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# David Chang and Momofuku will stop enforcing 'chile crunch' trademark

## Description

Renowned celebrity chef David Chang and his global restaurant business, Momofuku, have retracted their policy of enforcing the "chile crunch" trademark. This follows public outcry over the term being widely considered generic among Asian condiment producers.

Momofuku's initial insistence on the exclusive use of term had prompted backlash, leading to accusations of the company stifling competition. Critics argued the term "chile crunch" could not be distinct enough to merit legal protection, frequently terming the trademark as being "merely descriptive." However, the firm claimed that usage of the term stemmed from wanting to highlight the uniqueness of their product within the "chili crisp" condiment category.

The company's decision to not enforce the trademark may potentially allow larger firms like Costco or Trader Joe's to create similar products under the same name, thus devaluing the trademark. Nevertheless, in a recent announcement, a spokesman for Momofuku stressed their team understands the term has broader undertones and committed to not enforcing their trademark moving forward.

This case has drawn significant attention given the implications for other small producers. Michelle Tew, founder and CEO of NYC-based company Homiah, welcomes Momofuku's new stance - while calling on them to retire their current trademark entirely. Tew developed her sambal chili crunch based on her Malaysian heritage and believed Momofuku's trademark enforcement could have disrupted her deals with Whole Foods and Target.

Momofuku will keep the "chile crunch" trademark but will not enforce it, which Chang has equated to a challenge akin to the ring in "Lord of the Rings," - difficult to give away or destroy. The chef, himself of Korean heritage, hopes this step would ease the divisive gap created between Momofuku and the Asian American and Pacific Islander community.

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## Vocabulary List:

1. **Retracted** // (verb): To withdraw or take back a statement or policy.
2. **Trademark** // (noun): A symbolwordor phrase legally registered or established by use as representing a company or product.
3. **Enforcing** // (verb): To compel observance of or compliance with a lawruleor obligation.
4. **Stifling** // (adjective): Suppressing or preventing something.
5. **Descriptive** // (adjective): Serving to describe or identify.
6. **Undertones** // (noun): Subtle or implied meanings or qualities.



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## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What is a term used to describe the process of obtaining or gaining something?  
Option: A. Purchase  
Option: B. Discard  
Option: C. Donate  
Option: D. Share
2. Which term refers to a legal process in which an individual or business is unable to repay outstanding debts?  
Option: A. Wealth  
Option: B. Insolvency  
Option: C. Prosperity  
Option: D. Riches
3. What concept refers to the process of making something more accessible to a larger group of people?  
Option: A. Centralization  
Option: B. Restriction  
Option: C. Exclusivity  
Option: D. Inclusion
4. Which term signifies clarity and openness in actions or decisions?  
Option: A. Opacity  
Option: B. Concealment  
Option: C. Ambiguity  
Option: D. Disclosure
5. In financial terms what does the term "futures" typically refer to?  
Option: A. Past events  
Option: B. Current stocks  
Option: C. Future contracts  
Option: D. Market volatility
6. What idiom means to improve a damaged relationship or situation?  
Option: A. Build walls  
Option: B. Burn bridges  
Option: C. Mend fences  
Option: D. Tear down barriers



7. Which term describes something of considerable importance or size?

- Option: A. Insignificant
- Option: B. Minor
- Option: C. Marginal
- Option: D. Substantial

8. What term describes the act of abstaining from using buying or dealing with a person organization or country as a protest?

- Option: A. Compromise
- Option: B. Engage
- Option: C. Boycott
- Option: D. Advocate

9. What does the term "debt" refer to in financial contexts?

- Option: A. Wealth
- Option: B. Obligation
- Option: C. Asset
- Option: D. Savings

10. Which term is used to describe the rapid and unpredictable changes in price or value of a financial asset?

- Option: A. Stability
- Option: B. Consistency
- Option: C. Predictability
- Option: D. Volatility

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The company \_\_\_\_\_ its assets to expand its operations and increase profits.

12. The hurricane caused widespread \_\_\_\_\_ resulting in extensive damage to homes and infrastructure.

13. The conflict had significant \_\_\_\_\_ implications influencing global alliances and trade agreements.

14. After the surgery the patient underwent a period of \_\_\_\_\_ to regain strength and heal.



15. The government is \_\_\_\_\_ stricter regulations to ensure public safety and compliance.
16. The speech \_\_\_\_\_ a passionate discussion on social justice and equality.
17. The professor explained the \_\_\_\_\_ behind the research study to the class.
18. The lack of creativity in the workplace was \_\_\_\_\_ innovation and progress.
19. Investors were feeling \_\_\_\_\_ about the company's growth prospects leading to a surge in stock prices.
20. The new product features were \_\_\_\_\_ to customers resulting in high sales numbers.
21. At this \_\_\_\_\_ in the project we need to evaluate our progress and make key decisions for the next phase.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

22. The in income levels between the two regions was striking highlighting the economic divide.
23. The company's product launch turned into a when critical errors were discovered.
24. The sudden change in leadership left the organization in a state of and confusion.
25. After a thorough review the committee decided to the suspended employee to his previous position.
26. She had overlooked a crucial detail in the report causing delays in the project.
27. The author's writing style was and layered offering multiple perspectives on the same issue.
28. The community showed great in recovering from the natural disaster and rebuilding homes.
29. The pilot skillfully executed a risky to avoid a mid-air collision.
30. The sudden of the event disappointed many attendees who had been looking forward to it.
31. The logo became the company's signature and was instantly recognizable worldwide.



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## Answer

**Multiple Choice:** 1. A. Purchase 2. B. Insolvency 3. D. Inclusion 4. D. Disclosure 5. C. Future contracts 6. C. Mend fences 7. D. Substantial 8. C. Boycott 9. B. Obligation 10. D. Volatility

**Gap-Fill:** 11. leveraged 12. disaster 13. geopolitical 14. recuperation 15. enforcing 16. ignited 17. rationale 18. stifling 19. bullish 20. attractive 21. juncture

**Matching sentence:** 1. disparity 2. debacle 3. disarray 4. reinstate 5. inadvertently 6. nuanced 7. resilience 8. maneuver 9. cancellation 10. trademark

## CATEGORY

1. Business - LEVEL6

### Date Created

2024/04/13

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