

Appendix A.

List of brand names used in surveys across linguistically diverse countries of the U.S.A., Korea, China, and Bangladesh

We present below the full list of 64 brand name pairs (proposed vs. opposed) per industry used in the surveys conducted in the United States, Korea, China, and Bangladesh. Participants were asked to choose one of the two comparing brand names within each pair. To avoid cognitive burden for concentration, we divided the name pairs into two survey sheets, each containing an equal number of name pairs per industry and per hypothesis, and participants were allowed to answer both sheets. The four hypotheses (H1–H4) on which the names were based were: (H1) preference for real words over invented words; (H2) preference for easy words over difficult words; (H3) preference for short invented words with fewer than 6 consonants over longer words with 6 or more consonants; and (H4) preference for short real words with fewer than 6 consonants over longer words with 6 or more consonants.

A. Clothing

Proposed Translations based on Sound English/Korean/Chinese/Bengali	Opposed Translations based on Sound English/Korean/Chinese/Bengali
1 Tonish/Toniswi/tóunīshī/tɒnɪʃ	Tomish/Tomiswi/tóumīshī/tɒmɪʃ
2 Iconic/Ikonik/àikānīkè/àikānik	Icoric/Ikorik/àikānīkè/àikārik
3 Lapel/Lapel/lèpèilè/lə'pel	Lakel/Lakel/lèkèlè/lə'kel
4 Modern/Modeon/mādécēn/mɒdəm	Nodern/Nodeon/nàdēcēn/mɒdəm
5 Baby/Babi/bēibī/bebi	Newborn/Nyubon/niúbóēn/nju:bɔ:m
6 Merry/Meri/màirui/meri	Jolly/Jolli/zhōuli/dʒɒli
7 Poise/Poijeu/póuyīzi/pɔɪz	Equipoise/Ikwipoijeu/yīkuípóuyīzi/i:kjupɔɪz
8 Shine/Syain/shāiēn/jam	Starry/Seutari/sītāruī/stɑ:ri
9 Bayla/Beila/bèilā/belɑ	Baymonstenila/Beimonseutaenila/bèimōuēnsītānnilā/bemənstilɑ
10 Reman/Reman/ruimàn/remɑn	Refacilman/Repasilmaen/ruifāxīlēmàn/refʌsilmɑn
11 Remuf/Remeopeu/ruimùfō/remɑf	Redancemuf/Redanseumeopeu/ruidānxīmùfō/redʌnsməf
12 Closun/Keullosseon/kēlōusān/kləʊsɑn	Cloblasun/keullobeulleisseon/kēlōubólāsān/kləʊblasɑn
13 Crochetin/Keuroketin/kērōuchāitēyīn/krɔsetɪn	Crochetcraft/Keuroketkraep̄teu/kērōuchāitēkērūāfūtē/krɔsetkrɑft
14 Ample/Aemp̄eul/chōngzúde/æmpəl	Substantial/Seopseutaensyal/dālángde/səbstæŋjəl
15 Duffleup/Deopeuleob/dáfōlāpò/dʌfələp	Duffleplace/Deopeupleiseu/dáfōlāpòlēsī/dʌfelples
16 Roundby/Raundeubai/rāngdébāi/rʌʊndbɑi	Roundcloset/Raundeukeullojen/rāngdékēlāzītē/rʌʊndklɔset
17 Cutie/Kyupi/kēyōuti/kjuti	Cupie/Kyuti/kēyōupi/kju:pi
18 Better/Beteo/bāitē/betər	Bepper/Bepeo/bāibó/bepər
19 Noble/Nobeul/nuòbēilè/nəʊbəl	Nople/Nopeul/nuòpēilè/nəʊpəl
20 Fantastic/Pantaseutik/fāntāsītīkē/fæntæsik	Fandastic/Pandaseutik/fāndāsītīkē/fændæstik
21 Sparkle/Seupakeul/sīpākēlè/spɑ:rkəl	Shimmer/Swimmeo/shīmò/jimər
22 Look/Ruk/lùkē/lɒk	Stare/Seuteeo/sītāiər/stear
23 Fancy/Paensi/fānxī/fænsi	Florid/Peulorideu/fúláoruidé/flɒrid
24 Trend/Teurendeū/chuāndé/trend	Tendency/Tendeonsi/chuāndéxī/tendənsi
25 Sunniet/Sseonieteu/sānnītē/sʌnɪet	Sunnietrusken/Sseonietureoseuken/sānnītēchūāsīkēn/sʌnɪetrəskən
26 Fantin/Paentin/fāntē/fæntɪn	Fantostakin/Pantoseutakin/fāntōusītākēyīn/fæntæstækin
27 Focusi/Pokeosi/fōkēsīyīng/fɒkəsi	Focusicrem/Pokeosikeurem/fōkēsīkēruimò/fɒkəsikrɪm
28 Spotlait/Seupoteureiteu/sīpòtēlētē/spotlɑɪt	Spotlaitonus/Seupoteureitoneoseu/sīpòtēlētēnāsī/spotlɑɪtnʌs
29 Luxury/Leoksyēui/lākēsēhēui/lʌksɑɪ	Magnificent/Megeunipseunteu/māigēnīfōyīsēntē/megnɪfɪsənt
30 Elfinwear/Minichikeu/xiāoqiāolínghóngde/elfinwer	Elfinapparel/Miniminichikeu/xiāoqiāolínghóngde/elfinɛpɑrel
31 Thecolor/Deokalla/dékālè/dʌkʌlɑr	Strikingcolors/Seuteulakingkallaseu/sīchuikēyīngqiālè/strʌɪkɪŋkʌlɑr
32 Thisisme/Disuijeumi/dísīmī/dɪsɪsmɪ	Memyselfandi/Mimaiselpēuaendeuai/māimisēērfāndī/mɪmʌɪsɛlfəndɑi
33 Classic/Keullaesik/kēlāsīyīkē/klæsɪk	Clazzic/Keullaesik/kēlāzīyīkē/klædzɪk
34 Drama/Drama/zhuānà/dra:mɑ:	Drana/Drana/zhuānà/dra:nɑ:
35 Blend/Beullendeu/bólándé/blend	Plend/Peullendeu/pòlándé/plend
36 Move/Mubeu/mùwū/mu:v	Moof/Mupeu/mùfū/mu:f

