

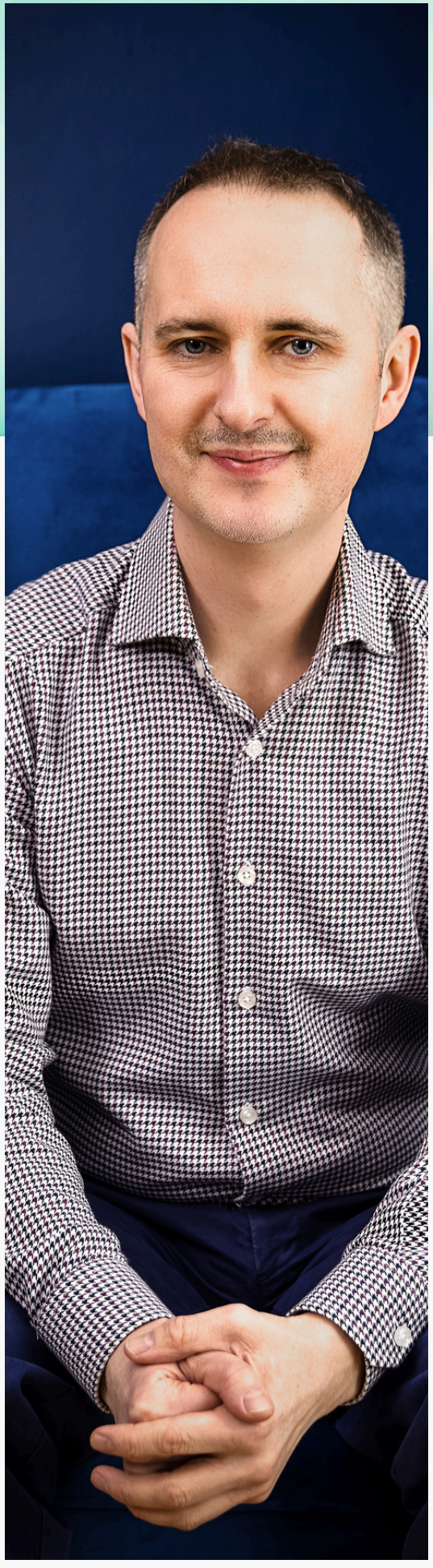
How to name a company?

Don't start at the end!

Konrad Gurdak

Let's Domains

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Konrad Gurdak, Syllabuzz.pl Naming+Strategia

I've been involved in naming for many years. Several, for sure. And I feel very comfortable in this very niche area of the creative industry. Practically every day, I create names for companies, products, services, and brands. These are challenges for large and medium-sized companies. Also for small market players. I also help people starting their first business venture to create and choose a name, of course.

I love the quote from the Cheshire Cat in Alice in Wonderland: “If you don’t know where you want to go, then it doesn’t matter which path you take.”
This is how a huge number of entrepreneurs behave. They choose “any” name for their business. Any, because there has to be one. And I can't look at ‘any’ name so uncritically.

As Bilbo Baggins used to say,
“Every adventure begins with a single step.”
That step is good naming and strategy.
That's what I'm here for, to help you take that first step.

www.syllabuzz.pl/en

UNIQUE, MEMORABLE, AND DISTINCTIVE





Every company, regardless of its industry, needs a name. It doesn't matter if it will be the best name ever, or some cluster of words. The name of the brand, company, web domain generally becomes the first point of contact between the customer and your products or services.

The right company name should attract attention, be memorable, support SEO and evoke positive associations. Otherwise, it can become an obstacle to building distinctiveness and recognition.

Think for a moment about the companies in your industry - what sets them apart? What made you able to spontaneously name them, recalling their names in your mind?

Naming - art or craft?

In many guidebooks you may come across the claim that coming up with the perfect name is not a coincidence. This is true and untrue at the same time.

I will agree 100% that this is a process that requires thoughtful action, analysis, invention and testing.

However, isn't it true that many ingenious inventions were created in a spur of the moment, emotion, unplanned actions?

The discovery of penicillin was the result of accidental contamination of bacterial cultures by the fungus Penicillium.
In 1928, Dr. Alexander Fleming returned from vacation and saw a colony of mold that was killing staph bacteria. Which suggested that the mold was producing a substance with antibacterial activity. He then conducted research, isolated and described this substance, named penicillin.

Source: Penicillin's forgotten heroes
https://www.ox.ac.uk/news/science-blog/penicillins-forgotten-heroes

The same is true in naming.
If someone happens to create a naming piece spontaneously, ad hoc, in a flurry of spontaneous thought, you should be congratulated for saving time and getting rid of this demanding task.

