

SAMPLE CLIENT LIST: TECHNOLOGY

GOOGLE

Brand Strategy, Brand Architecture, Nomenclature Systems & Naming (96 total projects - colors, features, services, devices, programs)

- 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

HP

Naming, TM Search & Analysis

- ELITEPOS
- PAVILION
- ULTRIUM
- ACELLIS

LLAMASOFT

Platform & Module Rebrand, Brand Strategy, Brand Architecture, Nomenclature System, Naming, TM Search & Analysis.

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

ROCHE DIAGNOSTICS

Brand Strategy, Brand Architecture, Naming, TM Search & Analysis

- NAVIFY

INTEL

Naming, TM Search & Analysis

- GPU for cloud gaming services (TBD)

GE HEALTHCARE

Brand Strategy, Brand Architecture, Nomenclature System, Ideation/Design Thinking Workshop Facilitation Platform and Product Naming, Speech-to-text Market Research & Analysis TM Search & Analysis

- GRAFFITI™ (AI Virtual Collaborator)

PCTEL

Naming, TM Search & Analysis

- SEEHAWK

INOVA DIAGNOSTICS

Naming, TM Search & Analysis

- APTIVA

CAPITAL ONE

Brand Strategy, Brand Architecture, Nomenclature Systems, Ideation/Design Thinking workshop facilitation for Naming and NPD (UX/UI), Portal/Software/App/Program/Features/Product Naming, Market Research and Analysis, TM Search & Analysis

- DEVEXCHANGE
- ENO
- AUTONAVIGATOR
- SURESWIPE
- INTELLIX
- CREDITWISE
- SLINGSHOT
- HYGIEIA
- OPENSOURCE
- CAPITAL ONE WALLET APP features
- DIGITAL DESIGN TEAM MEMBER (Fintech NPD)

AACE

Corporate Brand Strategy, Brand Architecture, Market Research Analysis, Nomenclature System, Naming, TM Search & Analysis

- MEMBER-MEMBER COMMUNICATION PLATFORM w/AI

DELTA

Naming, TM Search & Analysis

- DELTA EDGE

BAXTER INTERNATIONAL

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

- SIGMASPECTRUM

MODULAR BANK

Brand Strategy, Corporate Identity, Naming, Global Linguistics, TM Search & Analysis

- TUUM

TILIG (Password Manager App)

Rebrand, Brand Strategy, Naming, TM Search & Risk Analysis

- CORPORATE REBRAND (launch upcoming 2023)

FIVE DEGREES (Core banking cloud-native technology)

Rebrand, Brand Strategy, Naming, TM Search & Risk Analysis

- PARTNER ECOSYSTEM REBRAND of NEO (launch TBD)

SUPERAPP (Fintech investment app)

Brand Strategy, Naming, Linguistics Evaluation, TM Search & Risk Analysis

- REBRAND (launch upcoming 2023)