



"We Carry You Across"

Brand Name Analysis Report

Client Name:	MINX, Ltd.
Brand Name:	MINX, Ltd.
Description of Product/Service:	Intelligent IP Networking solutions
Target Market:	Small-to-medium sized companies
Target Market Country:	Germany
Target Market Language:	German

Analysis:

1) Prior use of the brand name in the target market.

The term Minx is in the target market known as abbreviation for "Multimedia Information Network eXchange". It is one of the earliest picture-in-picture implementations of videoconferencing, developed and patented by Datapoint. Datapoint is according to the German Patent and Trademark Office owner of the brand name Minx in the category 42, which is relevant for the target market.

The name Minx is part of a software service company name (see below).

I could not find any further use of the name Minx in the target market (telecommunications, computers etc.)

2) Similarity of the brand name to other companies, products or services.

Companies:

- Minx Software und Service Plischke & Schild GbR; <http://www.minx-soft.de/index.php?lang=en>
- Minx Communications (Advertising agency) <http://www.minx.de>
- Minx Mode Accessoires GmbH (fashion shop)
- Minx Hair Aid (hairstylist)
- Wladimir Minx (media services) <http://www.wladimir-minx.de/>
- As Minx is a family name in Germany as well, several other family owned small companies which include Minx in their company name exist

Products and Services:

- In the database of the German Patent and Trademark Office there are 15 recognized brand name entries with "Minx" in their name. These products range from cats food (Minx Katzenschmaus) to the Datapoint product noted above, which is the



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only entry in category 42, referring to technological services. It seems that some of the products names are not in use any more, e.g. "Minx Katzenschmaus".

3) Direct translation or similarity of brand name to existing words in target language.

There is no direct translation to a German word, only associations to words like Minz (mint) or Mink are possible, but would probably not be taken. Words ending with "x" are fairly rare in German. One similarity might exist regarding the term "Mix" (mixture), when eliminating the "n".

4) Negative cultural connotations or possible offensiveness.

As there does not exist a meaning of MINX in German, the term does not have any negative cultural connotations or offensiveness.

5) Unclear colloquial language, slang or idioms in the brand name.

There is no colloquial, slang or idiomatic meaning in the name MINX.

6) Ease of pronunciation and recollection.

The term is quite easy to pronounce in German, even if it does not look like a German word and ending a word with "x" is uncommon in German.

7) Additional notes:

To some ears, the term "minx" might sound of Asian origin, which seems to be a trend in giving names to brands. Some German companies like "XING" recently changed their name (they once called themselves openBC), in order to get a more global appearance to their brand.

Conclusion:

According to your research and analysis, please briefly summarize why this brand name is or is not suitable for use in the intended target market.

There are no negative connotations to German words, and the name Minx is quite rarely used for companies, products or services in Germany, apart from the family owned companies, which are named after the family name Minx. These are pro arguments for the suitability of the brand name. Even that the name exists as abbreviation for "Multimedia Information Network eXchange" would create a positive connotation, relating MINX Ltd. to network solutions, provided that no conflict occurs



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to the recognized brand name Minx. If there is a conflict (what should be assessed by juridical experts), the name may not be suitable.