Naming Names: Eat My Words vs. Our “Competitors”

For easy one-stop shopping and easy comparison, here is quick look at names created by Eat My Words, followed by names created by 24 other naming firms. How many of their names you can pronounce, spell and remember?

Eat My Words
www.eatmywords.com

ANGEL POINTS (charity rewards website)
ALTIMETER GROUP (precision consulting)
BLOOM (energy drink for women)
BACKBEAT (hip headphones)
BRAIN THAW (creative marketing company)
CO-PILOT (training system for parents to teach kids to ski)
DASH (travel make up kit for Gap)
DIZZYWOOD (virtual world for kids)
EAT MY DUST (commercial cleaning service)
EXPRESSIONIST (sleek PC speakers)
GEARNUTS (music gear website)
HAND JOB (nail salon for men in the Castro)
HOSE CANDY (colored “tube toys” for hot rods)
I HAVE A BEAN (coffee co. that hires ex-offenders)
ILLUMINEERING (psychotherapy)
JAZZED (dating website from eHarmony)
JAZZED (dating website)
LEFTOVERS (tasteful found furnishings)
MIXIN’ VIXENS (all-female bartending service)
MONITOR LIZARD (Web security)
MONKEY DUNKS (gourmet dips for kids)
MOON DANCE (iPod clock radio with mood lighting)
MUD PUPPIES (brownies)
NAIL FRAUD (stickers that look like nail polish)
NEATO (home cleaning robot)
POTION (PR firm with a unique formula)
SMITTEN (ice cream)
SPOON ME (frozen yogurt chain)
STUFF A SOCK IN IT (chain of Laundromats)
SWINGSET KITCHENS (makers of healthy food for kids)
THE BRA SPA (California bra boutique)
THE POT LADY (San Francisco "container gardener")
TWO DEGREES ("the shortest distance between you and a hungry child")
VENUE (website offering luxury goods on installment)
VENUE (website offering luxury goods on installment)
WATERMARK (for exceptional women – formerly FEW&E)
WAVELENGTH (forum for top companies and social entrepreneurs)
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Addison Whitney
www.addisonwhitney.com
PREMAIR (environmentally specialized catalyst)
UPRIMA (treatment for erectile dysfunction)
ROZEREM (inducing and maintaining sleep)
ELEGAN (food storage and service products from Rubbermaid)
CHICKEN TWISTER (a rolled sandwich at KFC)
TRIZACT (abrasive technology from 3M)
VIZIX (ink cartridge line from Lexmark)
ICORIA (biotechnology company)

ABC Namebank
www.abcnamebank.com
TELUS
CELESTICA
ZARLINK
TRONICUS
GENNUM
AGRICORE
POLLARA
VINCOR

A Hundred Monkeys
www.ahundredmonkeys.com
ALUKA (indigenous online research collections)
BRIGHTBLACK (IT consulting services)
COOKIN’ (chain of stereo stores)
DIDEROT (online wine reservation)
JAMOKA (online banking services)
LITTLE ENGINE (mortgage brokers)
LOOPY LIME (website design and internet services)
MAKORO (IBM retail data management system)
QILIN (back office services for real estate agents)
THE SHINOLA AWARDS (naming and branding website)
THE LOT (RI state lottery)
WHATCHAMACALLIT (naming company)
ZATSO (online news service)
ZUMBIDO (NetJets Europe Biannual Conference)

Biz Naming Central
www.biznamingcentral.com
ACCESSTAR (mortgage and lending services)
BUILDONICS (construction planner and developer)
EKLECTICA (antiques & rare finds boutique)
BELLAGURES (manicure & pedicure spa)
HYYRUS (computer & small business support)
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IIDON SECURITY ASSOCIATES (hi-rise security firm)
PHLAIRE (unisex hair services salon)
COVRENIA (insurance company)
NICKETYTECH (tech support)
QUALFIRE (head hunting firm)
WYSSTA (insurance services)

