



Namebase Process Guide

While every project is different, below are the key steps we take to deliver the best names possible.

FIRST: SET OBJECTIVES/DEVELOP NAMING BRIEF

The Namebase team immerses themselves in your product and market to ensure we understand your value proposition, voice and naming objectives. This phase enables us to create a name that not only fits your needs, but one that stands out from the competition.

Areas we explore:

- Brand personality
- Brand architecture
- Current positioning
- Target market
- Features and benefits
- Value proposition
- Consumer insights
- Client market research

The naming brief includes:

- Key communication points
- Desired naming styles
- Words and concepts to emphasize or avoid
- Names of interest to client
- Names of interest to client
- URL needs



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SECOND: DEVELOP NAMES

After researching multiple sources for inspiration, our naming professionals develop hundreds of potential name candidates for your product. We will send all those options to you during the naming presentation

Name development phase includes:

- Research of product field
- Creation of keywords and concepts
- Collaborative name development
- Development of brand story potential for names
- Identification of top candidates based on memorability, uniqueness, aural qualities, brand story power, and potential trademark, URL, linguistic and cultural issues
- Screening through SAEGIS
- Development of rationales for selected names

THIRD: PRESENT CHOSEN NAMES TO THE CLIENT

After Namebase selects the optimum group of names to meet the project objectives, the client receives a presentation of recommended names. Review of names generally takes place on the telephone, though can also be done in person, depending on client location. The naming presentation includes:

- Recommended names with rationales for each
- Back story, linguistic elements, and key communication around each name
- Joint client/Namebase selection of names for deeper screening based on trademark, phonetic, and design considerations
- Refinement of naming parameters for Round II name development
- Hundreds of name options developed specially for your product, service, solution or organization

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FOURTH: EVALUATE SELECTED NAME CANDIDATES

Selected names undergo rigorous analysis to ensure they meet objectives, are memorable, possess storytelling power, and have the strongest chance of surviving deep level trademark screenings.

- Client's preferred names are subjected to the Namebase Evaluator, a system designed to see how well selected names meet client objectives
- Preferred names are also tested, per client direction, for linguistic and cultural issues in foreign countries of interest

FIFTH: VERIFY TRADEMARK

Namebase searches name and URL availability in international records for exact marks, phonetic similarities, and alternate spellings. Namebase provides a trademark report that finds any trademark conflicts in the below directories. We review the following:

- General and technical dictionaries
- Atlases and geographic dictionaries
- Business directories
- US Federal and US State trademark register
- International trademark registers
- On-line Internet search engines
- Domain availability