

Connotation Check

Identify possible negative connotations associated with names that may be introduced into foreign and domestic markets. Uncover foreign and non-English meanings of a name, and ensure names selected for use and/or trademark protection are culturally appropriate.

PRODUCT DETAILS

- **Manage risk:** Trained local linguists provide a summary of findings, including dictionary meanings, pronunciation issues, potential meanings and associations, and an opinion regarding the appropriateness of the name and how the name is likely to be received.
- **Guard against negative or unanticipated associations:** Connotation Check can help you predict how a name or trademark will be interpreted. For example, a Connotation Check for the name TINDRA in Japan may reveal that the local pronunciation, "tin-dora," may be associated with a particular type of Japanese sweet called "dorayaki."

COVERAGE / SOURCES

Select an individual country or choose from several package options:

Argentina	Finland	Portugal
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Canada (French)	Italy	South Korea
Chile	Japan	Spain
China/Hong Kong (Cantonese)	Latvia	Sweden
China (Mandarin)	Lithuania	Taiwan (Mandarin)
Colombia	Mexico	United States
Denmark	Netherlands	Venezuela
Egypt	New Zealand	Yemen
England	Norway	
Estonia	Poland	

Available regional packages:

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Thomson CompuMark
<http://compumark.thomson.com>
 500 Victory Road • North Quincy, MA 02171-3145
 Tel (800) 692-8833 • Fax (800) 543-1983