



NAMES

CLIENTS

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With the right name,  
you hit the ground **running.**

As our name suggests, we launch success stories. With the right name, your new endeavor will take off, and maintain a lasting advantage. We've helped Fortune 500 companies and many others stand out - with creative, strategically sound names that resonate with consumers and internal stakeholders alike.



An ear — and an eye — for **great names.**

For 35-plus years, we've found that breakthrough names are created by minds, not machines. Our experienced linguists develop names that are easy to say, write, and remember. Those same experts constantly evaluate names for strategic fit, distinctiveness, and graphic appeal. Our names make great logos because we watch for evocative imagery and type-related opportunities, like eye-pleasing letterforms.

## A step-by-step process for wow-that's-great names

A name that brings a knowing smile or causes a double take doesn't appear out of thin air. In our experience, it's born of a collaborative, methodical process that builds conviction. Our approach works because we know what works in the real world. Our long-standing partnership with The Richards Group, an award-winning branding agency, affords us insight into names that pack a punch in advertising and flourish in the digital domain.

# 1

### Defining the strategy

We work with you to identify goals, audiences, and challenges, taking the competitive terrain into account.

# 2

### Initial name generation

Our multifaceted namers will generate hundreds, sometimes thousands, of names for each project.

# 3

### Engineering, screening, and finessing

Is the candidate name strategic? Distinctive? Intuitive to say and spell? Filter after filter separates the wheat from the chaff.

# 4

### Shortlist and preliminary availability screening

The resulting list of strong contenders is prescreened for legal availability – so you don't fall in love with a name you can't have.

# Q5

### Presentation and collaboration

Building on collaboration throughout the process, we guide your decision-making to build conviction.

# 6

### Trademark review

We work alongside your intellectual property legal counsel as full trademark searches are conducted.

### Our names by category

**B2B**  
BUSINESS-TO-BUSINESS

**@**  
CONSUMER

**©**  
CORPORATE

**123**  
NAMING SYSTEMS

**N**  
NONPROFIT

**a-z**  
SEE ALL NAMES

### A few of our clients



SEE ALL CLIENTS

