

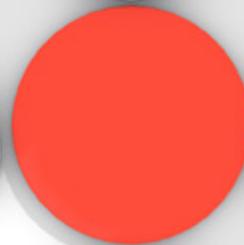
Naming Tool on SERION

The name game, reinvented

Generate and analyze new brand names with trademark clearance in mind.

Develop new brand name ideas, while reducing the risk of trademark clearance barriers during the trademark clearance process. Our innovative Naming Tool

on SERION® automates the process of brainstorming new names, simultaneously analyzing them for potential usability. Powered by CompuMark's™ trademark data and artificial intelligence (AI) technology, the Naming Tool helps bridge the gap between brand and legal, empowering marketing professionals to create new brand suggestions with the trademark clearance process in mind.



Create with confidence, quickly

Trained on US, EU and Pharma In-Use databases, our proprietary AI algorithm generates creative name suggestions based on your criteria, while providing insight on potential availability for use in the US and the EU. Get results in seconds. Accelerate the naming process, while reducing the risk of clearance issues.

Valuable trademark insight

A visual graph shows the relative similarity of each name candidate against existing names in trademark databases covering all 45 International Classes. A targeted list, along with timely analytics about each generated name, helps you make informed decisions about each name's potential usability rapidly and efficiently.

Powerful simplicity

Designed with non-trademark professionals in mind, the Naming Tool is easy to use, guiding users through the naming process. Powerful workflow tools simplify analysis to zero in on the most promising candidates quickly. Filter, sort and annotate results. Then create PDF reports in seconds.

To learn more, visit compumark.com

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