**Brighter Naming**
[www.brighternaming.com](http://www.brighternaming.com)
ACCELA (chromatographic system)
ZYMOMETRY (global sourcing and manufacturing provider for the apparel industry)
APTORA (consulting business)
SHUELLA (shoe umbrella, rubber boots)
BREEZA (deodorizing toilet seat)
iFLY (indoor skydiving)
XAMAZE (in home tutoring)
MIRADIANCE (aesthetic medical center)
AGILAIRE (print and packaging management company)
CANODIA (Canadians helping Cambodia’s youth)

**Catchword**
[www.catchwordbranding.com](http://www.catchwordbranding.com)
EL PRIMERO MERCADO (Hispanic-format supermarket brand from SuperValue)
FESTINGOS (tortilla chip brand from Stop&Shop/Giant/Top/Bi-Lo)
DAPTIV (collaboration software company)
ATEMPO (backup and restoration software company)
SAVVI (retail cooperative store brand name)
POSITSCIENCE (cognitive performance-enhancing software)
SENSUAL MIST (personal lubricant)
KIJIJI (country specific online classified ad site brand)
NATRELLE (breast enhancement product line)
MIRADOR CAPITAL (venture capital fund)
BATIQ (network to connect students and mentors)

**Interbrand**
[www.interbrand.com](http://www.interbrand.com)
ASTRAZENECA (pharmaceutical company)
FACTIVA (Dow Jones and Reuters online information service)
BRAVIA (flat-panel television for Sony)
MONDEO (Ford Motor Company’s global car)
AQUOS (TV/multimedia system)
SENSIS (Australian advertising, information and directories business)
LUMIQ (cinema production, post-production and digital effects company)
ING (financial service)
NAMENDA (medication for the treatment of Alzheimer’s disease)
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Idiom
www.idiomnaming.com
VITERION
ENCYSYVE
VIVERA (INK)
BOWL APPETIT
PREDICTANT
ASCENCIA CARE
WHEATABLES
IMAGINOVA
STRATIFY
CAREERBUILDER

Lexicon
www.lexicon-branding.com
GENEER
GENERON
LUXEON
ZUNE (Microsoft portable music player)
GOLD PEAK (Iced tea)
TROVE (Wine from Centerra)
VERIGY (Agilent technologies)
VUE (Saturn’s SUV brand name)
VURV (Recruitmax technology)
POWERADE OPTION (sports drink)
Zeba (fertilizer)

Landor
www.landor.com
ADVANTIX
AMOREPACIFIC
ASTRIUM
BRANDSAVER
CENTRAVIS
CERTEGY
CLARICA
CURESEARCH
DAYVITA
EARTHPARK
ELEMENT SIX
EMPHATICO
EPICENTER
EVERCARE
EXOSTAR
FEDEX KINKO’S
FILLBOARD
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GREATWIDE
LOT TOMATICA
PACTIV
PJ SMOOTHIES
PRONATIONAL INSURANCE
RODMAN MUSE
SBM MOODS
SBS TRANSIT
SENSATA TECHNOLOGIES
SPHERION
SUPREMEGOLD
TALITY
TECHINT/TENARIS
UNIQA
VERIVAL
XILION

Master McNeil Inc.
http://www.naming.com
ACCUCLEAN (house air cleaner)
CONTANGO (capital advisors)
FORTEX (trading software)
GO-STIX (Foster Farms’ savory food-on-a-stick)
MAGNUM (Brita’s largest water-filtration pitcher)
MAXAGER (profit analysis products)
NEXXAR (money transfer company)
NETOPIA (routers and modems)
NUVUE (display technology)
OPTEUM (mortgage banking company)
PETROCOSM (internet market for energy industries)
PRIALTA (financial management)
QUORUM (federal credit union)
SOLERA (adult community)
ZINGO (taxi hailing service)

Metaphor
http://www.metaphorname.com
ACTIONAL (software maker)
ANADIGM (analog design company)
DIVERSA (research company)
OPTIS (loan origination platform)
REVO (communications software)
SAGEO
VIADOR (internet portal solutions)
PROCLEIX (blood testing product)
ENLIGHT (network tool from Ernst & Young)
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Name Quest
www.namequest.com
SKINTIMATE (women’s shave preparation product line)
SAVVIS (technology company)
AMERITECH (telecommunications)
PHAROS (online research + services for CSU)
TANGLE RIDGE (Jim Beam Brand premium Canadian whiskey)
CLEARPATH (digital cellular service)
WILD ARTIC (attraction at Sea World)

