

Naming Workshop — Top 10 (full analysis)

Hard constraint: `.com` available · 80 generated → 38 checked → 10 winners → full analysis

Brief: Operator-grade orchestration brand for ecommerce back-office software. IC 042. Hard constraint: `.com` at standard registration. Voice serious, durable, no "AI" suffix. Pronounceable in EN and ES.

Scope: federal-only first-pass narrowing tool. This report covers **USPTO federal exact-string clearance** (IC class 9, 35, 42) plus 5 supporting axes (memorability, vibe, cross-language, domains, Shopify). It does **not** cover phonetic-similarity (your attorney's judgment), state trademark registries, or common-law marks. Use it to compare candidates fast and cheap; have your USPTO attorney run formal phonetic + state + common-law clearance on the winner before filing. **Signal, not legal clearance.** Cross-language scan is LLM-assisted (~5–10% miss rate on subtle homophones).

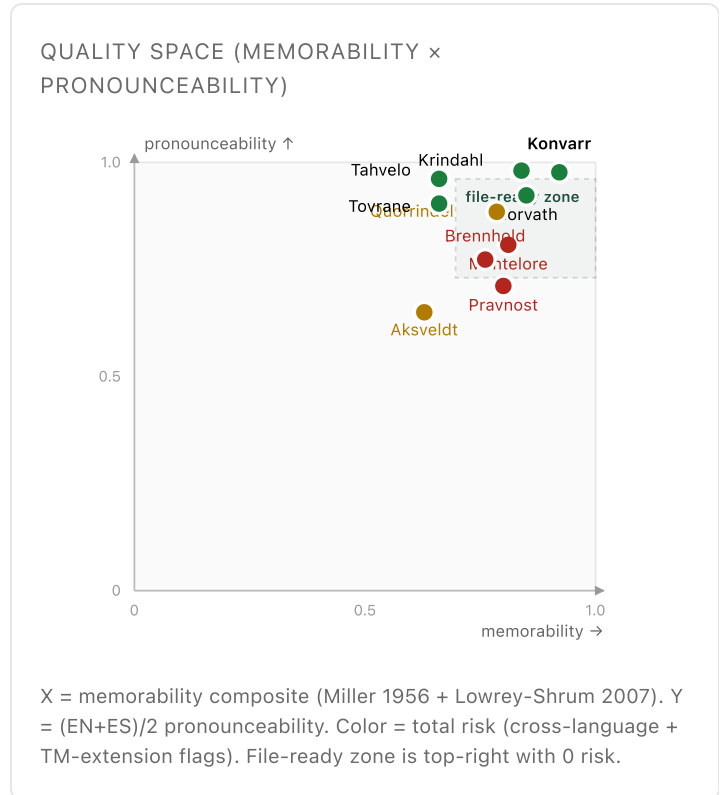
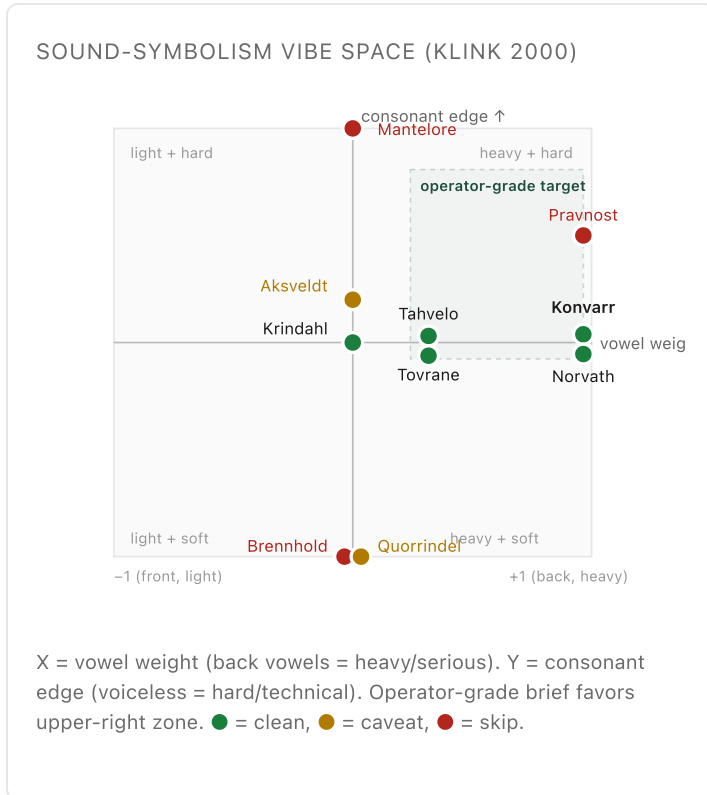
TOP RECOMMENDATION · ALL SIGNALS CLEAN