37	Angel/Enjel/ānzhōu/æɪndʒəl	Cherish/Cheriswi/chāiruishi/tʃerɪʃ
38	Touch/Teochi/tāchi/tʌtʃ	Tickle/Tikeul/chuikōu/tɪk(ə)l
39	Romance/Romaenseu/róumànsi/rəʊmæns	Adore/Eodoeco/ādào/ædɔːr
40	Now/Nau/nāo/naʊ	Current/Keoreonteukāruntè/kærənt
41	Erano/Erano/airūāneōu/erʌno	Elfrancino/Elpeuransino/ailèfōruānxīneōu/elfrʌnsɪno
42	Polage/Pollaji/pōlēizhi/pɒlədʒ	Polancolage/Pollankollaji/pòlʌnkələizhi/pɒlʌnkələdʒ
43	Clato/Keullato/kēlātōu/klætə	Clabronto/Keullabeuronto/kēlābóróuēntōu/klæbrəntə
44	Dialo/Daiallo/diālōu/dʌɪləʊ	Diaclondelo/Daiakeullondello/diākēlōuēndāilōu/dʌɪʌklɒndəl
45	Candy/Kendi/kāndi/kændi	Sweetcandy/Seuwiteukaendi/sīwūyītèkāndi/sʊɪtkændi
46	Firstlook/Peoseuteuruk/fōsītèlùk/fɜːrstlʊk	Frontpoint/Peuronteupointeu/fōruāntèpòyīntè/frʌntpɔɪnt
47	Moodin/Mudeuin/mùdiēn/moʊdɪn	Moodfactory/Mudeupaectori/mùdèfāyikētèrui/modfæktɔɪ
48	Wannabe/Woneobi/wònàbi/wɒnʌbi	Hankerforus/Haengkeoporeoseu/hánkēfōāsī/hænkɑːrfɔːrʌs
49	Daily/Deili/déli/derli	Dawly/Daulli/dāoli/dɔːli
50	Layer/Reieo/lēiēr/leiər	/Nayer/nèiēr/neiər
51	Celestial/Selleseutieol/séláisichíyīēr/səlestiəl	Ethereal/Issirieol/yīsīruiēryōuyāde/ethərəl
52	Genuine/Jenyuin/zhānniūyīn/dʒenjuɪn	Authentic/Ossentik/ōusāntikè/əθentɪk
53	Sopamir/Sopamireu/sōupāmīēr/sɒpʌmɪr	Sollessentimir/Sollesentimireu/sōulèsāntimīēr/səlesentɪmɪr
54	Tadic/Taedik/tādīkē/tædɪk	Taricomoradic/Taerikomoreidik/tāruikēmóuruādikē/terɪkɒmɔːredɪk
55	Goodfit/Gutpit/gùdèfēitè/gɒdɪt	Justfitwell/Jeoseuteupitwel/zhāsītèfēitèwēiēr/dʒʌstfɪtweɪl
56	Mint/Minteu/mintè/mɪnt	Efflorescence/Epeulloresenseu/āi(天)lèrānsēnsi/ɛflɔːresəns
57	Persona/Peosona/pòsōunà/pərsəʊnə	Parzona/Peojona/pázòunà/pərdʒəʊnə
58	Passion/Paesyeon/pàishēn/pæʃən	Bassion/Baesyeon/bāishēn/bæʃən
59	Lotus/Lotuseu/lóutāsī/ləʊtʌs	Hydrangea/Haideureinjeo/hāizhuǐzhé/haidreɪndʒə
60	Bud/Beodeu/bādē/bʌd	Gemmule/Gemmyul/bóláosème/dʒemjuːl
61	Veso/Biso/wàisōu/veso	Vestmonto/Biseuteumonto/wàisītēmāntōu/vestmɒnt
62	Kristar/Keuriseutareu/kēruisītā/kristər	Kristarique/Keuriseutarikeu/kēruisītāruikē/kristərɪk
63	Thread/Sseuredeu/sèruāndé/θred	Concatenate/Konkaeteuneiteu/kēnkāitènéitè/kɒnkɛtnet
64	Model/Model/mādōuēr/mɒdəl	Represent/Repeurijenteu/ruiپòruizàntè/rɪprezɛnt

