

Firm Naming Considerations Checklist

Availability

- Is the name already trademarked by someone else?
 - Resource: <https://tmsearch.uspto.gov/search/search-information>
- Is a suitable domain name available, preferably a .com?
 - Resource: <https://www.hover.com/>

Usability

- Is the name easy to pronounce and spell?
- Is the domain easy to use as an email address?
- What is the most likely thing people will shorten it to? Is that a good thing?
- What will be the acronym? Is that a good thing?

Confusion

- Does the name sound like something else when spoken?
- Does the name mean or sound like anything else in a foreign language?
- Could the name be confused with a competitor's name?
- Could it be confused with a company or person outside the design industry?

Discoverability

- What comes up online when the name is searched for?
- Are there existing social media accounts with similar names?
- Are there products or services with names that sound like your name?