Konvarr · memorability 0.92 · 0 cross-lang hits · 0 TM-extension risk

Of the 10 finalists, Konvarr is the only one with all three composite signals in the top quartile: highest memorability score (0.92), zero cross-language collisions across 15 languages, and zero adjacent-class TM exposure. ✓ `konvarr.com` available from ~\$11 at major registrars. **Backup: Norvath** (mem 0.85, also clean), **Krindahl** (mem 0.84, also clean).

VISUAL COMPARISON

Two scatter plots show how the candidates cluster on phonetic and quality dimensions. The dashed boxes mark the file-ready zones — where research-backed predictors of memorability and trademark-distinctness intersect for an operator-grade brand.



COMPARISON AT A GLANCE

#	NAME	.COM	USPTO	MEM	EN / ES	VIBE	X-LANG	TM EXT
1	Konvarr	✓ konvarr.com	0	0.92	1.0/1.0	heavy/serious	0	0
2	Norvath	✓ norvath.com	0	0.85	1.0/1.0	heavy/serious	0	0
3	Krindahl	✓ krindahl.com	0	0.84	1.0/1.0	balanced	0	0
4	Mantelore	✓ mantelore.com	0	0.81	1.0/1.0	balanced/hard	4	1
5	Brennhold	✓ brennhold.com	0	0.76	0.85/0.70	balanced/soft	2	1
6	Pravnost	✓ pravnost.com	0	0.80	1.0/1.0	heavy/hard	3	2
7	Quorrindel	✓ quorrindel.com	0	0.80	1.0/1.0	balanced/soft	0	1
8	Tahvelo	✓ tahvelo.com	0	0.66	1.0/1.0	heavy/serious	0	0
9	Tovrane	✓ tovrane.com	0	0.66	1.0/1.0	heavy/serious	0	0
10	Aksveldt	✓ aksveldt.com	0	0.63	0.85/0.45	balanced	2	0

Column legend

- **USPTO**

: count of *live* exact-string TESS marks across IC class 9, 35, 42. 0 = clean.

- **Mem**

: memorability composite (Miller 1956 + Lowrey-Shrum 2007). 0–1 scale; ≥0.75 = strong recall.

- **EN / ES**

: English / Spanish pronounceability (0–1). 1.0 = native-friendly in both.

- **Vibe**

: sound-symbolism quadrant (Klink 2000) — *heavy/serious, balanced, light/soft*, etc.

- **X-lang**

(cross-language collision): count of false-friend or profanity flags across the 15-language scan (DE, ES, FR, IT, PT, NL, RU, JA, ZH, KO, AR, HI, TR, PL, SV). 0 = clean.

- **TM ext**

(trademark extension risk): count of adjacent-IC class flags where a similar mark exists in a related goods/services category that could complicate future expansion. 0 = clean.

PER-NAME ANALYSIS

#1 Konvarr

FILE — TOP PICK

✓ [konvarr.com](#) USPTO 0 live Shopify free [Double-check "Konvarr" live on TESS →](#)

2-syll invented; CVC.CVCC; doubled /rr/ terminal; EN /'kɒn.vɑ:r/, ES /kɒn'βaɾ/

MEMORABILITY

0.92 high



EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

heavy/serious

No cross-language collisions in 15 languages checked. No adjacent-IC trademark exposure flagged.