B. Cosmetics

Proposed Translations based on Sound English/Korean/Chinese/Bengali	Opposed Translations based on Sound English/Korean/Chinese/Bengali
1 Cosmo/Koseumo/kòusimóusi/kɒsmo	Cosno/Koseuno/kòusinòu/kɒsno
2 Chroma/Keuroma/chóumà/krɒmə	Chrona/Keurona/chóunà/krɒnə
3 Hue/Hyu/héyōu/hɪʊ	Ryu/Ryu/liù/ryu
4 Twinkle/Teuwingkeul/túyīngkòu/twɪŋkel	Trinkle/Teurinkeul/chēyīngkòu/trɪŋkel
5 Sense/Senseu/sānsi/sens	Vibes/Baibeuseu/wàibósi/vaɪbs
6 Ultra/Ulteura/ārchuò/ʌltrə	Utmost/Eonmoseuteu/ātēmóusitè/ʌtmɒst
7 Lulu/Lullu/lùlù/lolo	Belter/Belteo/bèièrtè/beltər
8 Glow/Geullou/gélou/glo	Dazzle/Daejeul/dàiziēr/dedzel
9 Clarie/Keullalie/kēláiēr/klærɪ	Clapinsorie/Keullapinsorie/kēláiipīnsōurui/klæpɪnsɔɪ
10 Trurin/Teururin/chuíyīn/trʌrɪn	Trulavorin/Teururaborin/chūlēiwòriyīn/trʌlʌvərɪn
11 Toniffon/Tonipon/tóunīfēn/tonɪfɒn	Tonicliffon/Tonikeullipon/tóunikēlīfēn/tɒniklɪfɒn
12 Posen/Pojen/pòsēn/posen	Posetarisen/Posetarijen/pòsàitāruisēn/posetærɪsɒn
13 Evergleam/Ebeogeullim/āiwògēlimò/evergrɪn	Glorygleam/Geullorigeullim/gēlóruiigēlimò/ɡlɔːŋɡlɪm
14 Intheskin/Indeoseukin/yīndésīkēyīn/ɪndʌskɪn	Indeepskin/Indipseukin/yīndípòsīkēyīn/ɪndɪpskɪn
15 Beauty/Byuti/pòyōutí/biʊti	Pulchritude/Peolkeurityudeu/páērkeruitèyōudé/pʌltʃrɪtʊd
16 Pollentone/Polleuntōn/pòlántōuēn/pɒləntən	Pollentint/Polleuntinteu/pòlántèyīntè/pɒləntɪn
17 Bright/Beuraiteu/bóláitè/brʌɪt	Dright/Deuraiteu/déláitè/trʌɪt
18 Lovely/Reobeulli/lāwòli/lʌvli	Lofely/Reopeulli/lāfòli/lʌfli
19 Gorgeous/Goreugyeoseu/gāozhēsī/gɔːrdʒɪʌs	Gorkeous/Goreukeoseu/gāokòusi/gɔːrkɪʊs
20 Perfect/Peopekteu/pòfēikētè/pərfekt	Berfect/Beopekteu/bófēikētè/bərfekt
21 Seed/Ssid/xidé/sid	Pip/Pib/pīpò/pɪp
22 Wish/Wisi/wēishi/wɪʃ	Ambition/Aembisyeon/āisipāiēr/ɛspʌɪʌr
23 Youth/Yusseu/yōusi/joʊθ	Juvenescence/Jubeoneseunseu/zhùwónāisēsī/dʒʊvɪnɛns
24 Glossy/Geullosi/gēlāoxī/ɡlɒsi	Silky/Silki/xīèrkēyī/sɪlki
25 Spesy/Seupesesi/sīpāixi/spesi	Speshilansy/Seupeswillansi/sīpāishiyilánxī/spesɪlɛnsɪ

