

Catchwords

A newsletter focusing on news and trends in naming and branding.

Vol. 1, No. 2

Summer 2001

Name Game

5 clues. 1 famous brand name. 0 shame in defeat.

- 1) Where Stratford lies
- 2) Jockey Club and Heliotrope
- 3) You can read it in a backward star
- 4) Close call
- 5) Mrs. Albee

See if you can guess what famous brand name this is. When you think you've got it, check out the answer on our website, <http://www.catch-word.com>.

Brand Name Review: Plan B

Plan B takes the prize for the cleverest and most evocative name we've seen in a while. Produced by the Women's Capital Corporation, it's one of the newest "morning after" pills, a backup to regular contraceptives. For such a short name, it carries a surprising number of appropriate connotations. It manages to clearly convey the sense that the user had a Plan A, but was smart enough to have a fallback, should that original plan fail. There is a sense of forethought, intelligence, and planning which is flattering to the user, and which appeals to healthcare workers who wish to promote more regular use of birth control, but who also want to have an alternative to offer their clients should the need arise.

Better still, the name is not overly medical sounding, which makes it feel user-friendly – exactly the image its manufacturers wish to promote. Sadly, this name doesn't appear to have been available in non-American markets, either in English or in translation, and the company has had to rely on alternatives in their overseas marketing. However, we give Women's Capital Corporation kudos for finding an excellent

name for their American audience.

Have any names you'd like us to review? Send them to us by replying to this email. Be assured that your request will only be seen by the Catchword team.

Catchword Predicts: Naming Styles for the Next Economy

Out with irreverence, in with practicality. Catchword predicts that product and company names will be more descriptive and less frivolous in the coming year. With the economy slowing, companies will focus increasingly on building equity in umbrella brands, while looking to back-to-basics naming styles to address ongoing trademark challenges.

On the way out are color names (e.g., RedEnvelope, Blue Martini); irreverent, overly "hip" names (e.g., Loudcloud, Fatbrain); names with Internet-referencing word parts, like web, com, net, cyber, inter, e, i, and my (e.g., iVillage, Cybergold); and the ubiquitous "-ent/-ant" names (e.g., Sapient, Viant, Lucent).

On the way in are names based on non-English words (e.g., Ándale, Cambira), as the U.S. gradually becomes an ethnic-majority country. The sharp rise in the Hispanic population, in particular, will prompt the creation of more Hispanic-sounding or derived names. Other non-English names will take advantage of the particular cachet of other native cultures — for example, Scandinavian languages for clarity of design, Brazilian Portuguese for vivacity.

In, too, are compounds (e.g., EarthLink, SpotLife). These names are still popular after a number of years and offer an almost infinite number of combinations. Also

expected to endure are blended names (e.g., Alventive, from all and inventive), shortened real words (e.g., Cysive, from decisive/incisive), names coined from real words (e.g., Delinea, from delineate), and words with unusual spellings (e.g., Cingular, Thinqe). All of these names have the advantages of being more meaningful, evocative, and available than descriptive names.

With costs to trademark, market and protect new brand names skyrocketing, companies will rely increasingly on brand extensions and umbrella names, using more descriptive terminology at the product level. Cisco, Oracle and Siebel Systems are prominent examples of companies that focus most of their marketing efforts on the corporate name.

Developments in individual industries will have an effect on product branding, too. In pharmaceuticals, for example, the increase in direct-to-consumer (DTC) advertising will produce fewer elusive drug names (e.g., Celebrex, Vioxx). Names like Alluna, an herbal sleep aid, and Claritin, an allergy medication, are easier to remember for both patient and physician.

As marketers are forced to search ever further afield to find available names, Catchword also predicts we'll see:

- Names derived from great works of literature (e.g., Starbucks, from the name of the coffee-loving first mate in *Moby Dick*);
- Names borrowed from songs and poems (e.g. Ruby Tuesday, a restaurant chain named after a Rolling Stones song);
- Letter/number combinations (e.g., Live365.com, an Internet radio network);
- Names referencing nature and the environment, including plants and animals (e.g., Peregrine Systems, Springbok Technologies).

New Names from Catchword Bridging Borders

Bridging Borders is the new name for a non-profit company which provides information and support to those who wish to file or enforce child-support orders in other countries. The name communicates the international nature of the venture, and conveys an easier, supportive way to reach out.

High Branch

Formerly known as InfoMech, High Branch Software allows heartland manufacturing firms to take smooth, seamless advantage of the web. The name conveys natural integrity, along with the new, more efficient methods of business the company's products make possible.

Impresto

Specializing in helping children with reading difficulties, APEL Educational Consultancy recently unveiled Impresto, a portable, computer-based system which can be used at home or in the classroom. "Impress" suggests improvement and high performance, while "presto" – meaning "a fast tempo", and often invoked by magicians – conveys ease, fun and magic. Impresto also subtly references the Neurological Impress Method, which the system uses to dramatically improve student reading skills.

Medallia

Medallia is a technology-focused customer-satisfaction tracking and benchmarking company. The company's mission is to help service providers gain dramatic new insights into their customers and convert those learnings into increased sales and profits. Derived from "medal" and "medallion," the new name communicates quality, achievement, and assurance, without being over-suggestive of market research.

It's Splitsville for Trademark Class 42

International class 42 (for miscellaneous goods and services) has long been

something of a catch-all class for trademarks; the goods and services presently include everything from restaurants and hotels to legal services to computer programming. Additionally, anything that doesn't fit into any other class falls under class 42.

Trademark classes are meant to allow for easier searching out and comparison of similar marks. Unfortunately, the phenomenal rate of new technological developments in recent years has disproportionately increased filings in class 42, and it has grown to an unmanageable size.

To address the problem, the World Intellectual Property Organization (WIPO) approved an amendment creating three new classes in addition to class 42, effective January 1, 2002. Goods and services currently covered by class 42 will be divided among these classes as follows:

Class 42:

- Scientific and technological services, and research and design relating thereto
- Industrial analysis and research services
- Design and development of computer hardware and software
- Legal services

Class 43:

- Services for providing food and drink
- Temporary accommodation

Class 44:

- Medical services
- Veterinary services
- Hygienic and beauty care for humans or animals
- Agriculture, horticulture and forestry services

Class 45:

- Personal and social services rendered by others to meet the needs

of individuals (e.g., social events services, funeral services, matrimonial agencies, etc.)

- Security services for the protection of property and individuals.

New Top Level Domains (TLDs)

This year sees the introduction of two new top-level domains (TLDs), .biz and .info. Here's a quick overview.

The .biz extension was chosen to serve the needs of the business community, since each registrant will be required to certify that they will use the site for legitimate business purposes. It's essentially a move to resurrect what .com used to stand for, in the days when the InterNIC enforced domain registration rules: .com was for commerce, .net for infrastructure, and .org for non-profits. The administrator of the .biz domain registry, Neulevel, allowed trademark holders to file intellectual-property claims prior to submitting the actual domain applications, which begins on September 17, 2001. The .biz IP Claim Service Form registers you with the .biz registry trademark notification service and makes it easier for trademark holders to defend against third parties registering .biz domain names.

Go to this address to find out more and file your claim:
http://ipclaims.neulevel.com/?cpname=reg_006781

In contrast, .info sites are intended to provide general information, and businesses and individuals are eligible. It's not clear why a business would prefer a .info address over a .biz address; most businesses will probably cover their bases by applying for both. Beginning July 25, 2001, owners of registered trademarks and service marks can submit their marks for official registration in the .info domain. Names registered early in this process will become accessible through Internet Web browsers beginning on September 19, 2001. There are many registrars who will accept applications for

