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Correct answer: Correct answer: It was Shakespeare, of course, who gave up that the value of a good name exceeds cash cresho considerations. In the summary, that's still true. But on the Day of Bard, a good name did not cost more than \$35,000, as it can today. At least, that's usually the price of Namelab, based in San Francisco, a factory of prominent trade names, assigns to one of its creations. A bit steep, maybe, for half a dozen letters, but a successful brand or corporate name can put a new company on the marketing map, set a product head and shoulders above competitors, and even make its shape indelible in the language. On the other hand, it is left to chance or collective company with ingenuity, a malnourished entity is accepted into the Hall of Fame of Edsel or at the risk of it becoming another quantity of Whatsis. It is not that good names save sad bad products, admit the founder of Namelab Ira N. Bachrach, but in These Product Days, I too, an opaque or inappropriate baptism, certainly, is a disability even at the best of the lot. Individual pride in ownership often influences an entire line of ineffectively described goods, such as Osborne. And corporate presumption may insist on dubious items such as the apricot, a microcomputer brand name stamped after the Japanese speaking form to pronounce the first two worlds of the product maker, the applied computer techniques. Namelab is dedicated exclusively to ensuring that such a destination does not happen to its customers, including market makers such as Pepsico, Procter & Gamble, Honda Motor, Hiram Walker, Miles Laboratories, Gillette, Chrysler, RCA, Federal Express and other large -Times for whom an effective brand is clearly a prized asset. In the four years of its existence, Namelab has already left Important. To position a Nissan Motor Corp. of America entrance, "Sentra" was occurred. For Nynex, one of the companies that emerge from the American telephone and Telegraph Co. Breakup, Namelab was attended by the name "Datago" for the chain of retail computer stores about to open in the northeast. And although Namelab deals primarily with packaged products and commercial entities, lately it has been making forays into film titles that, like any other packaged product, must also risk the economic consequences of the monotonous. For better or worse, NameLab recently changed the ABC Motion Pictures derivative "The Making of Emma" to "Foxtails". But despite having 130 jobs in areas ranging from cars to bakery, NameLab's most notable entry so far came in 1982 on behalf of a small company, who intended to sell laptops. The founders, two engineers from Texas Instruments Inc., were content to name the company and its product after a local address, hence, Gateway Technology. The small machine could probably be sold as a Gateway, to the extent that a computer is a "gateway" to some vague, but certainly noble, end. For scientists, the connection seemed smart enough. But not to the company's major investors, a company headed by Ben Rosen and L. J. Sevin. Justly concerned that Gateway doesn't mean little to consumers and even less to Wall Street, Rosen urged that Namelab be consulted. Ira Bachrach enters, with her intensely linguistic and peculiarly timemic approach to name things. Within a few weeks, Gateway had several faster options, including Cortex, Cognipak and Suntek. Oh, yeah, and Compaq.No one can say with certainty that the company could not have done the same under the banners of Cognipac, Gateway, or even Tip-Top. However, like Compaq, the corporation sold computers worth \$11 million in 12 months, an American record for first-year revenues. But this almost didn't happen, because of the concern that the name might be In many of its details, trademark and service-mark law is so vague, confusing and regionalized that the attorney general often prefers the discretion of another choice to the value of stepping on the toes, even if it is unrelated. Gateway's lawyers felt they felt The proposed new trademark came too close to "Compac", a service mark of a transatlantic cable-switching network owned by IIT Corp., and asked for it to be reconsidered. But with a public offer at stake, the Board of Directors requested a hot name, and Compaq stayed. "If you ask the lawyers, 'Should I go out?'" Bachrach complains well, "they will say, 'God, I might be run over!'" A marketing expert packaged products from a previous career in advertising, the 46-year-old Bachrach has discovered that the rules apply to non-contact merchandise fields as well. To this discipline, he also brings an approach to the language developed in his graduate thesis that involves relationships between semantic fragments, for which he tried to win the George Bernard Shaw Prize for developing an English phonetic alphabet. (Thuh FRYEZ RHEMAYNZ NUREON EVJUN TOODAE.) As a result, many of Namelab's creations enjoy multiple effects, sometimes through neologisms with implications that are hidden within the ancient but evocative roots. To be sure, Compaq computers could easily have been called "compact", but with wet impact, weaker suggestion and step-change with cars and cosmetics. The client had ordered a word that would be memorable and at the same time "take command of the idea of portability", something that would stand out from all the others compatible with IBM's personal computer. Namelab developed a table of basic pieces of words called "morfemas", of which about 6,200 exist in English. An addict to FOUFLASH's Morpheme, BAACHRACH MODA "COMPAQ" of two "messages", one of which indicated the computer and communications and the other small and integral object. The "COM" part came easily. The "PAC" followed with more difficulty, since its phonetic notation included the endings in "K", "C", "CH", and possibly "Q." Namelab considered a Four. When the hit "Q", Bachrach, gasped EUREKA, a bonus to the assigned load, "PAQ" was also emotionally scientific, reasoned, reasoned. Suggestion of "Someone who tries to do something precisely and interestingly". As a significant benefit, suffix "paq" fits perfectly what could become a family name: Principaq, Datapaq, WordPaq and the like. Combining a corporate name with the results of a product name, by mere repetition, in the consumer acceptance of the substance and reliability. "When appointing subsequent products" -Paq ", "Bachrach Reasons ", free exhibition is added. They do not cost them a dollar in advertising." When the Compaq board of directors asked what would happen if the company wanted to produce bigger systems. Under the concept of restrictive 'Paq', Bachrach explained that all good solutions are limited. The more overall a solution, it is philosophy, less effective. "Look, if it works," Bachrach told the Board, "his name will become the dominant symbol for portable computers, as Xerox is the symbolic identity for copys. If that happens and several years from Now you want to enter a megasupercomputer, you can always change the name of your company or use a model that does not have a 'paq'. Meanwhile, you will cry up to the bank. A name that is good, "the conferencing customers", Da Fear. If it is not, it will not achieve a lot." 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