

BACKGROUND

Brighter Naming is Silicon Valley's independent professional naming agency formed by a great team of experienced worldwide namers, headed by Athol Foden. He leads a creative and process driven team that speaks your language and not that of some linguistic doctoral thesis. Athol is perhaps the only head of a naming service in the world who has two computer science degrees to his credit. But once he worked for Sony, the real lure of his hobby and passion rose to the top, even though he had to hold other senior sales and marketing positions before moving into naming full time. Athol has now worked in large and small companies, and worked or traveled on five continents. He brings over 25 years of sales and marketing experience to every project, as well as 15+ years in the naming business.

Athol previously co-founded NameTrade, and grew it to be one of the top seven agencies in the U.S. according to Business 2.0. This magazine later even wrote a feature article about Athol himself. He continues to be a popular lecturer for UC Extension in Silicon Valley on a broad range of business, sales and marketing topics, and has self-published three marketing and branding books.

He is complemented by Ben and Karin in California, Roseann and Alan Reay (in U.K./Spain), Janet in Texas, Pierre and Kyra in Canada, and a worldwide team of proven namers who live in real business environments. Some have a financial background, a few educational, some medical and healthcare, all are consumers and, of course, a number are in technology. Most members of the brighter team are strong in one or two foreign languages, unlike the brighter boss who speaks a little bit of many different languages. Don't be surprised if we understand many of your business issues as well as your marketing, branding and positioning issues. We are not just linguists. We first all had other careers concerned with business and image. But do expect that we will be diligent listeners, as this is what differentiates good namers from the rest of the world.

On all full service projects we will ensure you have input from experienced namers based across the US and Canada, as well as in Europe. Different people are exposed to different names and ideas in different geographic locations. Different creative backgrounds and education lead to different marketing, language and image ideas. So that is why you need the input from at least four or five professionals on your naming assignment. Every human has a personal style that will be reflected in their work. If you were to engage a "one man band" namer, you would only be offered names of one style. Brighter Naming ensures you see multiple styles from multiple geographic regions, and facilitates the process until you have a name that suits the personality of you management team and target audience.

The final name may not have even been on the original master list, which is why we never just email in name lists and leave it up to you to work through them. Great results happen when we work together to present and discuss, prune and persevere, polish and search, across a wide variety of names and themes.

BRIGHTER SERVICES

<p style="text-align: center;">Company Names</p> <p>Every day we have to break hearts of executives when they find out their favorite name is not legally available. But this process ensures that the lawyers will sign off too and keep you out of trouble. Every company has a different personality. Even when you have a direct competitor of similar age. And the biggest driver of this corporate personality is the executive boardroom, so for a company name project to succeed we require their time too. We'll do the "heavy lifting" and generate many, many names, and check, check many names. But your management team will pick the final names and the ultimate winner. A major part of our function is executive facilitation, so we work hard to listen to all your needs, emotions and tones.</p>	<p style="text-align: center;">Product & Service Names</p> <p>Did the engineers or scientists come up with your present names? Did legal say they were unacceptable? We've been there in that position. We are probably the only naming agency headed by a former technocrat, so we can relate to all staff stakeholders in the product naming process.</p> <p>Senior management involvement is strongly encouraged here too. We are very empathetic with your daily problems and the joys, or frustrations, with the naming process as we all used to work as managers.</p> <p>Services need to be packaged and promoted like products too. Many small companies have historically never registered their names, so extensive checking is usually needed.</p>
<p style="text-align: center;">Taglines/Slogans</p> <p>A name cannot say everything. And your name describes your brand promise, so it changes very infrequently. To help associate a name with a consumer or business function, taglines and slogans are an excellent tool. They can even evolve over time. And also be famous and registered. Great taglines need the same care and consideration as a name...with a similar process.</p>	<p style="text-align: center;">Professional Name Audits</p> <p>Something wrong with the brand or messaging? Could the name be the problem? Let us do a professional name audit and report to you how this name stacks up legally, linguistically, competitively and internationally. Half the time the name is fine, or at least acceptable. We will also provide advice on how to proceed name wise with this report, based on an objective and experienced view point.</p>
<p style="text-align: center;">Name Architectures</p> <p>Is your historical mix of names for products, divisions and service driving your customers nuts? Many names and companies have simply evolved from growth and mergers or consolidations. We've studied many product family names and brands.</p> <p>Let us create a clean naming architecture for all your brands, products and services. Then you probably won't need us in the future and you will save a fortune in legal fees and customer confusion.</p>	<p style="text-align: center;">Brand Values</p> <p>Do you know your brand values and what your company stands for? These should be studied and formalized before the name is selected. That is what the major new brands of the world do. If need be, we can help your management team find these in accelerated fashion. A clear chart of your brand will shorten all marketing decisions as you prepare a major launch.</p>