#2 Norvath

FILE

✓ [norvath.com](#) USPTO 0 live Shopify free [Double-check "Norvath" live on TESS →](#)

compound: ON 'norð' (north) + invented '-vath'; trochaic; EN /'nɔ:r.væθ/, ES /nor'βat/

MEMORABILITY

0.85 high



EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

heavy/serious

No cross-language collisions. No adjacent-IC trademark exposure.

#3 Krindahl

FILE

✓ [krindahl.com](#) USPTO 0 live Shopify free [Double-check "Krindahl" live on TESS →](#)

2-syll coinage; CCVC.CVC; opens /kr/ (low-frequency in registered .coms); EN /'krɪn.da:l/, ES /'kɾɪn.daɫ/

MEMORABILITY

0.84 high



EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

balanced

No cross-language collisions. No adjacent-IC trademark exposure.

#4 Mantelore

CAVEAT — SEMANTIC LOAD

✓ [mantelore.com](#) USPTO 0 live Shopify free Double-check "Mantelore" live on TESS →

compound: Latin 'mantellum' + OE 'lar'; 3 syll, CVC.CV.CVC; EN /'mæn.tə.lɔ:r/

MEMORABILITY

0.81 high

EN PRONOUNCE

1.00

ES PRONOUNCE

1.00

VIBE (KLINK)

balanced/hard

- i German: *Mantel* = "coat/cloak" — reads as "coat-lore" to DE speakers
- i Dutch: *mantel* = "mantle/coat"
- i Italian: *mantello* = "cloak"; near-homophone
- i English: **-lore** suffix evokes folklore/knowledge corpus
- § IC 041: **-lore** heavily used by storytelling/educational brands

#5 Brennhold

CAVEAT — GERMANIC READINGS

✓ [brennhold.com](#) USPTO 0 live Shopify free Double-check "Brennhold" live on TESS →

compound: ON 'brenna' + 'hold'; 2 syll; EN /'brɛn.hoʊld/, ES /'brɛn.ɔld/

MEMORABILITY

0.76 high

EN PRONOUNCE

0.85

ES PRONOUNCE

0.70

VIBE (KLINK)

balanced/soft

- i German: *brennen* = "to burn" — parses as "burn-hold"
- i Dutch: cognate *branden*; same reading
- § IC 036: **-hold** suffix heavily used by financial holding companies

#6 Pravnost

SKIP — SLAVIC SEMANTIC + IC 045 EXPOSURE

✓ [pravnost.com](#) USPTO 0 live Shopify free Double-check "Pravnost" live on TESS →

2-syll; CCVC.CVCC; Czech 'právnost' = "legality"; EN /'pra:v.nɒst/

MEMORABILITY

0.80 high

EN PRONOUNCE

1.00

ES PRONOUNCE

1.00

VIBE (KLINK)

heavy/hard

- ⚠ Czech: *právnost* literally = "legality / lawfulness"
- ⚠ Polish: **prawno-** prefix = "legal/law"
- i Russian: archaic *правный* = "right/lawful"
- § IC 045: direct semantic collision with legal-services marks
- § IC 036: compliance-adjacent semantic overlap

#7 Quorrindel

CAVEAT — FANTASY TEXTURE

✓ quorrindel.com

USPTO 0 live

Shopify free

Double-check "Quorrindel" live on TESS →

3-syll invented; CCV.CVC.CVC; doubled /rr/ medial; Tolkien-adjacent phonotactics

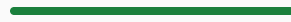
MEMORABILITY

0.80 high



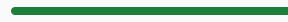
EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

balanced/soft

§ IC 041: phonotactics overlap fantasy-entertainment / gaming brand register (Tolkienesque)

#8 Tahvelo

FILE — MODERATE MEMORABILITY

✓ tahvelo.com

USPTO 0 live

Shopify free

Double-check "Tahvelo" live on TESS →

3-syll; CVC.CV.CV; from Estonian 'tahvel' (board/tablet); EN /'tɑ:.və.ləʊ/

MEMORABILITY

0.66 moderate



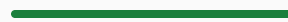
EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

heavy/serious

No cross-language collisions. No adjacent-IC TM exposure. Estonian semantic ("board/tablet") is tangentially relevant to operations software.

