

RIVER+WOLF

BACKGROUND +
PROCESS

2024

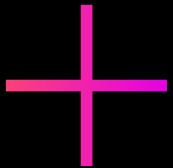


Contents

SECTIONS	PAGES
+ 01 Overview	3
+ 02 Team	7
+ 03 Process	13
+ 04 Testimonials	22
+ 05 Appendix	26

RIVER+WOLF

Overview



+ Why Us

- + Collaborative, Flexible
- + Industry Leader
- + #1 NYC Naming Agency
- + Highly Competitive Rates
- + Company Principal at All Touchpoint

- + All Industry Experience
- + Phased Fees
- + High Client Satisfaction





Auberge Resorts Collection



ST. REGIS
Hotels & Resorts

RIVER+WOLF

Team



RIVER+WOLF



MARGARET WOLFSON
Founder & Chief Creative

Prior to establishing River + Wolf in 2014, Margaret served as a professional naming and writing consultant and creative director for 13 years. As River + Wolf's Chief Creative, she names for companies throughout the world, from start-ups and mid-sized businesses to global Fortune 500s. Margaret has been quoted in and written for a wide-range of journals, among them Wharton Magazine, the The New York Times, The Ad Review, AdAge, NBC News, Crain's, Forbes, Robotic Business Review, Huffington Post, TNW (The Next Web), and Fast Company. In 2018 she was selected as a top female entrepreneur by the Huffington Post.

In 2021, River + Wolf was selected as a top agency by The Ad Review. Margaret also lectures widely on brand naming, appearing in such places as the Wharton School, Columbia University, Harvard Business Club, and the Institute Français de la Mode and Cinquième Sens in Paris. Margaret received her M.A. from NYC in communications and theater.

- 01
- 02
- 03
- 04
- 05
- 06

RIVER+WOLF



DARREN GELIEBTER
IP Attorney

Darren Geliebter is a founding partner of Lombard & Geliebter LLP with over 20 years of experience in intellectual property litigation and protection. He represents clients in connection with the protection, enforcement, clearance and licensing of trademarks and patents both domestically and globally. Darren's expertise in intellectual property law includes prosecuting and managing domestic and international trademark and patent portfolios, trademark clearance, oppositions and cancellations before the Trademark Trial and Appeal Board, trademark, patent and related IP and business litigation in the federal courts, and domain name disputes, including UDRP and ACPA actions.

Darren represents clients of all sizes, from multinational global brands to smaller companies and start-ups. A few awards include Winner of New York Enterprise Report's award for Best Attorneys for Growing Businesses in the Intellectual Property category. For the past five years, Darren has been included in the Super Lawyers List in recognition for excellence in the practice of Intellectual Property law. As River + Wolf's collaborating attorney he handles trademark clearance, from preliminary screening to full search and registration. Darren has successfully registered all River + Wolf client assignments.

- 01
- 02
- 03
- 04
- 05
- 06

RIVER+WOLF



JACQUELINE LISK

Messaging/Research

Jacqueline's work has appeared in dozens of publications and newspapers, including Inc. Forbes, USA Today, Washington Post, Entrepreneur, Ad Exchanger and AdAge. Before joining River + Wolf as a researcher/writing associate, she served as the head of Mediaplanet's global production, overseeing production teams for 25+ offices in North America and Europe. Jacqueline graduated summa cum laude from Boston University's College of Communication.



STEVIE BELCHAK

Naming

A namer and brand strategist for more than 10 years, Stevie has named for companies large and small, working with the likes of Johnson & Johnson, Microsoft, AT&T, and more. At River + Wolf, Stevie works closely with Margaret, developing strong names in every kind of style. With a BA in English Literature from Dartmouth and an MFA from the University of Massachusetts' English MFA for Poets & Writers, Stevie is also no stranger to the power of words.

01
02
03
04
05
06

RIVER+WOLF



Irasema is a strategic design creative with a strong track record in branding and visual identity. Her experience spans the development of brands and concepts through various channels including identity, digital, print, video, packaging and experiential/event design. Her work has been honored with 50 national and international design awards. Irasema has lead design teams for several companies such as Real Estate Arts, Hunch.com, Bill Smith Studio (NYC and Texas), Haymarket Media (New York /London), Latina Media Ventures, and Disney Publishing (NYC, Denver, and Mexico City). Most recently she served as Art Director at NBCUniversal.