METHODOLOGY

Naming is a creative science, more so than it is a creative art in this day and age. Yes you need language skills and a fascination with words and cultures and marketing images. But you also need a disciplined, systematic approach to the creativity, the analysis, the checking, the deciding and the registration of good future company and product names. The days of thinking that one great name is going to jump off the page at first glance and become the next famous brand are long gone. If something jumps off the page, then it is probably because it is already well known and identifiable, which, almost by definition, implies it is taken!

Coming from technology backgrounds, we have extensively investigated computer tools to help with naming. In fact, that was one of our original expectations of where we could be very different. Instead we found computers were great tools for checking and research, and certain individuals that have a knack and a fascination for naming, coupled with an intrinsic sense of the brand power of a name, can out perform any computer generator. But these people need to be cultivated and managed along some fairly strict set of parameters, and they have to be diligent and hardworking with their own techniques so they never have namer's block. In short, our systems analysis background and experience was more helpful than our software tools background.

To create good world class names, you need hundreds of names to work from at the start of each project. Newly created names specifically for that project, as well as names from a wealthy treasure trove of names in our giant databases. While every project is slightly different, and many take on a life of their own, we always work from a common framework as follows:

STEP	OPERATION	DESCRIPTION
1	Personality and marketplace research	Naming team members complete questionnaire and provide all pertinent marketing data.
2	Kick off meeting (1/2 hr)	Team interviewed by Brighter Naming and briefed on process and any unanswered issues.
3	Master generation	Name brief is sent to namers, and hundreds of fresh names generated (typically over 700 for a new company name). We use male and female, local and international, east and west coast on all full-service projects.
4	Initial sort and search	Project lead sorts and selects, with very provisional checks, 120+ names for initial list.
5	First naming meeting (1.5 hrs)	Initial list presented. Meeting facilitated to narrow down to 30 or so, along with roots/tones/themes for further exploration.
6	Search and regeneration	Surviving names are checked more closely for registered and common law trademark

		usage. Specific new, checked names added as well.
7	Second naming meeting (1hr)	Quarter final names presented with provisional checks and meanings. Facilitated to converge on 10 or so names for semi-final list.
8	Thorough search of semifinal names, plus initial linguistics	Brighter Naming will perform a very comprehensive double check of all names that have survived so far, as well as provisional linguistics on any names that do not have directly obvious roots and meanings.
9	Semi final naming meeting (1hr)	Semi-final names presented with comprehensive checks, and facilitated to narrow down on final 3 name candidates.
10	Final name checks	Top 3 names are sent for outside comprehensive legal reports and/or to your legal counsel. Full linguistics and phonetics reports are developed in top business languages of the world for coined words.
11	Final name selection (1/2 hr)	All reports are presented and reviewed, and naming committee selects winning name.
12	New name process and launch	Brighter Naming provides written recommendation on how to register, use and launch the new name once approved by your legal counsel.