26	Strabin/Seuteurabin/sīchuībīn/strebin	Straberin/Seuteuraberin/sīchuībóeryīn/strebirin
27	Moistar/Moiseuta/móuyīsītāēr/moístar	Moistenstar/Moiseuteunseuta/móuyīsītānsītā/moistenstar
28	Catchis/Kaechiseu/kāichiyīsī/kætʃis	Catchitrommis/Kaechiteuomiseu/kāichichuòmīsī/kætʃitròmæsis
29	Bestime/Beseuteutaim/báisitétàimò/bestaim	Bestminute/Beseuteuminiteu/báisitèminèitè/bestminit
30	Fineus/Paineoseu/fēinēisī/fines	Confidentus/Kanpideonteoseu/kēfēidāntēsī/konfidentas
31	Goodself/Gutselpu/gūdesēērfō/godself	Bestselves/Beseuteuselbeujeu/báisitēsēērwòsī/bestselves
32	Eyecontact/Aikeontaektu/āikēntākētē/āikōntakt	Fallintoeyes/Porintuajjeu/fēilíntòuàisī/fālntoʊais
33	Delight/Dillaiteu/dilāitē/dilait	Telight/Tillaiteu/tèlāitē/tīlait
34	Crystal/Keuriseuta/"kēruisītòu/ēr"/krístal	Cryspal/Keuriseupa/kēruisīpèiēr/krīspal
35	Hope/Hopeu/hópò/həp	Gope/Gopeu/gòupò/gəp
36	Promise/Peuromiseu/pòràomīsī/pròmīs	Pronise/Peuromiseu/pòràonīsī/prònīs
37	Whitebright/Hwaiteubeuraitu/huáitèrūàitē/hōaitbrat	Whiteilluminate/Hwaiteuillumineiteu/huáitèlūminèitē/hōaitlūminatī
38	Glory/Geullori/gēlāorui/glōri	Dignity/Digeunite/dīgēnītī/dignitī
39	Melody/Mellodi/màilēdī/melōdī	Mellifluence/Mellipeullueonseu/màilifólūēnsī/melīfloens
40	Joy/Joi/zhàoyī/dʒɔi	Elation/Illeisyeon/yīlēishēn/īlɛʃən
41	Torimo/Torimo/tòuruimóu/tòrimo	Torimeksimo/Torimeksimo/tòuruimàikēsīmóu/tòrimæksimo
42	Tarion/Tarion/tāruīōuēn/terion	Tapicserion/Tapikserion/tāpīkēsàiruīōuēn/tæpserion
43	Dalia/Dallia/dālīā/deliā	Dalvinibolia/Dalbinibollia/dāērwoyīnpòliā/dalvinibolia
44	Clineo/Keullineo/kēliniū/klīnō	Clinsotineo/Keullinsotineo/kēlīnsōutīniū/klīnstantīnō
45	Vividcool/Bibideukul/wòyīnwòyīndékūēr/vrīvdkul	Vividpleasure/Bibideupeullejyeo/wòyīnwòyīndépòlīzhé/vrīvdpledʒar
46	Miracleup/Mirakeuleom/mīrūākēlīpò/mīrakelap	Miraclechange/Mirakeulcheinji/mīrūākēlīchénzhī/mīrakeltʃendʒ
47	Bloomtree/Beullumteuri/pòlūmòchui/blōmtī	Bloomfresh/Beullumpeureswi/pòlūmòfòrūāishī/blōmfref
48	Olympus/Ollimpuseu/ālimòpòsī/olimpas	Sacramental/Sakeurametal/sàikērūāmèntèēr/sækramental
49	Blow/Beullou/pòlōu/blō	Dlow/Deullou/délōu/dlō
50	Ace/Eiseu/ēisī/es	Oce/Oseu/ōusī/ɔs
51	Bold/Boldeu/pòērdé/bōld	Lofly/Lopeuti/láofótī/lɔftu
52	Base/Beiseu/bèisī/bes	Basis/Beiseu/bèixīsī/besīs
53	Lezar/Lejareu/láizhàēr/ledʒar	Lemicolongzar/Lemikollongjareu/láimikēlōuēngēzhàēr/lemīklɔŋdʒar
54	Romoah/Romoa/rūróumòā/ròmòah	Rogisumpemoah/Rojiseompemoa/rūróuzhīsūmòpàimòā/rɔgisæmpemòah
55	Reset/Riset/ruisàitē/riset	Rehabilitate/Rihebilititeu/ruihābilitèitē/rīhebiletet
56	Purecream/Pyueokeurim/pūruikēruimò/prōrkrim	Plaincream/Peulleinkeurim/pòlēiēnkēruimò/plemkrīm
57	Mild/Maildeu/wēnhéde/máild	Nild/Naildeu/níērdé/náild
58	Shade/Syeideu/shēidē/jed	Shate/Sweiteu/shēitē/jet
59	Bloom/Beullum/pòlūmò/blōm	Floweret/Peulaworet/fóláowòruitē/fləʊaret
60	Idol/Aidol/àidòuēr/ídol	Envy/Enbi/ēnwūyī/envī
61	Palam/Pariam/páliāmò/paliam	Pabioritaliam/Pabioritariam/pábíouērruitāliāmò/pabíoritaliam
62	Savail/Sabeil/sàwòēiēr/sævæil	Saltonveil/Saltonbeil/sàértòuēnwéiēr/sæltənveil
63	Salient/Seillieonteu/stēilīèntē/selient	Prominent/Peuromineonteu/pòràominèntē/pròmīnent
64	Pearl/Peol/piēr/parl	Resplendence/Reseupellaendeonseu/ruisīpòlándānsī/resplendens

