



# Trademarks by Bob Lindsey



# A good way to check our choice – “DELIVER”

- D** - **Distinctive**
- E** - **Extraordinary**
- L** - **Longevity**
- I** - **International**
- V** - **Versatile**
- E** - **Emotive**
- R** - **Relevant**

# Explanations

- D - Distinctive** - obvious
- E - Extraordinary** - obvious
- L - Longevity** - avoid the technology – it might change – petrol might replace steam one day. “Carphonewarehouse” was successful even when phones could fit in your pocket only because they had established themselves as the clear market-leader (earlier mobiles had a base station weighing 2 – 3 Kg)
- I –International** - does your chosen name sound unpleasant/abusive in Italian, German. Japanese etc?
- V – Versatile** - recall Sebastian Coe explaining the 2012 logo! He pointed out that it was versatile as the broad font enabled sponsors to put in their own graphics (he had been trained on “Deliver”).
- E – Emotive** obvious
- R - Relevant** obvious