I think every person dreams of a lucky guess. To come up with a brilliant idea in the middle of a conversation, scrolling through the phone, browsing the packages on the store shelves. How much time saved. A moment's notice and a ready-made name for the company.

In 1994, Jeff Bezos founded a company initially called Cadabra. He wanted to refer to the magic spell "abracadabra." However, his lawyer suggested that Cadabra sounded too similar to the word "cadaver" (English for "corpse").

Bezos decided to change it. He browsed the dictionary focusing on words beginning with the letter "A" so that the company would appear at the top of alphabetical lists. He came across the name of the world's largest river, the word Amazon. He thought the Amazon river metaphor fulfilled his ambition to create the largest online bookstore.

Source: Jeff Bezos Founds Amazon.com
https://www.historyofinformation.com/detail.php?id=1080

While accidental discoveries happen, the expected result in naming is more than a spontaneous idea. It is a craft that combines creativity with analysis, inspiration, creation and testing of ideas.

If your spontaneous thoughts don't bring up the right ideas for a company name, see further on how to properly start and finish a naming project.

Let's Domains

Register your domain using one of the

1100 available extensions

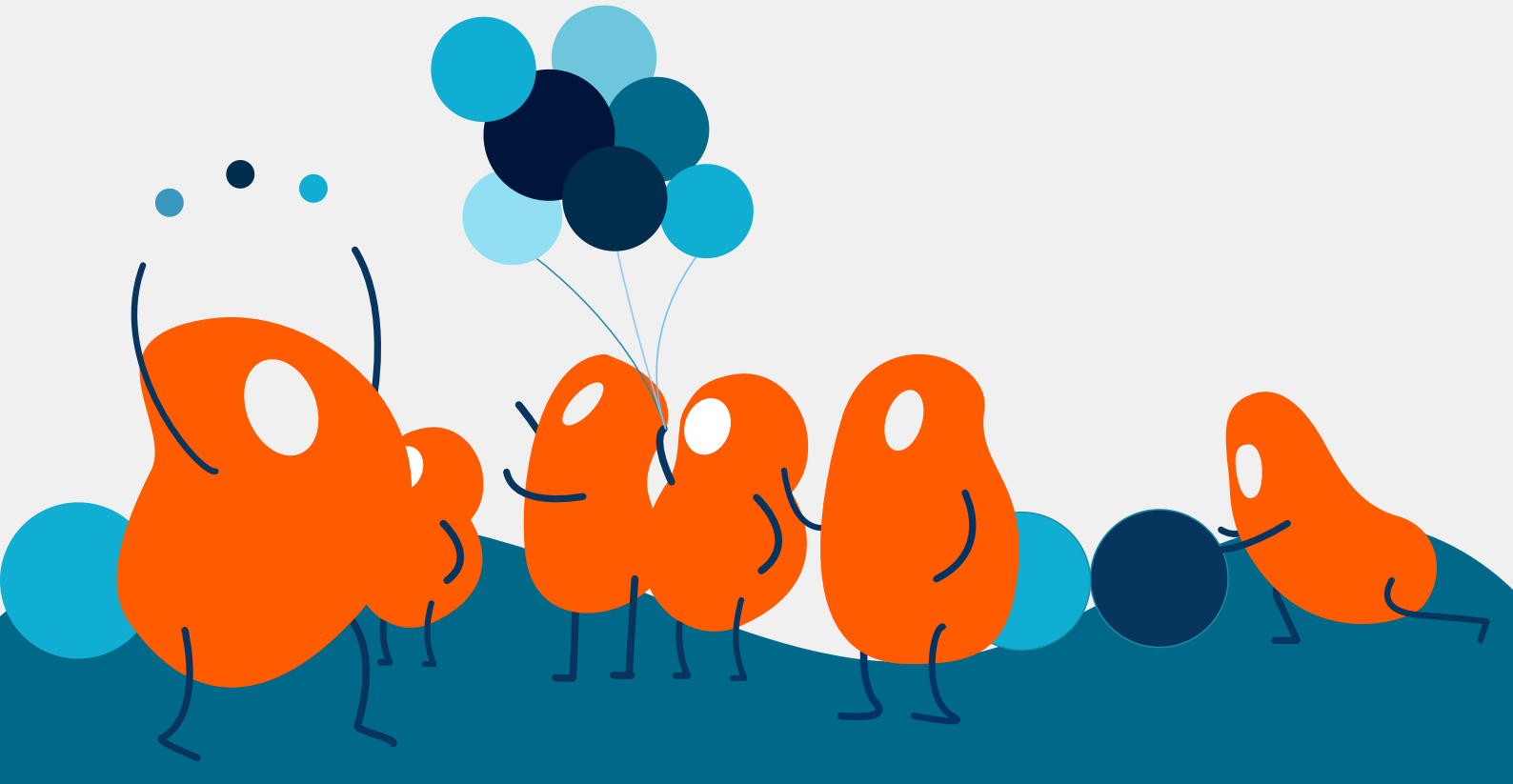
.online

.de

.shop

.es

.jobs





What qualities should a good name have?

