

Nominent's Naming Resources

Here are some resources to get you thinking more seriously about names!

Naming

[Atom](#) is a useful site in general that runs naming contests on behalf of businesses. Creatives then compete for finding the best name. [Click here for some of the tips given to creatives to help them recommend good names.](#) Also, [here's a video from Atom](#) and a [helpful blog post.](#)

[Brandbucket](#) is another big name in the domain name space. They have what's called the [BrandBucket Academy](#) with tons of good videos on naming and branding.

[Power thesaurus](#) is nominent's go-to web thesaurus. It never lets you down when searching for that perfect word!

Needless to say, [Google Translate](#) can be very handy when trying to find something close to the word(s) you want, but different. For example, try translating your keyword into Latin!



Trademark, branding and patent searches

You've found *the* perfect name - great! While some folks say that having a .com domain these days is almost enough on its own, you'll probably want to do some due diligence in terms of trademarks, patents, and legality. This is not an exhaustive list. Nominent suggests seeking legal advice in order to be sure that your dream name is truly up for grabs!

The United States Patent and Trademark Office (USPTO) has a few useful resources:

- See if your name is linked to any existing or pending patents by using the [United States Patent Public Search](#)
- [U.S. trademarks can also be searched](#) through the USPTO site

Also, have a look at the World Intellectual Property Organization (WIPO)'s [Global Brand Database](#).

Of course a [Google Search](#) of your name is always a good idea, as well as a search of any social media handles that you'd be interested in owning. However, with social media, there are workarounds and it's fairly common for people to modify a handle slightly in order to jive with their brand (lots of info about that is online). Also, you might check to see if the social media account has been abandoned and ask if you can claim it. What you probably don't want is to see your potential brand name associated with someone prolific, *and* someone who could harm the image of your brand.

Best of luck on your naming journey!