C. Grocery

Proposed Translations based on Sound English/Korean/Chinese/Bengali	Opposed Translations based on Sound English/Korean/Chinese/Bengali
1 Greenish/Geuriniswi/gēruinīshī/grīmjʃ	Greemish/Geurimisi/gēruimishī/grīmijʃ
2 Hale/Heil/hēiēr/heil	Hane/Hein/hēiēn/hem
3 Archive/Akaibeu/ākāiwò/ʌrkaiʋ	Argive/Agaiheu/āērzhīwò/ʌrgaiʋ
4 Trust/Teureoseuteu/chūāsītē/trast	Trusp/Teureoseupeu/chūāsīpò/trasp
5 Gentle/Jenteul/zhàntòuēr/dʒentl	Irenic/Airenik/àiruīnikē/ʌrenik
6 Bliss/Beulliseu/bólīsī/blis	Beatitude/Byutityudeu/bititèyōudé/bietitʃud
7 Valley/Baelli/wèilēi/velī	Vale/Beil/wèiēr/veil
8 Plain/Peullein/pòlēiēn/plem	Pristine/Peuriseutin/pòruisītīyīn/prīstīn
9 Lambon/Rambon/láimòbēn/læmbōn	Lamseribon/Ramseribon/láimòsīruibēn/læmseribōn
10 Buce/Buko/bākòu/bukò	Bucareblico/Bukeeobeulliko/bākāruibólikòu/bukeriblikò
11 Senos/Senoseu/sēnāōsī/senos	Sestarinós/Seseuteorinoseu/sèsitèruināōsī/sesterinós
12 Pasion/Pasion/pàisēn/pɛʃion	Papanelson/Papanelson/pāpānèiērsēn/pæpanelson
13 Greenfair/Geurinpeo/gēruīēnfāēr/grīnfɛar	Greenbanquet/Geurinbaengkwiteu/gēruīēnbānkuitē/grīnbæŋkwet
14 Freshdine/Peureswidain/fīrūēishīdāiēn/frefʃdām	Freshterrace/Peureswiteraseu/fōrūēishītāruisī/frefʃeres
15 Greenhome/Geurinhom/gēruīēnpākē/grīnhōm	Greenjungle/Geurinjeonggeul/gēruīēnzhāngēēr/grīnbæŋkwet

