



BRITANNICA DIGITAL LEARNING

# Unabridged

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brand (noun)

brand (transitive verb)

brand iron (noun)

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brand

noun

\ˈbrænd\

Inflected form(s): -s

- 1 a : a piece of wood that has been or is burning (as one from a hearth or a burning building) : FIREBRAND  
 b : something that resembles a burning piece of wood  
 <blinding brands of lightning — P.B.Shelley>
- 2 a : a sword blade  
 b : SWORD
- 3 a (1) : a mark of a simple easily recognized pattern made by burning with a hot iron to attest manufacture or quality or to designate ownership (2) : a mark made with a stamp or stencil for similar purposes : TRADEMARK  
 b (1) : a mark put on criminals with a hot iron (2) : a mark of disgrace : STIGMA  
 <a reputation bearing the brand of criminal negligence>
- 4 a (1) : a class of goods identified as being the product of a single firm or manufacturer : MAKE  
 <stores selling well-known brands of canned foods>  
 (2) : PRODUCER, MANUFACTURER  
 <a dozen brands of textile goods competing on the open market>  
 b : a characteristic or distinctive kind : VARIETY  
 <their brand of love was a tortured and fretful affection — Evelyn Eaton>
- 5 : a tool used to produce a brand (as on cattle, manufactured wares, wine casks) : BRANDING IRON
- 6 : any rust fungus giving a burnt appearance typically to leaves

Origin of BRAND

Middle English *brand*, *brond brand*, *sword*, from Old English; akin to Old High German *brant* brand, Old Norse *brandr* brand, blade of a sword, Old English *byrnan*, *baerman* to burn — more at [surn](#)

First Known Use: before 12th century (sense 1a)

Related to BRAND

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Find word definitions and citations.

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Discover the origin of the word and when it was first used.

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[Top 10 Words for Unusual Colors Worth Looking At](#)  
Paintings, Flowers, Fleas & More

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It's not 'enclitidestablistamentarianism' after all, and here's the short, sweet reason why.

**WORD OF THE DAY**

APRIL 23, 2013

lamia

: a female demon

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Reference: Unabridged Dictionary

Search Type: Main Entry

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- Date
- Eymology
- Usage
- Examples
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- Anagram

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A Thing About Words: The Blog

APRIL 18, 2013

### From the Editor-at-Large

a cause of both frustration and celebration by learners and lovers of the language. Attempts to make a perfect artificial [...] more »

The Editors

Past 24 hours

- pragmatic
- touché
- kid
- lucid
- opportunity
- esoteric
- disposition
- caveat

Past 7 Days

- touché
- pragmatic
- opportunity
- esoteric
- terrorism
- caveat
- kid
- comradery

Use the general search to find words and definitions. You can customize the search type from the drop-down bar.

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Search the Unabridged Dictionary

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Definition:

Function:

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Search Citations

A citation is an example of a word used in a newspaper, magazine, book, website, or other publication. Merriam-Webster's enormous database of citations helps us write definitions based on how words are actually used.

Citation Keyword:

MOST POPULAR

The most frequently looked up words:

- and
- pragmatic
- touché
- bourgeois
- esoteric
- opportunity
- didactic
- comradery
- enigma
- disposition
- pragmatic
- touché
- opportunity
- bourgeois
- esoteric
- caveat
- kid
- disposition
- comradery
- comradery
- holistic

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brand <sup>1</sup> (noun)

accabato (noun)

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View an unsurpassed collection of over a million real-world usage examples that our editors use to track words and their meanings.

# Test Your Knowledge

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Discover and expand your vocabulary with new words each day!

View ongoing coverage of spikes in news-driven vocabulary.

Watch Merriam-Webster editors answer commonly asked grammar questions, address language disputes, and comment on interesting language topics.

Test your vocabulary knowledge.