



NAME SCORE

Name evaluation
for

06/04/21

Namino

The higher the NameScore for your name, the more suitable the name is for successful marketing. Find out now the total score as an important indicator for the quality of your name. The other checks that assess the style, sound, and structure of your name are also particularly exciting and helpful.



What aspects does NameScore check?

NameScore examines several aspects of your name – from classic trademark research and marketing chances in the online world, all the way to phoneme evaluation based on the sounds that make up the name. NameScore's checks cover legal*, marketing-oriented and aesthetic aspects.

1

Trademark search

Is your name or a similar name already protected as a trademark?

2

Domain Availability

Which top-level domains are available?

3

Search engine / AppStore availability

Is your name already frequently found in popular search engines and AppStores?

4

Social media availability

In which social networks is your name already used?

5

Hidden potentials and stumbling blocks

Does your name contain (foreign-language) terms?

6

Sound

What are the sound characteristics of your name? Is it a hard or a soft name? What feelings does it evoke?

Your NameScore

Here is an overview of how NameScore has rated your name.

Someone knows what's up here!

The name has a pretty good NameScore. It has scored positively for many of the checks. That's already a great result. However, please take a look at the individual ratings to see if any of the areas where it has scored less highly is relevant to you. If that's not the case, you've probably got a great name on your hands!



Marketing Potentials

Trademark availability (comp.)



Appstore availability



Social media availability



Search engine placement



Trademark availability (strict)



Domain availability



Safety score



Company Name Check



Name Checks

Find out how well your name is suited for business use and how good its marketing opportunities are. NameScore has thoroughly evaluated your name to this end.

Trademark availability (comp.)

For you to use your name successfully, it is important to ensure that no one else already holds the rights to it. Similar names can also lead to legal complications. NameScore has checked whether your suggested name or a similar word is already registered as a trademark in order to provide you with a comprehensive overview of the trademark availability.

Scope of protection	registered	filed	expired	cancelled	unknown
European Union	5	-	-	-	-
United States	4	1	3	6	-

Marketing potential


41%

List of trademarks protected in **European Union** (5 entries)

Trademark name	Authority	Nice classes	Filing date	Status
Namino	EUIPO	1	2015-09-14	registered
runamino	EUIPO	5, 21, 32	2016-03-21	registered
ANAMINOX	EUIPO	3, 5	2017-06-30	registered
HANAMINO	EUIPO	3	2017-10-12	registered
GUNAMINOFORMULA	EUIPO	5	2018-05-09	registered

List of trademarks protected in **United States** (14 entries)

Trademark name	Authority	Nice classes	Filing date	Status
ORIGINAL NAMINORI GAI	USPTO	29	2016-03-08	registered
NAMINO	USPTO	01, 05	2017-01-31	registered
CANAMINO	USPTO	31	2019-01-22	registered
GUANAMINO	USPTO	01, 05, 31	2020-06-23	registered
HANAMINO	USPTO	03	2020-11-19	filed
GENAMINOX	USPTO	01	1990-01-09	expired



Trademark name	Authority	Nice classes	Filing date	Status
CANAMINO	USPTO	01	1996-07-02	expired
DYNAMINO	USPTO	05	1997-06-24	expired
NAMINOS THE NAMECHAIN GAME	USPTO	28	1995-09-06	cancelled
NAMINORI GAI	USPTO	29	2006-08-25	cancelled
GOURMET NAMINORI GAI	USPTO	29	2006-08-25	cancelled
CINAMINO WATER	USPTO	32	2014-12-01	cancelled
HANAMINO	USPTO	03	2017-07-03	cancelled
NAMINO	USPTO	29, 30, 35	2019-10-16	cancelled

Trademark availability (strict)

If your name is already registered as a trademark by someone else, most likely you will not be able to use it yourself. NameScore has checked for you whether your suggested name is already registered as a trademark with exactly this spelling. Trademarks that only contain your name as a component are not listed here.