> If you don't know where to start, take my advice: don't start with random brainstorming.

Success in acquiring a catchy domain name, company name, brand name requires knowledge and preparation. Applying a plan of action will allow you to reach your goal - to have a name that matches your goals, that reflects the true DNA of your company.

For this reason, I suggest sticking to the roadmap. It is a five-step naming process that includes one step at a time:

1. **Brand concept**– before you start coming up with a name, determine what sets the company apart, what is its message, its purpose, what values it conveys.

2. **Analyze the competition** – with whom you compete directly and indirectly. Look at names, busy words to avoid being called a copycat.

3. **Key words and inspiration** – anything that will influence a broader view of the company, products, services, or industry. Any hint that helps create unique proposals will be invaluable.

4. **Name creation** – only now is the time to brainstorm and generate ideas.

5. **Verification** – be sure to check free domains, popularity of the name, words in search engines, social media.



What will you learn in the following tutorial?

In the following chapters, I will take you through each of the five stages of the naming process, step by step. You'll learn how to think about a name strategically, where to get inspiration, and how to avoid common mistakes.

No worries - you don't have to be a marketer or copywriter to create a good name for your business or web domain. I believe this guide will help you approach the task in a structured and effective way.

FIRST – WHAT IS YOUR BRAND IDEA?





Key elements such as the business model, company strategy, strategic concept, idea and values have a huge impact on the direction and purpose of the company.
Any material, information, inspiration to capture the essence of the company brand will be a valuable hint in the naming process.

Well, the strategy plays a fundamental role in the creation of the name. It can impose a certain style (e.g., descriptive, evocative, referring to professed values, to the place of origin, the owner's initials) or, on the contrary, give great freedom in communication (e.g., abstractness, humor, provocation).

The most common tip in creation is to determine the style and tone of the name. Right from the start, the question is what notes this invented brand name will hit. You can choose from:

- **rational tone - hard, factual, functional, product-based arguments**, such as: Brand24, HomeAdvisor, Just Eat, DocPlanner, Booking.com, RightMove, WeTransfer, Urban Outfitters

- **emotional tone - one that moves the heart and mind, emotions, vibes,** such as: Notion, Reserved, Calm, Airbnb, Delivery Hero, TransferWise, Monzo, Revolut, Bolt

- **social, cultural tone, valuable to the environment,** such as**:** Patagonia, Too Good To Go, Change.org, Ecosia, Toms, Replica, Charity: Water

A huge number of fans of the Max Factor cosmetics brand are unaware of the origin of the name.

In Hollywood's Golden Age, when it came to make-up only one name was on the lips of the silver screen stars – Max Factor. This person created a representative image of the most famous icons of the cinema of the time. His work includes the terms "make up", "color harmony", and products like lip gloss, powder, concealer, mascara.

Few people know that behind the Max Factor brand was a person from a poor Jewish family living in Lodz, then part of the Russian partition.

Maximilian Faktorovich's life story was a bumpy one. As a child he worked for a wigmaker and cosmetics manufacturer in Lodz, and as a young adult he did forced service in the tsarist army. After completing it, he opened his own cosmetics store in Moscow. This gave him fame and employment as a cosmetologist and makeup artist at the Tsar's court. And that meant "captivity" with the tsar. He had to flee. He chose to emigrate to the United States, where he began a new life as Max Factor.

Source: https://www.maxfactor.com/en-gb/our-brand

No one expects a unanimous choice of a brand's verbal tone. The decision is not easy. You can make it easier by opting for a hybrid, which is a common technique in naming. Just combine two styles containing a factual as well as an emotional message and you have It (BraveBrowser, FreshBooks, Answear, HelloFresh, Mindvalley, Fairphone, TaskRabbit.

Each of the listed styles has its own advantages and limitations. No single solution can be arbitrarily imposed - the most appropriate one should result from brand strategy, competitive analysis and market trends. The examples given above clearly suggest that the choice of names for these brands and ventures was not random.

Remember: a name is not just a word. It's a carrier of values, emotions and differentiators. The more refined the strategy, the more likely you are to create a name that will last for years.

SECOND - HOW WELL DO YOU KNOW YOUR COMPETITION?