For more than a decade she has served as River + Wolf's design partner. Her work has been featured in multiple media, including How International Design Annual, Designing Across Cultures (Rockport Publishers), and 1000 Greetings (How Publishers), to mention a few.



IRASEMA RIVERA

Visual Branding (RW Design Partner)

- 01
- 02
- 03
- 04
- 05
- 06

RIVER+WOLF



With over 20 years of brand design experience, Elaine has held senior creative leadership positions in London, Chicago, San Francisco and New York. Over her multi-disciplined career, Elaine has helped shape some of the world's most iconic brands including Kellogg's, Google, Häagen-Dazs, Suntory, Nescafé, Philips, to mention a few. Elaine has also served as a key speaker for multiple international forums on visual branding and packaging trends. Inspired by her years in the San Francisco start-up capital working alongside IDEO and Google Ventures, she's an advocate for new ways to innovate.

Elaine partners with With River + Wolf bringing her design and management talents to naming projects in the US, Europe, the Middle and Far East that require visual design, strategy, and visual identity systems.



ELAINNE ROBERTON

Visual Branding (RW Design Partner)

- 01
- 02
- 03
- 04
- 05
- 06

RIVER+WOLF

Process



The Steps

+ NAMING
PROCESS

Prepare	+	01
Develop	+	02
Share	+	03
Select	+	04
Finalize	+	05
		06

Step 1:

Prepare

+ RESEARCH & QUESTIONNAIRE

Prior to any name development, River + Wolf reviews all client's relevant background material. To get a deep grasp of client's orientations and naming interests, River + Wolf develops a naming questionnaire to identify what sort of communications, character, construction, and where on the naming continuum client wishes to fall. Once this information has been gathered, River + Wolf develops a creative brief that serves as the blueprint for name development. Client reviews, approves (or edits), and signs.

01
02
03
04
05
06

RIVER+WOLF

+ CHARACTER

Like people, names have different personalities. In the branding world, this is referred to as "tone of voice." Tone of voice relates to the personality of your written communications.

+ COMMUNICATION

Names can generally convey one or two communications. It is also important to note that a name doesn't always have to map back to a clearly defined message.

+ CONSTRUCTION

Names can be formed in many ways. Common constructions include a single or fusion of dictionary words, clipped words, the merging of word parts, or short phrases.

+ CONTINUUM

In trademark, names exist on a Spectrum of Distinctiveness: on one end is the generic and on the other, the fanciful/abstract with descriptive, suggestive, and arbitrary in-between.

01
02
03
04
05
06

RIVER+WOLF

Generic + Descriptive + Suggestive + Arbitrary + Abstract

01
02
03
04
05
06

Step 2: Develop

+ NAME CREATION &
IDENTICAL SCREENING

On completion of the questionnaire and creative brief approval, River + Wolf begins name development. Naming specialists will include Margaret Wolfson, the lead naming specialist and creative director, plus one additional naming specialists. During this period River + Wolf will delve into a range of disciplines and resources to aid in the name development process. Once a robust group of names has been developed, River + Wolf performs a light-screening (using A.I.) to knock out IDENTICAL match names in the country PTOs (Patent and Trademark Offices) of interest. This is not a formal preliminary trademark screening but removes identical match issues. A more formal preliminary screening will be performed by River + Wolf's IP attorney post presentation.

01
02
03
04
05
06

Step 3: Share

+ REVIEW &
DISCUSS

River + Wolf will present client with 20-30 names that, at this point, have only been screened for identical match in relevant PTOs and trademark class (es). Names will be presented, one per slide, with thinking behind the name. During the presentation, client will practice name in a variety of ways. We will explore what is working and what is not to determine whether a second round is needed. Approximately 90% of River + Wolf clients are satisfied with one round of naming.

