

SAMPLE CLIENT LIST: CROSS-INDUSTRY

CADILLAC (B2C)

Product Naming, TM Search & Analysis

- ESCALADE

GOOGLE (B2C)

Brand Strategy, Nomenclature System & Naming (colors, features, services, devices)

- SEA
- PORCELAIN
- MOONDUST
- BAY
- PIXEL TABLET
- GOOGLE FOLD
- PIXEL WATCH 2
- MACRO FOCUS
- PHOTO UNBLUR
- 3D WALLPAPER
- TABLETOP MODE
- MULTICAM CAPTURE
- CREATOR LABS
- DOUBLE DISPLAYS

CAPITAL ONE (B2C)/(B2B)

Ideation Workshop/Design Thinkings, UX/UI Workshops, Architecture, Nomenclature Systems, Product/Feature Naming, TM Search & Analysis, Brand Governance

Corporate Rebrand: Market Research, Brand Audit(s), Positioning, Corporate Brand Strategy, Mission Statement, Architecture Framework, Personality, Brand Voice, Content, Brand Guidelines, Style Guide

- QUICKSILVER
- SAVOR
- ENO
- CAPITAL ONE 360
- BANKING REIMAGINED
- AUTONAVIGATOR
- CREDITWISE
- DEVEXCHANGE
- INTELLIX
- SURESWIPE
- FUTURE EDGE
- FRONT STEP
- Corporate Rebrand Leadership Team/Manager

BASF (B2B)

Ideation Workshop/Design Thinking, Product Naming, Global Linguistics, TM Search & Analysis

- CONTOURA

BIOSENSE WEBSTER (B2B)

Ideation Workshop/Design Thinking, Nomenclature System, Naming Strategy, Product Naming, TM Search & Analysis

- HELIOS
- CARTO PRIME

DE BEERS DIAMONDS (B2C)

Product Naming, TM Search & Analysis

- ELARA

NESTLÉ (B2C)

Product Naming, TM Search & Analysis

- FLIPZ
- SWEET ESCAPES

JOHNSON & JOHNSON (B2C) (G2B)

Brand Strategy, Architecture, Positioning, Personality, Brand Voice, Product/Feature/Ingredient Naming, Global Linguistics, TM Search & Analysis, Global Package Redesign, Brand Guidelines

- TRUEYE
- REVITALENS
- LENSASSIST
- HYDRACLEAR
- HYDRALUX
- ACUVUE OASYS
- ACUVUE DEFINE
- ACUVUE MOIST
- ROCK THE RIGHT
- ACHIEVEVISION
- ACUVUE Global package redesign Manager
- ACUVUE Brand Guidelines
- STRATAFIX
- VISTASEAL
- HEALIX
- VERSALOOP
- VERITAS

WHITE TOQUE (B2C)

Corporate and Product Naming, TM Search & Analysis, Logo Design

- CUISINERY

OTSUKA AMERICA PHARMACEUTICAL (B2C)

Product Naming, TM Search & Analysis, Regulatory Screening, Name-Safety Testing

- REXULTI

ELECTROLUX (B2B)

Kitchen/Laundry Appliances: Brand Strategy, Brand Architecture, Nomenclature Systems, Naming, TM Search & Analysis
(for a total of 40 brand, feature, and color names)

- PERFECT STEAM Dryer
- IQ-TOUCH Controls
- LUXURY-GLIDE: Shelves, Drawers, Racks
- IQ-TOUCH
- TUR
- SIVER SANDS
- ISLAND WHITE
- TURQUIOSE SKY
- MEDITERRANEAN GLUE

OLYMPIC STAIN (B2C)

Brand Strategy, Nomenclature System, Product Naming, TM Search & Analysis

- OLYMPIC, OLYMPIC MAXIMUM, OLYMPIC ELITE

SUNPHARMACEUTICALS (B2C)

Product Naming, TM Search & Analysis, Regulatory Screening, Name-Safety Testing

- CEQUA

BEVSOURCE (B2C)

Product Naming, TM Search & Analysis, Package Design

- STORI

LLAMASOFT

Brand Architecture, Nomenclature System, Platform/Product Naming, TM Search & Analysis

- LAMASOFT.AI PLATFORM
- SUPPLY CHAIN GURU
- DATA GURU
- DEMAND GURU
- RAPID APPS
- OPTIZMA

ROCHE

Naming, Global Linguistics, TM Search & Analysis

- NAVIFY

KELLOGG'S (B2C)

Sub Brand Naming, TM Search & Analysis

- TOUCH OF FRUIT Frosted Mini Wheats
- CHEEZ-IT GROOVES
- PHILADELPHIA CREAM CHEESE COOKING CRÈME

STAHL (B2B/B2C)

Sub Brand Naming, TM Search & Analysis

- ELEGRAGE
- AFTERCARE PROTECTION LOB: Launching Soon
- RENEWABLE FABRICS: Launching Soon
- RENUVA
- SESORA
- EVO
- YMPACT

GE HEALTHCARE (B2B)

Ideation Workshop/Design Thinking, Brand Architecture, Brand Voice Nomenclature System, Product Naming, Global Linguistics, TM Search & Analysis

- GRAFFITI

DRYEL (B2C)

Package Redesign, Copywriting

LYCORED (B2B):

Ideation Workshop/Design Thinking, Market Research, Brand Audit, Brand Positioning, Brand Strategy, Brand Architecture, Nomenclature System, Product Naming, TM Search & Analysis

- SteadfastScarlet
- ResilientRed
- ResoluteRuby
- ConstantCrimson
- OrangeOvation
- GoldHold
- StellarYellow

DUPONT (B2B/B2C)

Brand Strategy, Brand Architecture, Brand Voice, Nomenclature Systems, Product/Feature/Ingredient Naming, TM Search & Analysis
(DuPont has been a client for 16 years)

- PROSHIELD
- SAFESPEC
- KEVLAR/NOMEX XTREME
- KEVLAR/NOMEX COMFORT
- KEVLAR/NOMEX ESSENTIAL
- KEVLAR INTERSECT
- KEVLAR HYFLEX
- KEVLAR HEATWORX
- NOMEX NANO & NANO FLEX
- NOMEX TOUGH
- NOMEX ARC
- NOMEX ARCGARD
- NOMEX FLAMEGARD
- NOMEX CHEMREPEL
- LINE OF ELECTRIC AUTOMOTIVE BATTERY AND MOTOR INSULATION PRODUCTS: Launching Soon

TACO BELL (B2C)

Brand Strategy, Brand Architecture, Product Line Naming, TM Search & Risk Analysis

- CANTINA MENU

JUVEDERM (B2B)/(B2C)

Brand Strategy, Brand Architecture, Nomenclature System, Product Naming, TM Search & Analysis

- VOLUMA
- VOLLURE
- VOLBELLA
- PRO CONTOUR