You may be thinking - analyzing competitors is a waste of time. I'll answer - competitor evaluation is a mine of knowledge and inspiration. This is where you start to create a keyword base, discover recurring word motifs, spot language spaces where you can stand out.

Take a look at the following "map" of dog and cat food brands.

Specialized

- Purina
- Calibra
- DogShield
- Dr. Seidel
- Kattovit
- Livisto

Natural

- Naturina
- Animal Island
- Freshpet
- Instinct

Back to nature

- Raw Paleo
- Taste of the wild
- Woolf
- Deer Dog
- Orijen

Eco-friendly

- Slow Dog
- Baltica
- Moorland
- Wild Earth

Other

- Brit
- Bozita
- Acana
- John Dog
- Hill's
- IAMS

Emotional

- Moonlight
- Mr. Bandit
- Yummeez
- Scrumbles
- Applaws

Above you see a compilation of diverse names, Polish-language, English-language, one-word and complex, referring to animals, nutrients, geographic areas, simple and a little complicated, betting on universal naming and word games.

How do you think they were invented ad hoc or thoughtfully? How do they relate to the brand's positioning or to the distinguishing characteristics of pet foods for four-legged pets?

On the one hand, you already know that the name you are looking for for your business should support the chosen brand strategy, products offered, services.

On the other hand, you notice words, concepts, verbal particles occupied by competing products and... you notice free verbal areas that you can take to the creation workshop.

The analysis of competitors performed will not go to waste! Divide them into subgroups. You will make it easier to analyze and decide in which naming area you can/should/want to name your brand.

Will you decide to go with the flow or go against the current?

THIRD - WHERE TO GET VERBAL INSPIRATION FROM?



You will improve the dumplings by having the dough prepared.
The same is true of the creation process. You need good material to stimulate your own brain cells. Without it, even the most creative mind will not produce anything creative.

This stage is nothing more than collecting words, ideas, references and tropes that will become the "creative base." On the surface, it may seem boring and mundane. However, believe that this is when the magic happens..

The creative adventure of "name-making" begins when collecting key words, looking for inspiration to create.

The first thought associated with this is to flip through the dictionaries. Bingo! An excellent way to collect a sizable number of key words... and that's just the beginning.

There are other ways to collect verbal material for use during the next naming stage.

Taken words, concepts, word particle

I'm assuming that you have a naming competitive analysis done, which will now begin to reap fruit. You now have at your fingertips a rich database of vocabulary and naming tropes derived from: current brand naming, slogans used, claims, descriptions about the brand, idealistic brandstory. Note anything that catches your attention.

I'm not talking about copying word for word. The point is to get to know the prevailing language (and style) in the market category to give your own, unique path.

See rankings like "Top 100 companies in the industry ...", "Market leaders ...", "Innovation awardees ...", "Rising stars in ..." etc.

Evaluate which names catch your attention, which words repeat and which break out of patterns.

Dictionaries? But which ones?

Start classically - look at dictionaries, but don't limit yourself to your native language.

Turn through the dictionary for English, Italian, Spanish, French, Latin, Esperanto. Check out how words sound in different languages. You're sure to find ones with non-obvious, appealing overtones.

The bibliophilic allies must not be forgotten:

- a dictionary of synonyms and synonymous words,
- phraseological dictionary,
- dictionary of symbols,

You can still find online resources like dictionaries of archaic words and regional dialects from Scottish Gaelic and Bavarian to Alsatian and Tyrolean, as well as historical language references such as Old English or Middle French.

On the Internet you can find a wealth of knowledge concerning virtually every corner of the world, present and past. In search of interesting, unknown, forgotten words and concepts, for example, it is worthwhile to reach for: a dictionary of ancient Greek, unsual words with deep meaning in different languages, dictionaries of foreign words, synonyms and theasaurus.

Check also common Latin and Greek prefixes and suffixes, quotes from ancient philosophes, idioms and proverbs in different languages, slang words and symbols of Hawaiian, Māori, Native American and etc.

The more unobvious the source, the greater the chance of an original effect.

Review the selected dictionary. Choose random words. See if you get something creative out of them.

Do you have industry-specific words in mind? Search for appropriate synonyms and metaphors.

Look into the sky (literally and figuratively)

The names of planets, stars and constellations are not only beautiful sounds, but also rich sources of symbolism.

Orion, Lupus, Selene, Pegasus, Ursa Maior, Nebula, Syrius - each carries a story, a myth, a meaning. They usually derive from Latin, ancient Greek.

And speaking of ancient languages, did you know that these words and particles: alma, vita, vero, ego, inter, fide, domo, magi, virto, sub, novus, alt, modo, genus, vox, via, pro, duo, primo - are derived from Latin?