01
02
03
04
05
06

Step 4: Select

+ CLIENT CHOICES &
IP ATTORNEY
PRELIMINARY SCREENING

Post presentation (within 3 days) Client will provide River + Wolf with candidates of interest to undergo a formal preliminary screening, performed by River + Wolf's collaborating IP attorney in the relevant PTOs. Names will be ranked low, low to medium, medium-high, and high risk. Please note that it is important that client return shortlist of names for IP attorney screening within 3 days post presentation.

01
02
03
04
05
06

Step 5: Finalize

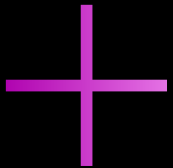
+ FULL/COMPREHENSIVE
SEARCH

- Post preliminary screening on names of highest interest, client will select one or two names of interest. A full/comprehensive search, which is a much broader search than a preliminary screening/knock-out search can be performed (additional scope) on the final candidates of interest. During this search, the risk level may lower or increase. To help select a name that gets beyond “personal preference”, clients may want to use the criteria tool in the appendix (slide 32-34).

01
02
03
04
05
06

RIVER+WOLF

Testimonials



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I expected River + Wolf to be a creative wildcard, and that's what they turned out to be. Their level of creativity and passion for what they do set them apart from other vendors. We had the budget to hire two naming companies simultaneously. After testing the top five options presented by both companies, River + Wolf had the winning names by quite a large margin. We were incredibly happy with them.

PERRY ABBENANTE, Vice President Marketing
Beyond Good (global chocolate company)



Margaret and her team go above and beyond to make sure they conform to our expectations. They worked so hard to ensure they found the perfect name for our company. The name they developed, Stella Rising, has won praise all around. Margaret and her team gave such great rationales for the names they suggested, and it makes messaging so much easier. We're very satisfied.

MARLEA CLARKE, Chief Marketing Officer
Stella Rising (marketing/PR company)



River + Wolf had a concise work plan, meeting all our deadlines and remained receptive to our feedback. Their team exceeded our expectations. The initial brief they generated was an integral part of the project's success. They were great at kicking off our project with a precise scope and equally precise solutions. I worked with other naming agencies before, and I could say that River + Wolf was the easiest team to work with. We chose their names.

LAURA MORGAN, Director of Marketing
Ozery (Baked Goods Company)

01
02
03
04
05
06

RIVER+WOLF



Their communication was so clear and we were very impressed by how quickly their team worked to meet our deadlines. The research they did in order to explore various routes for naming options was apparent. The team is also highly creative, with a gift for creating beautiful names and words out of different elements of language. We were very happy with the entire process and our final name.

WHITNEY PEAK, Senior Brand Manager
Proximo (global beverage company)



"I was impressed by Margaret's personal investment in this project, wealth of knowledge, and expertise in naming. She was personally accountable for delivering a quality name on time and on budget. I felt very comfortable in her knowledge and expertise, her understanding of our industry, and the quality of the options she provided us. She held us accountable to our timelines, too, and was flexible with her normal rates to accommodate us."

MICHAEL CAMPBELL, Senior Editor
Skyhorse Publishing (imprint naming)



River Wolf is genuinely very interested in their client's project. Although our company and team does not speak English as first language, River + Wolf always surpassed this barrier by resonating with us and deeply understanding what messages we wanted to convey in their names. They even providing advice and introducing other professionals on some matters not included in the work scope. It was a pleasure working with their team. Amazing work.

SUMIN KIM, Assistant Brand Manager
Korean Ginseng Company (ginseng shots, product)

- 01
- 02
- 03
- 04
- 05**
- 06

RIVER+WOLF



"Our team was very pleased with the new name. We're looking forward to launching our system in Europe with a name we can all be proud of. The workflow was very easy. Margaret was a joy to work with and was very supportive and understanding during the process. Naming is such a difficult exercise. They were able to quickly understand what we were looking for, delivering within a very short time frame. We had an exceptional experience.

JAMIE MILAS, Vice President of Marketing
Medical Micro Instruments (medical device naming)



"The team of River +Wolf, headed by the wonderful Margaret Wolfson, worked so hard and were dedicated to finding and creating the name for our company, and then extending to our full verbal and visual identity, including the name story , a video script to present our new name, logo, and copy for our brand guidelines. We also greatly appreciated the invaluable extra input from the River + Wolf in areas we might not have taken into consideration at first."