Namebase
www.namebase.com
CAPIO (scanning product)
DIET WISE, GARLIFE, CRANASSURE, STRESS-EZE (vitamin supplements)
ANY’TIZERS (snacks)
PROCHIEVE (female fertility product)
STRIANT (male fertility enhancing product)
SOFTWIN (razor with twin blades)
TRANAX (ATM kiosks)
WEBSPHERE (IBM application infrastructure software products)
ZILO (online college network)

NameLab
www.namelab.com
ACUVUE (contact lenses)
LUMINA (Chevrolet)
RENOVA (cream to reduce signs of photodamage)
PROLASTIN (medication of some sort)
SEQUA (corporation name)
LIPIIL (nutritional supplement for pregnant women)
ENTEREG (gastrointestinal drug)
COGNOS (business intelligence & performance management software)
SUVA (refrigerants from Dupont)
DURALAST (auto parts)

NameSharks
www.namesharks.com
CHECKNIQUE (check printing software)
VERSANT (spoken language test for Harcourt Assessment Inc.)
CRAFTERNOON (after school childcare center)
AUTOSMART AMERICA (automotive group)
TAXTIGER, INC (IRS collection firm)
OUT2B (church group community service program)
GOOD EARTH CO-OP (health food store)
LANSHARKS (computer networking and consulting company)
CHUG-A-LUG (carrying strap for large home delivered water bottles)
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NameStock
www.namestock.com
ABRASIS
LOGOFT
DIXIG
LEXINDA
TEVISAL
INCOMY

NameStormers
www.namestormers.com
AUTHENTOEON (high-speed biometric identification search system)
PROTIVA (Biotherapeutics is a development stage biotechnology company)
ITZAKADOOZIE (ice cream)
ADEPTRA (automated contact + resolution services for consumer credit management)
AVOLENT (company name for e-billing services)
AFFORDIAN (tax exempt/nonprofit Information)
TRAXXIS (hobby-class radio controlled cars)
XANTERRA (parks and resorts)

NAMETAG International
www.nametagintl.com
ESCHELON (telecom company)
CERIDIAN (payroll processing and human resource)
ALLINA (health systems) ZINTREPID (cholesterol medication)

Naming Systems
www.namingsystems.com
PINTITE (company name)
ABIGAIL'S JEWELRY (company name)
PHENTERMINE PHARMACY (.com company name)
WEBMASTER HANGOUT (.com company name)

Strategic Name Development
www.namedevelopment.com
AP TIV
VICTREX
LEARNIA (learning power for the classroom)
ZURAGEN (injection)
ASHACCESS (technology)
BOSCH DREMEL
PROSURA RESQ (pet tracking system) DARDEN (restaurant)
TI-NSPIRE (Texas Instruments)
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The Naming Company
www.thenamingcompany.com
CREACTIVE (educational children’s CD-roms)
BOXXLE (an FCI puzzle game for Nintendo)
RETRACTION (retractable point mechanical pencil)

Tungsten Marketing
www.puretungsten.com
PODS COGHEAD (website building platform)
SKEDATTLE (all natural mosquito repellent)
PROLEVA (proleva)
KORE ONE (staffing services)
LIAZON (employee benefit company)
GRAYNIUM (internet technology company)

Zenmark
www.zenmark.com
XOHM
AIRAVE
AUDISTRY(sound enhancing technology)
EVOLTRA (Leukemia Medication)
FUSIC (Sprint’s media player)
EXPLORIST (handheld GPS)
PYHVE ROADMATE (GPS) S
UVUS (future hepatitis C medication)
HIPTOP (live device that connects to wireless networks, phone, etc.)
WELLBOUND (healthcare services to deliver home-based renal therapy)
TRAX (LG music phone)

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