On the other hand, these words - soleo, aqua, eros, arche, zōē, mellō, hero, sēma, bios, agora - are derived from ancient Greek. Are they useful? Also a question, of course, resulting in such brands as:

- hēlios - Helio's brand of nuts,
- basileus - Baseus phone accessories,
- thanatos - Thanos the villain of Marvel's Avengers saga,
- aiōn - AION Bank,
- soleo - SOLEOS photovoltaic installations.

Don't use a dictionary concept one iota at a time. Treat the given concept as a basis for transformation.

Inspiration from great figures

Inventors, Nobel Prize winners, visionaries, actors, literary figures. Their names have become the foundation of many a brand.

The name alone can suffice as the foundation of a brand name. It can become a starting point for further creative exploration. Because who does not know such historical figures, actors, titles of books, movies, music bands such as:

Copernicus, Fahrenheit, Edison, Alibaba, Apollo, Sinbad, The Lord of the Rings, Al Capone, The Godfather, Freddie Mercury, Tom Cruise, Brad Pitt, Iron Maiden?

Most of the famous characters are used in all possible ways. Look deeper or transform the name, surname in a creative way.

Sky is the limit - look wherever you can

A good name doesn't come out of thin air. It takes from knowledge, observation and.... words and concepts. The more material you gather to get started, the more likely you are to hit on something inspiring. It's like taking a high-resolution photo - you have more details to capture and process.

Don't be afraid to look wide-eyed. The famous out of box idiom takes on a double meaning. Names from other cultures, mythology, musical inspiration, idioms in foreign languages, words from pop culture quotes, abbreviations.... everything can become a fuse for the creative process.

The bottom line: spend a lot of time on this stage of the work, explore deeply. This is an investment that will pay off.

Don't be surprised when, in the process of gathering inspiration, you involuntarily start coming up with new names, because ... creating from nothing is cool.

FOURTH - CREATION IS INTERESTING





"Lack of imagination cannot be replaced by perfect technology." The quoted words are from "The Mediterranean Myth" by Polish poet Mieczyslaw Jastrun. Words you will put the lie to at this stage.

Where to start?

I suspect that right now you are expecting to reveal the secret recipe for a successful brainstorming session. In fact, without a solid method, even the best brainstorming can only end in a minor drip.

It is important to realize what style of work you like best when faced with creative thinking. Alone or in a group, away from the phone and computer or vice versa.

A good starting point is to decide what kind of naming best supports the goals set for the brand.
There are 10 naming types available to you.

10 types of brand names

You can choose the classic typology method based on name types:

1. Descriptive names – LendingClub, SalesForce, Evernote, Pocket, Skyscanner, Just Eat, Cartoon Network.

2. Suggestive names – GreenCell, Brave Browser, Baum, Glossier, Pampers, White Claw, PayPal, DreamWorks.

3. Abstract names – Kodak, Zynga, Oreo, Etsy, Xerox, Woom, Google, Spotify, Oshee, Figma.

4. Numerical names – 7-Eleven, F1, 3M, 24 Option, Domin8, 4F, Forever21, Chanel N°5, Agent 007, 4move, Porsche 911.

5. Acronyms – IKEA, IBM, BMW, SAP, HBO, NASA, CAT, FedEx, Asics.

6. Eponymous names – Ben & Jerry's, Tesla, Max Factor, Ford, Jordan, Wendy's, Gillete, Pandora, Icarus.

7. Geographical names – Patagonia, Amazon, Fjord, Evian, Vienna Life, Montblanc, Adobe, Thule.

8. Names with special characters – Yahoo!, Canal+, Disney+, T+L.

9. Palindromic names – Civic, Tenet, Deed, Elle, Abba, Wolf Flow, Sonos, Kayak.

10. Oxymoronic names – The Ordinary, Friendly Fire, Ugly Drinks, Little Giant.

As many as ten ways to name a company or an Internet domain? After all, such an amount can make your head spin.

Yes, it can help you choose the right style, as well as it can extend the creative process by having to try every way of naming yourself.

That's why you should consider the second way of creative brainstorming. Instead of the classic textbook approach, you can choose a style related to technical word processing.

The concept of an abstract name (known as a neologism) can be somewhat misleading. Yes there are many names artificially created for a word with a neutral meaning (e.g. Google, Spotify, Etsy, Kodak, Syoss, Figma).