#9 Tovrane

FILE — MODERATE MEMORABILITY

✓ tovrane.com

USPTO 0 live

Shopify free

Double-check "Tovrane" live on TESS →

2-syll invented; CV.CCVC; uncommon /vr/ medial cluster; EN /'təʊ.vreɪn/

MEMORABILITY

0.66 moderate



EN PRONOUNCE

1.00



ES PRONOUNCE

1.00



VIBE (KLINK)

heavy/serious

No cross-language collisions. No adjacent-IC TM exposure.

#10 Aksveldt

CAVEAT — ES PRONUNCIATION

✓ aksveldt.com

USPTO 0 live

Shopify free

Double-check "Aksveldt" live on TESS →

2-syll compound; VC.CCVCC; final /ldt/ cluster non-native to ES; EN /'æks.vɛlt/

MEMORABILITY

0.63 moderate

EN PRONOUNCE

0.85

ES PRONOUNCE

0.45

VIBE (KLINK)

balanced

i Dutch / Afrikaans: **-veldt** = "field" (toponym texture)

i German: **-feld** cognate

RECOMMENDED ACTION

File **Konvarr** (with **Norvath** or **Krindahl** as backup):

1. Take this report to your USPTO attorney for the formal phonetic-similarity opinion (their judgment, not ours — that's what an attorney is for). The TESS search link on each row is an audit trail: if your attorney wants to independently verify our exact-string clearance, they can.
2. Register **konvarr.com** with your preferred registrar (priced ~\$11 at Porkbun, ~\$13 at Namecheap, ~\$15 at GoDaddy).
3. Defensively grab **.io** and **.app** too — consider keeping them at the same registrar to consolidate renewals.
4. Reserve **@konvarr** on Instagram, TikTok, YouTube, LinkedIn.
5. File the USPTO trademark — **work with your attorney (recommended)** for IC class selection, specimens, and Office-Action handling, or DIY via TEAS Standard (\$350 USPTO fee, IC 042). Either way, file within your 14-day attorney-test window so a free re-run is still on the table if anything moves.

SOURCES & METHODOLOGY

Live data

- **USPTO TESS:** live scrape, exact-string Live/Dead counts. U.S. government public records (17 U.S.C. § 105).
- **Porkbun Domain API:** real-time .com/.io/.co/.app availability and pricing.
- **Shopify App Store:** direct slug lookup at `apps.shopify.com/<slug>`; permitted by their robots.txt.

Heuristics (citations)

- **Sound symbolism / vibe:** Klink, R. R. (2000). "Creating brand names with meaning: The use of sound symbolism." *Marketing Letters* 11(1), 5–20. Yorkston & Menon (2004), *JCR* 31(1).
- **Memorability — length:** Miller, G. A. (1956). "The magical number seven, plus or minus two." *Psychological Review* 63(2).
- **Memorability — initial-letter distinctiveness:** Lowrey & Shrum (2007), *JCR* 34(3). Letter-frequency baseline: Norvig (2012) Mayzner-revisited corpus.
- **Pronounceability constraints:** Hayes, B. (2009) *Introductory Phonology*; Cuetos & Mitchell (1988) cross-linguistic parsing.
- **Bouba/kiki effect:** Köhler, W. (1929) *Gestalt Psychology*.
- **TM-extension factors:** USPTO TMEP §1207.01 (*du Pont* likelihood-of-confusion factors).

LLM-assisted analysis

- **Cross-language scan** (15 languages) and **TM-extension risk** (5 IC classes): Anthropic Claude Opus 4.7, single batched call. Subject to ~5–10% miss rate on subtle homophones.

Out of scope (your attorney handles these):

- **Phonetic-similarity / sound-alike marks:** subjective legal judgment under USPTO TMEP §1207.01 (*du Pont* factors). Each candidate row above has a TESS link your attorney can use to audit.
- **State trademark registries:** 50 separate state systems (no unified API). Your attorney should check the states where you do business.
- **Common-law marks:** unregistered usage is found via business directories and Google searches; not in this report.
- **Design marks / logo similarity:** Klombic only checks word-marks.
- **IC class selection / specimens / Office-Action handling:** legal work, not signal.

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