Scope of protection	registered	filed	expired	cancelled	unknown
European Union	1	-	-	-	-
United States	1	-	-	1	-

Marketing potential



List of trademarks protected in **European Union** (1 entries)

Trademark name	Authority	Nice classes	Filing date	Status
Namino	EUIPO	1	2015-09-14	registered

List of trademarks protected in **United States** (2 entries)

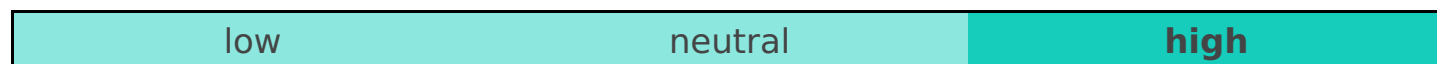
Trademark name	Authority	Nice classes	Filing date	Status
NAMINO	USPTO	01, 05	2017-01-31	registered
NAMINO	USPTO	29, 30, 35	2019-10-16	cancelled

Sound Impact Check

The Sound Impact check validates the proposed name for a variety of sound qualities and gives an overview of associations that the name can trigger by the way it sounds. These checks should be understood as a subjective assessment of the name, created by an artificial intelligence. As such, they should not be taken as an objective truth. However, they do give an assessment of how the name sounds, and that assessment is useful for guidance purposes.

Register

This check pertains to the vowel quality and reveals how low or high the name sounds overall.



The vowels give this name a light, airy sound. This makes it especially good for use in personal, emotional or everyday projects or for female or young target groups.

Sound classifications

This check pertains to the consonant quality and reveals how hard or soft the name sounds overall.



The consonants in this name produce a soft sound. This makes it very good for use in subject areas such as lifestyle, fashion, health and B2C in general (but not only.)

Suffix type

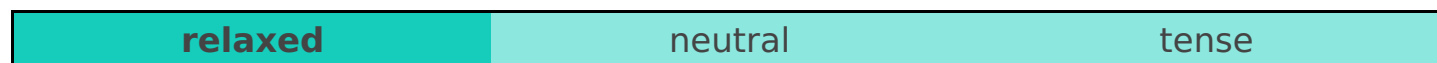
This check pertains to how the last letter influences the overall effect of the name. This factor is not as essential to the subjective assessment of the word as the sound classification and register, but it can be what tips the scales when deciding how well the name suits the project.



The ending gives this name a more masculine sound. That makes it good for technical projects or the target groups men and boys.

Word tension

This check pertains to how much the sounds in the name differ from one another.



The sounds in this name are linguistically very similar and do not significantly differ from one another in their tension level. This makes the name sound harmonious and relaxed. It is good for traditional, long-established companies and lifestyle projects, as well as older target groups.

Special characteristics

This check examines the interplay of consonants and vowels in the name in order to make a subjective overall evaluation. Very few names produce any notable results in this check. This is one such name, which makes it quite special!



The combination of soft consonants and light vowels in this name produces a melodic, pleasant sound. It tickles the ear and just plain sounds good!

Company Name Check

Searching for existing company names is a useful addition to other name checks. You may find company names that are not necessarily registered as a domain or protected as a trademark.

Register	total	active	inactive / unknown
Commercial register Germany	2	-	2

Marketing potential

100%

Company	Register no.	Register	registered since	Status
NAMINO Schiffsbetriebsgesellschaft mbH	Hamburg HRB 104524	Commercial register Germany	-	inactive / unknown
NAMINO Schiffsbetriebsgesellschaft mbH & Co. MS "EMMA SCHULTE" KG	Hamburg HRA 108874	Commercial register Germany	-	inactive / unknown

Domain availability

If you want to have a website for your name, it is important to ensure that one or more internet addresses are still available for it. NameScore has therefore checked whether the top-level domain is still available for you.

