

## 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](http://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)  
**MOONDANCE** (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)  
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**WATERMARK** (for exceptional women – formerly FEW&E)  
**WAVELENGTH** (forum for top companies and social entrepreneurs)

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## Addison Whitney

[www.addisonwhitney.com](http://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](http://www.abcnamebank.com)

TELUS

CELESTICA

ZARLINK

TRONICUS

GENNUM

AGRICORE

POLLARA

VINCOR

## A Hundred Monkeys

[www.ahundredmonkeys.com](http://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](http://www.biznamingcentral.com)

ACCESSTAR (mortgage and lending services)

BUILDONICS (construction planner and developer)

EKLECTICA (antiques & rare finds boutique)

BELLACURES (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)  
ZYMMETRY (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](http://www.idiomnaming.com)

VITERION  
ENCYSIVE  
VIVERA (INK)  
BOWL APPETIT  
PREDICTANT  
ASCENCIA CARE  
WHEATABLES  
IMAGINOVA  
STRATIFY  
CAREERBUILDER

## Lexicon

[www.lexicon-branding.com](http://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](http://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  
LOTTOMATICA  
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](http://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](http://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](http://www.namelab.com)

ACUVUE (contact lenses)

LUMINA (Chevrolet)

RENOVA (cream to reduce signs of photodamage)

PROLASTIN (medication of some sort)

SEQUA (corporation name)

LIPIL (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](http://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](http://www.namestock.com)

ABRASIS  
LOGOFT  
DIXIG  
LEXINDA  
TEVISAL  
INCOMY

## **NameStormers**

[www.namestormers.com](http://www.namestormers.com)

AUTHENTEON (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](http://www.nametagintl.com)

ESCHELON (telecom company)  
CERIDIAN (payroll processing and human resource)  
ALLINA (health systems) ZINTREPID (cholesterol medication)

## **Naming Systems**

[www.namingsystems.com](http://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](http://www.namedevelopment.com)

AP TIV  
VICTREX  
LEARNIA (learning power for the classroom)  
ZURAGEN (injection)  
ASHACCESS (technology)  
BOSCH DREMEL  
PROSURA RESQ (pet tracking system) D  
ARDEN (restaurant)  
TI-NSPIRE (Texas Instruments)

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## The Naming Company

[www.thenamingcompany.com](http://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](http://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](http://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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