There are a great many brand names that look like artificial creations of the imagination. The truth turns out to be different when you learn the real etymology. Did you know that the brand name Kubota means “neat rice field” in Japanese? Lay’s chips are named after Herman W. Lay. Cisco devices take their name from the city of San Francisco. Haribo jelly candies are named after the founder Hans Riegel and his hometown, Bonn. The Kazar brand comes from the surname of its owner, Artur Kazienko. Asana, the productivity tool, is named after a yoga posture. And the name Ryzen, used for AMD processors, is a blend of the words “horizon” and “zen.”

Look up the meaning of the quasi-abstract names: Ikea, Klarna, Nvidia, Yahoo, Durex.

6 word modification techniques

Creativity consists of two elements: an idea and its implementation. Let's look at the work of a carpenter. He has to carve out the author's idea for a chest of drawers. Not only the design (idea), also the execution and finishing (I call it "chiseling") matter.

The same applies to naming. The person creating a name must also chisel the chosen concept (the idea, the inspiration, the word) with the same persistence and precision as a carpenter. The craftsmanship behind creativity is nothing to be ashamed of. On the contrary, it's a necessary part of the process.

What does craftsmanship look like from the inside? Here are 6 techniques for a creative approach:

1. Use common words – Bolt, Target, Canva, Chrome, Apple, Monday, Zoom, User, Nike, Discord, Meta.

2. Modify common words – Revolut, Tumblr, Zenefit, Google, Aptive, Lyft, Zillow, Uniqlo, Peloton.

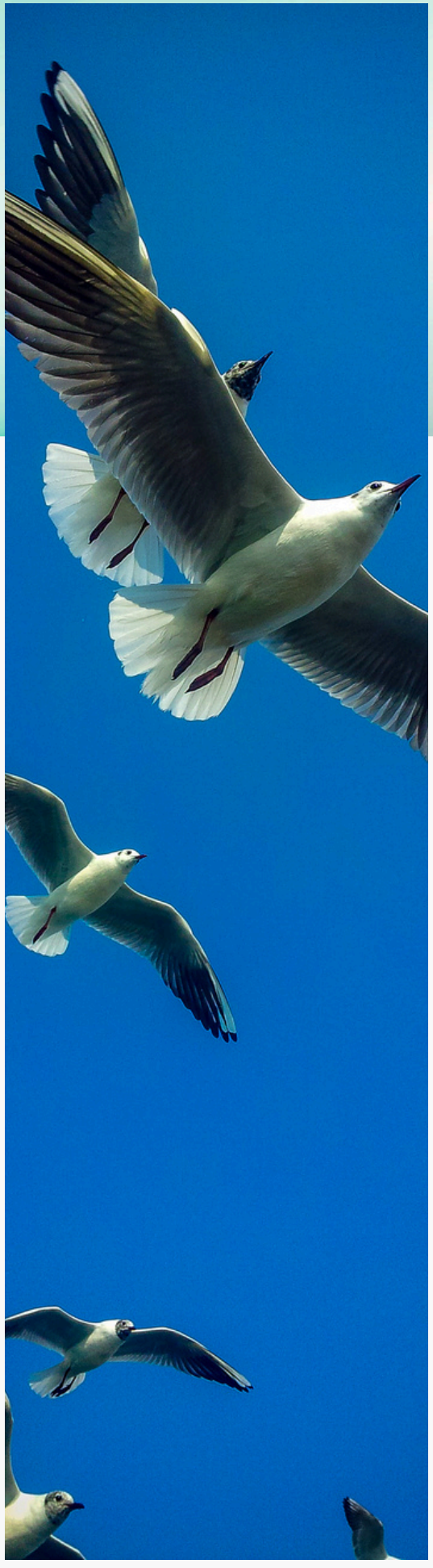
3. Compound words – TripAdvisor, YouTube, DocPlanner, LiveChat, MasterCard, Under Armour, Red Bull, Playstation.

4. Mixed words – Nvidia, Pinterest, Runmageddon, FedEx, Airbnb, Netflix, Wikipedia, Pixar, Reddit.

5. Add prefixes or suffixes – DuoLingo, Xbox, Spotify, Shopify, Grammarly, Airly, Nestle, iPhone, Speedo.

Here are the most popular prefixes: nova, neo, bio, intro, poly, inter, omni, proto, iso, ini, uni, pro, ultra, mono, ex, all, in, on, un, pan, deca, eco, geo, hex, oxy, poly, mega, giga, dis, sub, bis, and suffixes: ly, sy, er, it, ie, io, am, ia, ea, ato, demy, ora, ero, ist, ture, ix, ism, ium, ble, ify, ous, ing, ent.