16	Virid/Birideu/wòyīruǐdè/vɪrɪd	Viridescent/Birideseonteu/wòyīruòsēntè/vɪrɪdsɛnt
17	Crunch/Keureonchi/kēràngchǐ/krʌntʃ	Crunge/Keureonji/kēràngzhǐ/krʌndʒ
18	Sweet/Seuwiteu/sīwúyītè/suɪt	Sweek/Seuwikeu/sīwúyīkè/soɪk
19	Balance/Baelleonseu/bàilánsǐ/bælʌns	Balanze/Baelleonjeu/bàilánzǐ/bælʌndʒ
20	Orchard/Olchyaldeu/ouchédè/ɔrʃʌrd	Orshard/Osyadeu/oushédè/ɔrʃʌrd
21	Spice/Seupaiseu/sīpàisǐ/spaɪs	Savor/Seibeu/sīēiwò/sevər
22	Fresh/Peureswi/fólěisǐ/freʃ	Verdant/Beodeonteu/wòèrdāntè/vʌrdɛnt
23	Rich/Richi/ruichǐ/rɪʃ	Fertile/Peotail/fótàier/fʌrtʌɪl
24	Welfare/Welpeeo/wàierfǎēr/welfeər	Abundance/Eobeondeonseu/ābāndéēnsǐ/æbʌndɛns
25	Orinare/Orineo/àoruǐnèiēr/orɪnər	Oritroginare/Oriteurojineo/àoruichuòzhīnèiēr/ɔrɪtrɔdʒɪnər
26	Motherie/Madeorie/mòdérui/mʌθərɪ	Motheriestrie/Madeorieseuteuri/mòdéruiśichuǎiēr/mʌθərɪstrɪ
27	Lifen/Laipen/lifēn/lɪfɛn	Lifenasken/Laipeuneiseuken/lifēnāsikēn/lɪfɛnʌskɛn
28	Grainain/Geureinein/gērūnēn/greɪnɛɪn	Grainsmain/Geureinseumein/gērūnsīmēn/greɪnsmɛɪn
29	Richever/Richiebeo/ruichāiwò/rɪʃevər	Richandgood/Richiaendeugut/ruichángdégǔdè/rɪʃændɡɔd
30	Forstrong/Poseuteurong/fóersǐzhuāng/fɔrstɹɔŋɡ	Strongguys/Seuteuronggaijeu/sǐzhuānggǎisǐ/stɹɔŋɡʌɪs
31	Togreen/Tugeurin/tòugēruiēn/tɔɡrɪn	Greenerdays/Geurineodeijeu/gēruiéndéēisǐ/ɡrɪnʌrdɛs
32	Thenature/Deoneichyeo/déněichèēr/dʌnɛtʃər	Friendinature/Peurendineichyeo/fóruēndíněichèēr/fɔrendɪnɛtʃər
33	Big/Big/bīgē/bɪɡ	Hig/Hig/hèyīgē/hɪɡ
34	Titan/Taitan/tàitǐyīn/tʌɪtʌn	Titam/Taitam/tàitāmò/tʌɪtʌm
35	Sunday/Seondei/sāndéēi/sʌndeɪ	Zunday/Jeondei/zāndéēi/zʌndeɪ
36	Farmgrain/Pamgeurein/fǎermògēruiēn/fɑrmɡrɛɪn	Famgran/Paemgeuraen/fāmògēruiēn/fɑrmɡrɛn
37	Special/Seupesyeol/sīpàishǐēr/speʃəl	Remarkable/Rimakeobeul/ruimákēbóēr/rɪmʌrkebəl
38	Pantry/Paenteuri/pānchui/pæntɪ	Larder/Radeo/lādéēr/lærdər
39	Ocean/Osyeon/oushēn/ɔʃʌn	Coastline/Koseuteulain/kòusitèláiēn/kɔstlʌɪn
40	Gather/Gedeo/gàidéérjǔjǐ/gæθər	Convene/Keonbin/kénwò/kənʌɪn
41	Sweete/Seuwite/sīwúyītǐ/suɪt	Sweetstrinte/Seuwitseuteurinte/sīwúyīchuiyǐntǐ/suɪtstrɪnt
42	Fascina/Pasina/fāsīnǎ/fæsinʌ	Fasinavitena/Pasinabitena/fāsīnǎwòyītènà/fæsinʌvɪtɛnʌ
43	Inigee/Iniji/yīnǐzhǐ/mɪɡɪ	Intenslogge/Intenseulloji/yīnǐtānsǐlózhi/intɛnsləɡɪ
44	Plazo/Peullajo/pòlāzòu/plʌdʒɔ	Planaslizo/Peullanaseullijo/pòlānāsǐlìzòu/plænʌslɪdʒɔ
45	Faithful/Peiseupul/fěisǐfóēr/fetʃfəl	Trustworthy/Teureoseuteuwoldi/chūāsǐtèwòsǐ/trʌstərθɪ
46	Radiance/Raedieonseu/ruidíēnsǐ/redɪɛns	Luminescence/Rumineseunseu/lùminǎisǐēnsǐ/lomɪnɛsɛns
47	Gooddeal/Gutdil/gǔdédǐēr/guddɪl	Bestprice/Beseuteupeuraiseu/bǎisǐtèpòrúàisǐ/bɛstprʌɪs
48	Foralldish/Pooldiswi/fólāerdishǐ/fɔrʌldɪʃ	Foralldishes/Poolleseopiseu/fólāèrruixǐpǐsǐ/fɔrʌlɹɛsɪpɪ
49	Planet/Peullaenit/pòlānnèitè/plænɛt	Planek/Peullaenekeu/pòlānnikē/plænek
50	Organic/Oreuganik/òugānnikē/ɔrgʌnɪk	Orbanic/Oreubanik/òubānnikē/ɔrbʌnɪk
51	Ranch/Raenchi/ruǎnchǐ/rɛntʃ	Farmstead/Pamseutedeu/fāmòsītàidè/fɑrmstɪd
52	Take/Teikeu/tèkē/teɪk	Grab/Geuraebeu/gēlái bó/græb
53	Pienze/Pienji/pīmòzǐ/piɛmdʒɛ	Piemodremze/Piemodeuremji/pīmòdérui mòzǐ/piɛmdɔremdʒɛ
54	Lihudea/Rihyudia/lihúdǐǎ/lihɔdɪʌ	Lihumfredea/Riheompeuridia/lihú mòfòruǐdǐǎ/lihɔmfɹɛdɪʌ
55	Everytime/Ebeuritaim/àiwòrui taimò/ evrɪtʌɪm	Everymoment/Eberimomeonteu/àiwòrui mòuméntè/evrɪmɔmɛnt
56	Eatforest/Iteuporeseuteu/yǐsǐtèfòruǐsǐtè/ɪtʃɔrɛst	Takeforest/Teikeuporeseuteu/tèèikēfòruǐsǐtè/tekʃɔrɛst
57	Plenty/Peullenti/pòlántǐ/plɛntɪ	Blenty/Beullenti/bólántǐ/blɛntɪ
58	Essential/Esensyeol/yīsānshǐēr/ɛsɛnʃɪəl	Ossential/Osensyeol/òusānshǐēr/ɔsɛnʃɪəl
59	Real/Rieol/ruiēr/riəl	Actual/Aekchyueol/àikēchūēr/æktʃʊəl
60	Seashore/Ssisyoeo/sishòuēr/sɪʃər	Foreshore/Poeosyoeo/fòshòuēr/fɔrʃər
61	Bodera/Bodera/bódérǔǎ/bɔdərʌ	Bodentgera/Bodenteugera/bódāntègērǔǎ/bɔdɛntdʒɛrʌ
62	Gropria/Geuropeuraia/gēròupòruiǎ/ɡrɔpɹɪʌ	Gropricera/Geuropeuraisera/gēròupòrui ruisǐrǔǎ/ɡrɔpɹʌɪsɛrʌ
63	Element/Ellemeonteu/àiliméntè/ɛlɪmɛnt	Ingredient/Ingeuridieonteu/yīngēruidiēntè/ɪŋɡrɪdɪɛnt
64	Resilient/Rijillieonteu/ruǐzǐlǐèntè/rɛsɪlɛnt	Effervescent/Epeobeseunteu/àifòwòsǐèntè/ɛfɛrɛsɛnt