VERONIKA SKOROBOGATKO, Senior Brand Manager
Versuni (home appliance company naming)



"I've worked with Fortune 500 companies in the past, and we talked to a vendor who was in the same category. What I found is that we got the top expertise from River + Wolf at a reasonable cost which you don't always get from other agencies. River + Wolf hit the nail on the head, and they developed a thoughtful brand name and logo that will support our quest to revolutionize the higher education market."

SUSAN SCHOLES, Chief Marketing Officer
Anthology (higher ed tech company and platform)

- 01
- 02
- 03
- 04
- 05**
- 06

RIVER+WOLF

Appendix



Criteria

+ WHEN EVALUATING EACH NAME,
CONSIDER THE FOLLOWING:

APPEARANCE

How does the name look: the letterforms themselves, in an identity, or on the products (if there are products)?

DISTINCTION

Does the name feel right for industry orientation while still being memorable within the company it keeps?

CLARITY

Does the name easily say something relevant to the product or company?

ENERGY

How much vitality does the name can—can it generate “buzz” (if that is of importance).

HUMANITY

Does the name invite emotional engagement? Does it feel inviting? Does it feel real and not artificial?

POSITIONING

How relevant is the name to the product, service, or industry? Does it work for multiple industries, if that is important.

SOUND

How does the name sound when spoken aloud—is it easy and enjoyable to say?

TRADEMARK/URL

Is the risk level tolerable in the client's primary markets? Is URL available?

01
02
03
04
05

06

Score Card

+ RATE THE SELECTED NAMES ON A SCALE OF 1-10 FOR EACH CRITERION

	NAME 1	NAME 2	NAME 3	NAME 4
APPEARANCE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DISTINCTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DEPTH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENERGY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUMANITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POSITIONING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOUND	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRADEMARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

01
02
03
04
05
06

Avoid

+ AVOID THE FOLLOWING
WHEN SELECTING

NEEDING TO BE IN LOVE.

Names are like friendship—they accrue power over time.

EXPECTING A NAME TO PLEASE EVERYONE.

People have different responses to names.

ACCEPTING ONLY EXACT MATCH DOT COM.

Be open to adding a suffix or prefix to secure a dot. com.

REQUIRING NAMES TO BE FAMILIAR AND UNIQUE.

Unique names are not familiar; familiar names are not unique. |

GETTING OVERLY HUNG UP SHORT.

Well constructed longer names can also be effective.

DENYING THE CHALLENGES OF GLOBOAL TRADEMARK.

Many names need to be screened to find reasonable risk levels.

01
02
03
04
05

06

Case Study

 **VERSUNI**
<https://www.versuni.com>



Philips Domestic Appliances needed a new name for its recently sold Domestic Appliance division which became a standalone company in September 2021. The new name needed to clear worldwide trademark offices and be easy to say in worldwide languages. A dot com was preferred.

River + Wolf developed the name Versuni, putting a new spin on two powerful words “universe” and “universal” to reflect the company’s positioning “that a home is a world and, all of us share the universal need for a home”. In addition to naming, River + Wolf also developed messaging, brand video scripts, assisted with the Chinese transcreation, conducted preliminary trademark screening, developed brand storytelling, and helped to procure the dotcom. Additionally, River + Wolf played a major role in helping stakeholders determine the kind of name for the new company. River + Wolf’s long-term design partner, cba-design, developed Versuni’s distinct visual identity.

- 01
- 02
- 03
- 04
- 05
- 06**

Case Study

 **ANTHOLOGY**
<https://anthology.com>



Leading private investment firms, Veritas Capital and Leeds Equity Partners were spearheading the merger of three education technology leaders: Campus Management, Campus Labs, and iModules. The three companies were joining forces to create a brand-new EdTec company that offered cutting-edge solutions to better support the ever-changing needs of higher education.

Anthology, the name developed by River + Wolf, captured two key concepts: collective knowledge and a compendium of the highest or best kind of works. Irasema Rivera, a design partner with River + Wolf, took the metaphor one-step further, developing a striking logo that represented both to books and data charts. In addition, River + Wolf also handled all trademark needs and contributed to brand storytelling.

- 01
- 02
- 03
- 04
- 05
- 06**

Thank you

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