6. Made-up names – Kodak, Oreo, Jira, Syoss, Nozbe, Yope, Rexona, Oppo, Hulu, Nozbe.



Four ways to develop a name creatively

1. Take stock

Put your desk in order before the decisive strike. This metaphor encourages you to prepare a short, concise summary.
This summary is the so-called **naming brief**.

Write in a few sentences what is most important:

- Project context. Project background
- Brand, company, product or service overview. Distinctive features. Customer benefits. Competitive advantages.
- Audience, target group. Brand recipients and market environment
- Direct and indirect competition
- Communication objectives of the new name
- Suggested associations
- Key words in this category
- Words to avoid

- Nature of the name (e.g. descriptive, associative, abstract, numerical, acronym, from the name - eponymic)
- Message of the name (e.g. informative, explanatory, call-to-action, benefit-driven, aspirational, etymological, symbolic, expressive, nostalgic, historical, geographical, mysterious, ironic)
- Name length and suggested letters
- Domain and extension used (e.g. the popular .com, .net, .biz, or other more original ones such as .pro, .tech, .beauty, .shop)

Thus, you can have a professionally completed naming brief in front of you. An indispensable document for a naming professional.

A sample naming brief is included at the end of this guide.

2. Creative noise and silence

Everyone has their own way of creatively stimulating brain cells. Some like to brainstorm in a group, others need solitude and silence. Whether you work in a group or alone, it's important to write down every idea, even if it seems absurd at first glance.
Write down the words you notice and make up words that are good, mediocre, silly, funny, from a different barrel.

Because sometimes from one poor idea can be born something brilliant. Just change a letter, add a passage, move an accent - and you have a gem!

3. Don't be afraid to use tools

It is a sin not to take advantage of the benefits of artificial intelligence, dictionaries and name generators.

Namelix

Namelix is quite effective in generating names. Therefore, I recommend this tool. It is an interesting and useful generator, where you can choose the styles of creating ideas: hyphenated names, suggestive names, word modifications, common words, neologisms. Be sure to complete the "Brand info" fields. This will increase the effectiveness of the generated ideas.

Merriam Webster

Encyclopedia under the auspices of the Britannica Company. Therefore, it is worth looking here for explanations of terms and for synonyms. Thesaurus contains a rich database of hints.

Word endings (Word finder / RhymeZone)

If not a rhyme, then what?
Finding the right ending for a chosen word can sometimes keep you up at night. Use word endings databases to avoid those sleepless nights.

Idiom Connection

If there's anything that can help you, it's certainly a database of English idioms, with the help of which you can find new ideas for modifying words to suit your needs.

Educalingo

And if you want to have almost everything given on a platter use the Educalingo database. There, on a single page, you will find an explanation of a given word, variation, synonyms, well-known idioms and sayings, translated into many foreign languages.

Artificial intelligence models

The first thought related to the use of artificial intelligence is ChatGPT. This LLM model copes with coming up with names... once better, once worse. I recommend using ChatGPT support for more than just finding new names.

AI tools are great helpers in building a keyword base, in finding inspiration, in exploring threads. An ideal tool to save time, especially in stages 2 and 3 of a naming project.

I also encourage you to try other alternatives to ChatGPT, such as France's Mistral AI or Gemini AI by Google.

4. Working list and first selection

After hours or days of creative and craft work, you probably have dozens of ideas. Now it's time for the first selection:

- Reject those that do not match your expectations. These, are collected in a summary - a naming brief.
- Mark which ones have the greatest potential.
- Select 5-11 names for further analysis and testing.

And necessarily, don't choose that one "perfect" one too early, because you may be sorely disappointed. Why? That's what I talk about in the next action step.

FIFTH - DON'T STEAL





Many people who are passionate and committed to creating a name for their company forget to... checking whether it is really free. And this is a mistake that can cost a lot: time and money. Also a lot of frustration related to a poorly made decision.

Therefore, before you fall in love with your choice, make sure you don't inadvertently step on someone's toes. Name verification is really a key step in the name creation process! It will help you avoid legal collisions, repetitions and unwanted associations.

Don't be limited by lack of a free domain name

The most common reason for rejecting a great name idea is.... lack of a free domain. After all most companies want a .com, .io, .co, .net domain.

Lack of a classic, desirable domain name does not mean the end of the world. Sometimes it's worth it:

- compromise (e.g., Medicine - wearmedicine.com, Pocket - getpocket.com, Phatom - usephatom.com),
- choose a regional, functional or so-called new domain: .co, .me, .ly, .to, .shop, .io, .xyz, .travel,
- take advantage of domain hacking opportunities.

Think creatively about how you can use your own domain name. Techniques known as domain hacking can work wonders: flic.kr (Flickr), instagr.am (Instagram), redd.it (Reddit), lnkd.in (LinkedIn), mstr.cd (Mastercard), nyti.ms (New York Times).