D. Restaurant

Proposed Translations based on Sound English/Korean/Chinese/Bengali	Opposed Translations based on Sound English/Korean/Chinese/Bengali
1 Palmy/Pami/pámi/pʌlmi	Pelmy/Pemi/pàimi/pɛlmi
2 Together/Tugedeo/tègàidè/tugəθɪ	Togethy/Tugedi/tègàixǐ/tugæθɪr
3 Scent/Senteu/sěntè/sɛnt	Sant/Santeu/sāntè/sænt
4 Faerie/Peeori/fààierǔi/fɛəri	Vaerie/Beoori/wòàierǔi/vɛəri
5 Blaze/Beullejeu/bólěizi/bleɪdʒ	Bonfire/Bonpaico/bóēnfòàier/bɔnfʌɪər

6	Garden/Gadeun/gādēēn/garden	Glen/Geullen/gēlēēn/glen
7	Harbor/Habeo/hābó/livɪ	Levee/Rebi/láiwōyǐ/harvɹ
8	Vacation/Bekeisyeon/wókēēishēn/vækæfən	Fiesta/Pieseuta/yāoyǐaisītē/fiesta
9	Bobis/Bobiseu/bóbīsɪ/bobis	Bosaintobis/Boseintobiseu/bósāiēntòubīsɪ/bosaintobis
10	Caden/Kaden/kādēng/cheden	Cavaniceden/Kabaniseden/kāwēināisīdēēn/kevensiden
11	Garamuah/Garamua/kālāmūā/gæɹɹmʊɹh	Garadinsemuah/Garadinsemua/kālādīēnsīmūā/gæɹɹdensimʊɹh
12	Viabon/Biabon/wāiābēn/viabon	Viarasombon/Biarasombon/wāilāsāmōbēn/viɹɹɹsombon
13	Irisgarden/Airiseugadeun/airuīsīgādēng/airisgarden	Dandeliongarden/Daendilaiongadeun/dāndilónggādēng/dendɹɹlɹngarden
14	Loverecipe/Reobeuresipi/lāwòruīsɪpò/lavresɪpɪ	Loveambience/Reobeuembieonseu/lāwòyīmōbiēnsɪ/lavembuens
15	Lucidhouse/Lusideuhauseu/lùxīdéhàosɪ/lusidhɹʊs	Lucidvillage/Lusideubilliji/lùxīdévēilēizhɪ/lusidviledʒ
16	Comeagain/Keomeogein/wēiwēidélumò/kamegein	Comebackagain/Keombaegeogein/wēiwēidégādēng/kambɹɹægein
17	Bravo/Beurabo/bólāwò/brɹvɔ	Brafo/Beurapo/bólāfō/brɹfɔ
18	Village/Billiji/wēilēizhɪ/viledʒ	Fillage/Pilliji/fēilēizhɪ/filedʒ
19	Fame/Peim/fēimò/feim	Vame/Beim/wēimò/veim
20	Pleasure/Peullejyeo/póláizhé/plesɹ	Pleachure/Peullechyeo/póláichè/pletʃɹ
21	Stay/Seutei/sīdēēi/ste	Tarry/Taeri/tàirui/teri
22	Cottage/Kotiji/kātizhɪ/kotedʒ	Shanty/Swenti/shāntɪ/senti
23	Paradise/Paradaise/pàiruidāisɪ/pæɹɹɹɹɹs	Rapture/Raepchyeo/láipòchè/ræptʃɹ
24	Refresh/Ripeuresi/ruifóláishɪ/rɹfref	Inspirit/Inseupirit/yīnsɪpɪértè/ɹnsprɹt
25	Dearis/Dieoriseu/diērruīsɪ/dɹɹɹs	Dearinuleris/Eieorinulleriseu/diērruinùlèruīsɪ/dɹɹɹmulæɹs
26	Comfortie/Keompoti/kāmùfótɪ/kɔmfɔrtɪ	Comforsolatie/Keomposollati/kāmùfòsèlèitɪ/kɔmfɔɹslɹtɪ
27	Dinnie/Dini/dàinɪ/dɹɹɹ	Dintricinie/Dinteurisini/déyīnchuisīnɪ/dɹɹɹtrɹsɹɹɹ
28	Pleasus/Peullejceoseu/póláisàsɪ/plesɹs	Pleasantus/Peullejconteoseu/póláizàntāsɪ/plesentɹs
29	Tomind/Tumaindeu/tòumíndé/tomɹɹnd	Heartandsoul/Hateuaendeusoul/hēiértándésōuēr/hartændsɔl
30	Lovein/Reobeuin/lāwēiēn/lavɹɹn	Loveblossom/Reobeubeullasseom/lāwòbóláosēmò/lavblɔsɔm
31	Cosyterrace/Kojiteraseu/kòuzitāirui/sɪ/kɔdʒɹteres	Heimishterrace/Heimiswiteraseu/hēimishitāirui/sɪ/hemɹɹɹɹɹes
