



# TYPES OF BUSINESS NAMES

*Descriptive*

*Suggestive*

*Abstract*

Clearly describes the company's product or service.

Implies or evokes some quality of the company or the products

Has no built-in meaning that's tied to the business.

*Real Words*

Made of real words that exist in any language.

*Constructed Words*

Made of made up words that are constructed from a recognizable root word or words.

*Invented Words*

Completely made up and not recognizable as real words.

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