It is worth registering several versions of domains (e.g., com, .biz, .net, .eu, also with and without a hyphen) to protect against impersonation by competitors or cybersquatting

The domain serves not only as a website address, it is also part of the brand identity. The more consistent it is with the name, the more easily it affects online recognition.

What will Google and friends say?

Type your name into the search engine and see what you see. Pay attention to descriptions and links:

- existing companies with the same or similar name,
- social media presence,
- potential "second bottom" - e.g., unwanted associations, inappropriate meanings in other languages.

Execute the search in incognito mode. This will allow you to avoid the filter bubble effect and show more objective results.

Also, don't forget to search related services such as:

- YouTube - for example, isn't the name the title of a popular channel?
- LinkedIn, check out what companies exist with this name and in what countries?
- Instagram and TikTok - who or what is behind the hashtag, profile, nickname?

Talk to artificial intelligence models (ChatGTP, Claude, Gemini, etc.) Give them the task of searching the web for identities and similarities under a given phrase. Ask them about associations, etymology of the word, similarities in foreign languages.

And remember, don’t trust in “Just Google It”. If you don't find anything negative or conflicting in search engines, social media and online domains, it doesn't mean you're choosing a safe name.
Be sure to pay attention to legal issues of brand protection.

Patent complexities

Do you know how to "steal a name"? It is trivially easy. Just choose a fairly common term (e.g., Bella Beauty Salon, Sindbad for a travel agency) or a cluster of words (e.g., IdeaSoft, Buildmart for a construction supply store) and do business under that name.

Everything may be going smoothly until the moment you receive a notice from a patent or trademark attorney informing you of a trademark infringement.

To put it in plain language: the owner of a registered trademark like Bella Beauty Salon or IdeaSoft or Sindbad or Buildmart is demanding that you immediately stop using the name.

You're lucky if the letter contains only a cease and desist request.

It gets worse if the notice also includes a claim for damages due to the unauthorized use of the name in question.
In that case, you find yourself in a rather unenviable position.

To avoid such an unpleasant situation, check the availability (or spoliation) of your chosen name with the patent office.

You can do the verification yourself or with the help of a patent attorney using available online databases:

- **EU EUIPO trademark database**,
- **search engine for "world" marks** – WIPO,
- **search engine for all trademarks** – TMView

Registering the name itself as a trademark is a process that takes several months. I recommend carrying out this process with the help of a trademark attorney.
He will help assess the risk of collision at the outset, select the appropriate scope of protection for your products or services, carry out the full process of registering the name on your behalf, up to obtaining the right of protection for 10 years.

In this way, you will avoid the risk of being suspected of theft.

What's more, having a protective right on a name, you have a legal instrument to prosecute those entrepreneurs who fraudulently use your name.



Name creator

What to call the company?

Don't start from the end!

Do you now believe me on the veracity of this "warning" contained in the title of this guide?

At the beginning I wrote that behind the success of getting a successful name is sticking to a plan of action. Believe me, spontaneous, random brainstorming will not have the desired effect. What's different is if you stick to a **five-step naming process.**

By going through the stages consistently, you will transform yourself from an analyst, a searcher, an observer to a creative developer.

Isn't it great to become a creator of new, original expressions?
That's when you'll believe me that name-making is not reserved only for people with a creativity level up to square one.

In the beginning, it is difficult to jump into the shoes of a naming genius so immediately. However, with the right naming techniques, you can make up for the initial lack of verve.

Thanks to the creative tools you have discovered in this guide, it will become easier and easier for you to create meaningful names. Eventually, you will reach the result you have been aiming for. And when you do, you might just give a high five to Polish novelist Witold Gombrowicz, who once wrote in Ferdydurke "I was looking for words that, as always, did not exist."

Until now, they did not.

Now they do or they soon will.

Naming brief

01 Project context. Project background

02 Brand, company, product or service overview. Distinctive features. Customer benefits. Competitive advantages

03 Audience, target group. Brand recipients and market environment

04 Direct and indirect competition

05 Communication objectives of the new name

06 Suggested associations

07 Key words in this category

08 Words to avoid

09 Nature of the name (descriptive, associative, abstract, numerical, acronym, from the name - eponymic)

10 Message of the name (e.g. informative, explanatory, call-to-action, benefit-driven, aspirational, etymological, symbolic, expressive, nostalgic, historical, geographical, mysterious, ironic)

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11 Name length and suggested letters

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12 Domain and extension used (e.g. the popular .com, .biz, .net or other more original ones such as .pro, .tech, .beauty, .shop)
