into a person's flesh, as to identify a convicted criminal or a slave.

b. A mark burned into a person's flesh for ornamental or aesthetic purposes.

4. An association of disgrace or notoriety with something; a stigma. See Synonyms at [stain](#).

5. A branding iron.

6. A piece of burning or charred wood.

7. Archaic A sword: "*So flashed and fell the brand Excalibur*" (Tennyson).

tr.v. **brand·ed**, **brand·ing**, **brands**

1. To mark with a hot iron, as to show ownership: *branded the steer.*

2. To provide with or publicize using a brand name or other readily recognized identifier: *a line of cars branded with mythological names.*

3. To consider or label as disgraceful or infamous; stigmatize: *branded the deserters as cowards.*

4. To impress firmly; fix ineradicably: *Imagery of the war has branded itself into the national consciousness.*

[Middle English, torch, from Old English; see **g^wher-** in the Appendix of Indo-European roots.]

brand *er n.*

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Indo-European & Semitic Roots Appendices

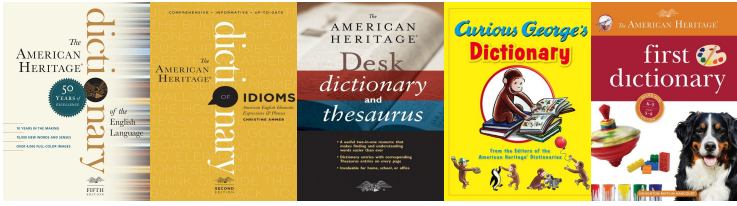
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