



Naming

Today's marketplace is extremely crowded, intensely competitive, and truly global. And with the explosion in registered marks caused by the rising flood of start-ups, spin-offs, and mergers, it becomes harder every day for companies to create sustainable impact. Facts:

- More than 98% of the dictionary is currently registered as dot-com URLs
- In 2006, the USPTO received 354,775 trademark applications, a 9.7% increase over the previous year

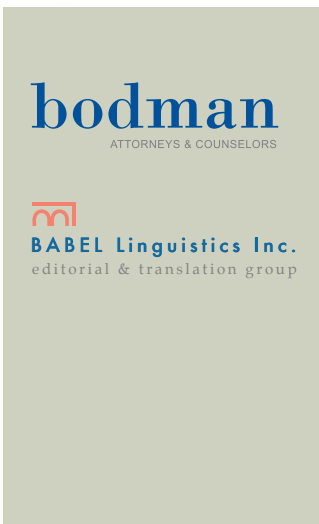
To be noticed, understood, and appreciated, your company, product, or service has to convey a genuine point of differentiation. Real brand personality has to be quickly established and consistently expressed.

Q focuses on understanding each client's unique competitive situation and strategic positioning needs, and then tailors names, tag lines, and visual identities to exactly meet those needs. We engage in careful planning to truly translate the goals of a business plan into a crisp articulation.

Our strategic name development process entails much more than creating lists of name ideas. It is clear, insightful, logical, and focused, and it paves the way for buy-in throughout an organization. When we are developing a name, the process steps outlined below are what give us the ability to create powerful and lasting brands:

- Naming Workshop
- Competitive Naming Audit
- Positioning Research and Development
- Ideation and Generation
- Linguistic Studies
- Trademark Screening and Procurement
- Audience Testing
- Visual Brand Extensions

Strategic Partners



Because understanding the real fixed and potential costs of creating, registering, and defending a name is more challenging than ever before, our naming process includes strategic partners who specialize in legal and linguistic analysis: Bodman and Babel Linguistics.

The end result: a memorable, compelling, ownable name and the first step toward building a successful program, product, service, or company.

Portfolio: www.qltd.com/work/portfolio/naming.html