32	Mindsoul/Maindeusoul/míndésōuēr/mɹɹndɔsɔl	Mindandsoul/Maindeuaendeusoul/míndándésōuēr/mɹɹndændsɔl
33	Meal/Mil/miēr/mil	Mawl/Maul/māwōēr/mɔl
34	Palette/Palleteu/pàilètè/pelet	Balette/Balleteu/bāilètè/belet
35	Pioneer/Paionieo/pàiēmīēr/paiɹɹɹɹɹɹ	Piomeer/Paiomieo/pàiēmīēr/paiɹɹɹɹɹɹ
36	Affection/Eopeksyeon/āpàikēshēn/æfekʃən	Avection/Eobeksyeon/āwàikēshēn/ævekʃən
37	Ideal/Aidieol/àidiēr/ɹɹdɹɹɹ	Translunary/Teuraenseulluneori/chuānlùnàrui/translɹnɹɹɹ
38	Mood/Mudeu/mùdè/mod	Sentiment/Sentimenteu/sāntiméntè/sentiment
39	Place/Peulleiseu/pòlēsɪsɪ/pleis	Around/Eoraundeu/ālāngdé/æɹɹɹɹnd
40	Venue/Benyu/wānniū/venu	Locale/Rokeil/lókāēr/lɔkɹɹl
41	Serento/Serento/sèlántòu/serenɔ	Serendipicto/Serendipikto/sèlándipitòu/serendipikto
42	Manogi/Manoji/màināozhɪ/mænɔgi	Manorebrogi/Manorebeuroji/màināoērbólóuzhɪ/mænɔɹbrɔdʒɪ
43	Glemon/Geulemon/gēlimén/glemɔn	Gletorymon/Geulletorimon/"gēli/rèruimén"/gletɔɹɹmɔn
44	Flamier/Peullamieo/fólēimīēr/flemɹɹ	Flamipromier/Peullamipeuromieo/fólēimipòruòmīēr/flemɹɹprɹmɹɹɹ
45	Mayterrace/Meiteraseu/mēitèruīsɪ/meteres	Snugterrace/Seuneogeuteraseu/sīnàzhītèruīsɪ/snɹgɹteres
46	Byheaven/Baihebeun/bihēiwōēn/bɹɹheven	Healingplace/Hillingpeulleiseu/xīlīngpòlēsɪsɪ/hɹɹlɹɹples
47	Amongin/Eomongin/āmángzhɪyɹn/æmɔŋɹɹn	Amongthemselves/Eomongdemselbeujeu/āmángdémùsēērɹwūsɪ/æmɔŋɹɹdemselvs
48	Inmoment/Inmomeonteu/yīnmóuméntè/ɹnmɔment	Happymoment/Haepimomeonteu/hāipímóuméntè/hæpɹmɔment
49	Enter/Enteo/āntèēr/entɹ	Henter/Henteo/hántèēr/hentɹ
50	Heart/Hateu/hāértè/hart	Near/Nateu/nàértè/nart
51	Roast/Roseuteu/róusītè/rɔst	Broil/Beuroil/bórouēr/brɔel
52	Cozy/Koji/kòuzɪyɹ/kɔdʒɪ	Restful/Reseuteupul/rùāisītèfúēr/restfɔl
53	Belarto/Bellato/bāilāértòu/belɹɹtɔ	Bedretalarto/Bedeuretarato/bāizhuitèlāértòu/bedretalɹɹtɔ
54	Doufore/Dupore/dòufōēr/dɔfɔɹ	Doufrangfore/Dupeurangpore/dòufólāngfōēr/dɔfɹænkfɔɹ
55	Sweetberry/Seuwiteuberi/siŵòyītēbāirui/sɔɹtberɹ	Sweetstrawberry/seuwiteuseuteuroberi/siŵòyītēsizhāobāirui/sɔɹtstrɔberɹ
56	Sweetoat/Seuwiteuoteu/siŵòyītāotè/sɔɹtɔt	Sweetalmond/Seuwiteuamondeu/siŵòyītāiērmángdé/sɔɹtɹmɔnd
57	Tavern/Taebeon/tāiwēn/tævɔɹn	Pavern/Paebeon/pāiwēn/pævɔɹn
58	Lounge/Raunji/lāngzhɪ/lɹɹndʒ	Lainge/Rainji/lēiēngzhɪ/leɹndʒ
59	Harmony/Hamoni/hāmòni/harmɔni	Amity/Emiti/àimòti/æmtɹɹ
60	Picnic/Pikeuning/pikēnikē/pɹkɹɹɹk	Jaunt/Jonteu/zhòuēntè/dʒɔɹɹnt
61	Tropin/Teuropin/chāopɹn/trɔpɹn	Tronelupin/Teuronerupin/chāonelùpɹn/trɔnelupɹn
62	Steako/Seuteiko/sītèkòu/stekɔ	Steakopelco/Seuteikopelko/sītèkòupàierkòu/stekɔpelkɔ
63	Binge/Binji/bīngzhɪ/bɹndʒ	Gormandize/Gomeondaijeu/gāoméndāizɪ/gɔɹmɹndɹɹdʒ
64	Cuisine/Kwijin/kuiziyɹn/kɔɹdʒɹn	Comestible/Keomesuteobeul/kòumāisītēbōēr/komestibl