

Connotation Check

Identify possible negative connotations associated with names that may be introduced into both foreign and domestic markets. Save time and money by uncovering foreign meanings for a name, with services provided by trained local linguists.

Product Uses

Identify possible negative connotations or meanings of names at any time during the naming, screening or clearing process. Use Connotation Check to ensure that the name you have selected for use and/or trademark protection is culturally appropriate.

Product Details

Connotation Check can help guard against a negative reaction to your trademark or name both internationally and within the United States by determining how a trademark or name would be interpreted in another language or culture. For example, a Connotation Check for the mark TINDRA may reveal that, in Japan, the local pronunciation, "tin-dora" may be associated with a specific type of Japanese sweet called "dorayaki"(see reverse).

Connotation Check

A trained local linguist in each country provides a summary of findings including:

- Dictionary meanings
 - Pronunciation Issues
 - Appropriateness of the name
 - Potential meanings and associations
 - Quick opinion of how mark/term would be received
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Coverage / Sources

Connotation Check-Country Coverage

Select an individual country or choose from several package options.

- Argentina
- Australia
- Brazil
- Canada (English)
- Canada (French)
- Chile
- China/Hong Kong (Cantonese)
- China (Mandarin)
- Colombia
- Denmark
- Egypt

- England
- Estonia
- Finland
- France
- Germany
- Greece
- India
- Italy
- Japan
- Latvia
- Lithuania
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Russia
- Saudi Arabia
- Singapore (Min Chinese)
- South Korea
- Spain
- Sweden
- Taiwan (Mandarin)
- United States
- Venezuela
- Yemen