

# RECOGNIZED NAME

*Marketable + Trademarkable Names For Your Methodology*

# YOUR HOSTS TODAY

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# **IT'S D.U.M. EASY**

- DISTINCTIVE

- DISTINCTIVE
- UNUSED

- DISTINCTIVE
- UNUSED
- MEMORABLE OR METAPHORICAL

# **DISTINCTIVE**

*Made Up, Arbitrary, Or Suggestive,  
But NOT Descriptive Or Generic*



# DISTINCTIVE

- Not totally clear what type of service it may be
- Does not merely describe the service or its outcome
- Does not merely describe the “how”



# EXAMPLES

- Apple Computers versus Computing Computer

# EXAMPLES

- Apple Computers versus Computing Computer
- Market Like A Nerd

# EXAMPLES

- Apple Computers versus Computing Computer
- Market Like A Nerd
- Good Authority

# UNUSED

*No Prior Use, No Confusion, No Problem!*

# UNUSED

- Not In Google Searches
- Not In TESS
- Not Even Similar To Existing Ones

# KEEP IN MIND...

- URLs and social handles typically don't count as use
- Use in commerce (marketing, but maybe not making sales)
- In the same or similar field, or potential overlapping uses
- Beauty (and confusion) is in the eye of the beholder
- The law considers consumers to be imprecise, in a hurry, and not differentiating
- The “formative” part of the name is most important



**MEMORABLE**  
**OR**  
**METAPHORICAL**



**MEMORABLE**

**OR**

**METAPHORICAL**

# WHAT IS A MEMORABLE NAME?

1. One That Is Accessible (**Easily Remembered**)

# WHAT IS A MEMORABLE NAME?

1. One That Is (Accessible) **Easily Remembered**
2. One That Creates An **Association** Of Some Kind

# ACCESSIBILITY

1. Easy Spelling - not relying on weird spellings or symbols for distinctiveness

# ACCESSIBILITY

1. Easy Spelling
2. Easy Pronunciation

# ACCESSIBILITY

1. Easy Spelling
2. Easy Pronunciation
3. Utilizes Memory Devices
  - a. Acronyms
  - b. Alliteration
  - c. Mnemonics
  - d. Idioms

# EXAMPLES

- The Break Method
- B School
- G.O.L.D. Method



# ASSOCIATION

1. Creates An Emotional Connection

# ASSOCIATION

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2. Conjures An Image Or Memory

# ASSOCIATION

1. Creates An Emotional Connection
2. Conjures An Image Or Memory
3. Innuendo and/or multiple meanings

# EXAMPLES

- Zero to Dangerous

# EXAMPLES

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- Copy Crimes

# EXAMPLES

- Zero to Dangerous
- Copy Crimes
- Good Authority

**MEMORABLE**

**OR**

**METAPHORICAL**



**MEMORABLE**

**OR**

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# METAPHORICAL

- Tell me what you do without telling me what you do
- Symbolic wording

# EXAMPLES

- A Pea in the Pod (maternity clothes) or Bucket Kickers (grave diggers)
- Roach Motel (physical devices for pest control)
- Small Business Bodyguard

# WHERE TO GO FOR INSPIRATION

*Some Ideas To Get You Started*

- **Your Name** IF IT RELATES
- **Play on words** in your industry
- **Metaphors or Associations** with Your Transformation
- **Acronyms** from your list of steps
- **The Desired Feeling**

# EXAMPLES

- The Strong Method
- Method to the Magic
- Afterglow Yoga

# LET'S RECAP

*What Did We Learn Today?*



- **A Marketable, Trademarkable Name Is D.U.M. Easy**
- **Distinctive:** Made Up, Arbitrary, Or Suggestive, But NOT Descriptive Or Generic
- **Unused:** No Prior Use, No Confusion, No Problem!
- **Memorable**
  - **Accessibility:** Can Be Said/Spelled Easily (ie. Acronyms, Alliteration)
  - **Association:** Emotional Connection, Conjures Image/Memory
- **Metaphorical**

# **HOMEWORK**

*Begin Brainstorming A Name For Your Method*



**UP NEXT...**  
*Your Rooted Culture*