

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 26 other naming firms.

Eat My Words

www.eatmywords.com

HOSE CANDY (colored “tube toys” for hot rods)
I HAVE A BEAN (coffee co. that hires ex-offenders)
REVOLUTIONARY ROAD (innovative auto parts)
MONA LISA STYLE (website for merchandising clothing)
MONITOR LIZARD (Web security)
VENUE (website offering luxury goods on installment)
BRAIN THAW (creative marketing company)
LEFTOVERS (tasteful found furnishings)
SPOON ME (frozen yogurt chain)
NEATO (home cleaning robot)
BLOOM (energy drink for women)
HAND JOB (nail salon for men in the Castro)
MOONDANCE (iPod clock radio with mood lighting)
FRIGID (gourmet ice cream store)
ANGELPOINTS (charity rewards website)
POTION (PR firm with a unique formula)
BACKBEAT (hip headphones)
EAT MY DUST (commercial cleaning service)
MONKEY DUNKS (gourmet dips for kids)
BLOOM (energy drink for women)
CAKE FINANCIAL (social investing website)
SWINGSET KITCHENS (makers of healthy food for kids)
DASH (travel make up kit for Gap)
DIZZYWOOD (virtual world for kids)
EXPRESSIONIST (sleek PC speakers)
HALOGEN GUIDES (buying guides for millionaires)
MEZZMERIZE (Middle Eastern restaurant)
MIXIN' VIXENS (all-female bartending service)
MUDD PUPPIES (brownies)
ALTIMETER GROUP (precision consulting)
PINCH (affordable catering service)
SECOND WIND (a "sex-over-sixty" business)
SIDEKICKS (fruit salsas)
STUFF A SOCK IN IT (Laundromat)
WAVELENGTH (forum for top companies and social entrepreneurs)

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)

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)
BELLACURES (manicure & pedicure spa)
HYRRUS (computer & small business support)
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

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)

Catchword

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

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)

Idiom

www.idiomnaming.com

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

Igor

www.igorinternational.com

TRU TV (television network)
ARTE (mobile phone name)
GOGO (Airline wi-fi broadband service name)
ZOUNDS (hearing aid/audio company)
FOLEO (smartphone/mobile companion device)
WYNN LAS VEGAS (resort casino name for Steve Wynn)
theWIT (business hotel)
TWINE (Web 3.0 APP NAME)
TICKLE (social networking)
JUPITER WELLS (online window treatments company)
MONKEYBAR (Online game destination for Hasbro)
LUNA (premium mobile phone)
URGE (MICROSOFT & MTV online media download service)
JULY (Financial services company)
SHINOLA (online ad placement software)
MOJO (HDTV name)
ZENO (interactive advertising media)
PRIMORDIAL (defense contractor)
FOLEO (smartphone)
VANILLA (cool new accounting service)

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
CREST WHITESTRIPS
CURESEARCH
DAYVITA
EARTHPARK
ELEMENT SIX
EMPHATICO
EPICENTER
EVERCARE
EXOSTAR
FEDEX
FEDEX KINKO'S
FILLBOARD
FLIP
GREATWIDE
LOTTOMATICA
MILKA M-JOY
NESCAFÉ NOIR
ONE DEGREE

PACTIV
PANORAMA (grass-fed beef)
PJ SMOOTHIES
PRONATIONAL INSURANCE
RODMAN MUSE
S7
SBM MOODS
SBS TRANSIT
SENSATA TECHNOLOGIES
SLOW CHURNED (Dreyer's Ice Cream)
SNAPDRAGON
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)

Mnemonic

<http://www.mnemonicbranding.com>

MOBIUS (private-equity venture firm)

EZON (condom)

TRUSTE (personal information network)

Name Quest

www.namequest.com

SKINTIMATE (women's shave preparation product line)

SAVVIS (technology company)

AMERITECH (telecommunications)

PHAROS (online research + services for CSU)

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)

NameSharks

www.namesharks.com

CHECKNIQUE (check printing software)

VERSANT (spoken language test for Harcourt Assessment Inc.)

CRAFTERNOON (after school childcare center)

NameStock

www.namestock.com

ABRASH
LOGOFT
DIXIG
LEXINDA
TEVISAL
INCOMY

NameStormers

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

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

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

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 (platform for easily creating web-based programs and applications)

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)

SUVUS (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)