Note: Steps will be added, repeated, or skipped as necessary. The governing factor on time is often access to your naming team. Brighter Naming recommends that for a full company naming project, start to finish, should take no more than 3 to 4 weeks (max), though it can be accelerated if need be.

For further information, please visit www.brighternaming.com.

EXPERTISE

High Tech	Semiconductors, equipment, technologies, I/P
Software, Hardware and Networking	Systems, applications, peripherals, components, finished goods
Services	For professionals and consumers
Telecom	From chips, to software, to systems, to worldwide services
Financial	Services, products, banking, insurance, e-business
Internet	Portals, service, B2B or B2C, wireless
Retail	Services, stores, e-business, equipment, jewelry
Consumer	Clothing, food, wine, accessories, toys, stores
Industrial	Equipment, products, chemicals, services, technologies
Medical	Equipment, devices, services, facilities
Automotive	Parts, services, facilities, vehicles
Biotech	Companies, products, instruments
Healthcare	Services, products, facilities
Sports	Teams, products, facilities, internet stores
Non-profits	Services, charities, agencies
Education	Facilities, services, programs
Real Estate	Agencies, brokers, construction, facilities, shopping centers

The Brighter Naming team is ready for the challenge whatever your field.

SAMPLE WORK

Adorelle	iFly	Archivalife
Gainspan	Openode	Quantevo
Accela	Seeds of Nutrition	Aptora
Transcera	Angel Breaks	Ultrova
Amridge	Collaberon	TalkLife
Breeza	BrightScale	Migo
Questrill	Vectrant	Edenali
Qualanex	Apticore	Scriptovia
Palladium	Servantus	Leader Gate
Concuity	Zymmetry	cVu
Aspirago	Etriva	Vectrant
Zonaré	Netrova	Ultrada
LeadStream	Mercantila	Corigins
Edenali	Alltegra	Viscira
Agilaire	Shuella	Xamaze
Solyndra	Opango	Primospire
DelaPod	Hydrogen First	Vistadyne
AirCoolPlus	BrighterBaths	AvidaMed
Ultriva	Clear Contracts	Opango
Avidaire	Luminora	ThunderOn
Solyndra	Adeptevo	Quavant
Active Lean	Steel Edge	Evotherm
Apple Mint	7 Orchids	Renalium
Hugo Electronics	Metalum	Riverwind Metallics
AirCoolPlus	Nanotest	Canodia
Viralab	Bitobytes	PageDNA
Javola	S.J Earthquakes	Cool Passions
Digital Destinations	Japanorama	Gem Collection
Gem Press	Safari Gold	MaxRack
Quaint & King	Viscira	Omnix
Ecofiltra	Fabreco	Avanzair

Pure Afrique	Divorce Writer	Kalix
Canodia	Aquabrize	Sentryx
Azingo	Exactive	Novadora
Icora	Zimplifi	Saray-Jayne

These are some of the names created under Athol's direction at the first agency he co-founded:

Callixa	Zeevo	Callient Networks
Synetics	Symbian (*)	Avosure
Bright Road	LabPoint	Science360
Lumenaré	MediaShield	Zentai
Vykon	Tumble Box	Burning Point
Mirai Bio	Percuity	Canta
Cataligent	BrightSpire	Acterra
Breveon	Kidango	Telispire
Immersant	ObjectSpark	Infinium
Ear Jam	Rivo Technologies	Velocitus
Apriva	Braxtel	Semprio
PathLine	Ensenda	Intira
Literatum	Brivo	Kidango
Volera	Acenza	Epitome
Allatra	VoiceFlow	Veraï

Although they are not our names, we also worked behind the scenes to help justify and sell to upper management these names:

Encompass (for All State Insurance)

Cingular Wireless

(*) **Symbian** is probably the operating system in your cell phone. This project involved working with Motorola, NEC, Nokia and their new software company all at once. Athol

personally came up with the name. He had been fascinated with the word and concept of symbiosis for many years.

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