Domain	Availability
namino.com	unavailable
namino.info	unavailable
namino.net	unavailable
namino.org	available
namino.biz	available
namino.eu	available
namino.mobi	available
namino.name	available
namino.us	available

Marketing potential

A horizontal bar chart showing the marketing potential score. The bar is divided into two segments: a dark teal segment representing 67% and a lighter teal segment representing the remaining 33%.**67%**

Name length

The length of a name has various effects on its use. The name length is normally not the most important factor for choosing a name. However, it is worth taking a closer look at the effects.

very short	short	medium-long	long
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- The name seems to be relatively catchy and memorable (if it is not a kind of abbreviation). It also saves space, e.g. within an e-mail address or URL.
- A shorter name can, of course, only convey a limited amount of content to the outside world.
- The shorter a name is, the easier it can be confused with other names and trademarks. This should be checked before any business use.
- Unless unusual letter combinations are involved, shorter domains with frequent endings (TLDs like .com or co.uk) are rarely available or can only be purchased for a lot of money. In this case, if a domain is needed, it is advisable to add an extension to the domain name or to use one of the newer domain extension.

Word count evaluation

How does the number of words/word parts that make up your name affect its use?







1-word name

The reviewed name consists of one word or syllable.

This corresponds to most names of companies, products and brands. It is usually easy to use and to remember.

Search engine placement

The more seldom your name already appears on the Internet, the easier it is for you to place it online and the more quickly it can be found. NameScore has therefore checked to see how often your name already appears as search result in the usual search engines. The rarer your name, the better.

	Appstore	Results
	Google	456000 Search results
	Yahoo	200000 Search results
	Bing	0 Search results
	eBay.de	1 Search results
	eBay.com	34 Search results
	eBay.co.uk	0 Search results

Marketing potential

53%

Appstore availability

The rarer your name is in Appstores, the easier it is for you to place it there and be found. NameScore has checked for you whether your name already exists as an app name in the most popular appstores.

	Appstore	Results
	Google Play Store	0 Search results
	iTunes Apps	0 Search results

Marketing potential

100%

Social media availability

The less often your name is already used in social networks, the better you can present yourself on the Social Web with profiles under your name. NameScore has therefore checked for you how often the name is already allocated as a user or profile name in the usual social networks.

	Social Network	Verified User Name	Availability
	ask.fm	Namino	unavailable
	Blogger	Namino	unavailable
	deviantART	Namino	unavailable
	DISQUS	Namino	unavailable
	eBay	Namino	unavailable
	Facebook	Namino	unavailable
	Flickr	Namino	available
	Instagram	Namino	unavailable
	livejournal	Namino	available
	NameRobot	Namino	available
	OK	Namino	available
	Pinterest	Namino	unavailable
	reddit	Namino	unavailable
	Tumblr	Namino	unavailable
	Twitter	Namino	unavailable
	Vimeo	Namino	available
	Wordpress	Namino	unavailable
	YouTube	Namino	unavailable



Marketing potential



Safety score

Some names contain some words you may not even notice at first glance. NameScore has filtered out all the words contained in your name and rated them for you. This allows you to quickly identify hidden potentials or stumbling blocks.

	Hidden word	Original word	Offensiveness	Rating
en	amino	Namino	-	-
en	Amin	Namino	-	👍
en	NAMI	Namino	-	👍
en	mino	Namino	-	👍
en	iman	oniman	-	👍
en	NIMA	oniman	-	👍
de	Amin	Namino	-	👍
de	Nima	oniman	-	👍

Legend

- ! Might be considered offensive
- ✖ Is not offensive
- 👍 Has been classified as positive
- 👎 Has been classified as neutral
- 👎 Was classified as negative and could possibly raise negative connotations
- Has not yet been rated

Marketing potential

100%

Tips & Recommendations

Where do we go from here? NameScore has put together some practical tips and recommendations for the next steps with your name.

Reserve Domain

If you want a website for your project, then get a suitable domain (internet address) at **www.namescore.io/Domain**.

Would you like to protect your name? Check our partner page at **www.namescore.io/Trademark** to see who can help you with that!

Register Trademark

Would you like a different name?

If you are looking for an alternative to your name, we have a solution for you. Our naming tools offer a suitable way to get name ideas for every need and every budget.

More on
www.namerobot.com

namerobot

Namefruits

FlyingNames
Brand Naming Service

NameScore checks and evaluations are for guidance and research purposes only. All check results are without guarantee and in no way replace professional legal advice. It is the user's responsibility to seek expert advice, e.g. from a lawyer, before using the name.