

ELM LAKE LABS

# Company Rename Research — Round 2: Non-Literal Names

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One-word, iconic brand names in the style of Tesla, Amazon, and Apple — names that suggest precision, intelligence, and transformation without saying "farm"

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# 1. Methodology

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Researched 40+ candidate names across 5 categories. For each, checked:

- **.com domain availability/ownership**
- **Existing companies** using the name
- **Trademark/brand conflicts** in adjacent industries
- **Sound-check:** "Welcome to \_\_", "\_\_ Technologies", "\_\_ (NYSE: \_\_\_\_)"

The goal: find one-word, iconic, non-agricultural brand names for ELL's precision ag tech company. Names that suggest precision, intelligence, scale, and transformation — without saying "farm."

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## 2. Full Candidate List

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### Category 1: Mythology & History

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#### 1. MERIDIAN

CROWDED

**Meaning:** A line of longitude; a peak/zenith. Navigation reference line.

- **Domain:** meridian.com — TAKEN (Meridian Industries, manufacturing holding company)
- **Conflicts:** Meridian Bank (NYSE: MRBK), Meridian Industries, CHG-MERIDIAN Group, multiple Meridian-named companies across industries
- **Pitch:** Navigation, precision, the line everything aligns to
- **Sound check:** "Welcome to Meridian" ✓ / "Meridian Technologies" ✓ / "Meridian (NYSE: MRDN)" ✓

**Verdict:** Too many existing Meridians. Great name but impossible to own.

## 2. ORION

CROWDED

**Meaning:** Greek hunter constellation; used for navigation for millennia.

- **Domain:** orion.com — TAKEN (Orion Advisor Solutions, fintech)
- **Conflicts:** Orion Advisor Solutions, Orion Worldwide (IPG), Orion Corporation, Orion Energy Systems
- **Pitch:** The guiding constellation — navigation written in the stars
- **Sound check:** "Welcome to Orion" ✓ / "Orion Technologies" ✓ / "Orion (NYSE: ORIA)" ✓

**Verdict:** Beautiful name, but heavily used across industries.

## 3. HELIOS

ELIMINATED

**Meaning:** Greek sun god. Source of all energy, growth, light.

- **Domain:** helios.com — TAKEN (unclear current use)
- **Conflicts:** Helios Technologies (NYSE: HLIO) — industrial tech company. Major conflict.
- **Pitch:** The sun — the ultimate source of growth and power
- **Sound check:** "Welcome to Helios" ✓ / "Helios Technologies" ✓ — but it's already taken (NYSE: HLIO)

**Verdict:** Direct NYSE conflict with Helios Technologies.

#### 4. TALOS

RISKY

**Meaning:** Bronze automaton from Greek mythology; guardian/protector that patrolled Crete.

- **Domain:** talos.com — Unknown/likely taken
- **Conflicts:** Cisco Talos (massive cybersecurity division of Cisco). Very well-known in tech.
- **Pitch:** Autonomous guardian — a machine that protects and serves
- **Sound check:** "Welcome to Talos" ✓ / "Talos Technologies" ✓ / "Talos (NYSE: TLOS)" ✓

**Verdict:** Cisco Talos is too prominent in tech. Would create confusion.

#### 5. VESTA

POSSIBLE

**Meaning:** Roman goddess of hearth, home, and sacred fire. Also an asteroid.

- **Domain:** vesta.com — TAKEN (Vesta Innovations, Inc. — insurance/fintech)
- **Conflicts:** Vesta Innovations (owns vesta.com), Corporación Inmobiliaria Vesta (NYSE: VTMX, Mexican real estate)
- **Pitch:** Keeper of the sacred flame — stewardship, protection, the home fire
- **Sound check:** "Welcome to Vesta" ✓ / "Vesta Technologies" ✓ / "Vesta (NYSE: VEST)" — but VTMX exists

**Verdict:** Domain taken but conflicts are in unrelated industries. Would need creative domain.

## Category 2: Invented / Coined Words

### 6. TERION

STRONG CANDIDATE

**Meaning:** Coined. Evokes "terra" (earth) + "-ion" (tech suffix). Sounds like a sci-fi element.

- **Domain:** terion.com — FOR SALE ✓
- **Conflicts:** Terion Inc. (appears defunct, old patent analytics company)
- **Pitch:** Earth-tech fusion. Abstract enough to not say "farming," rooted enough to feel grounded.
- **Sound check:** "Welcome to Terion" ✓ / "Terion Technologies" ✓ / "Terion (NYSE: TERN)" ✓

**Verdict:** Domain purchasable, minimal conflicts, great sound.

### 7. VEXOR

STRONG CANDIDATE

**Meaning:** Coined. Evokes "vector" + "vertex" — precision, direction, power.

- **Domain:** vexor.com — FOR SALE ✓
- **Conflicts:** No major companies found with this name
- **Pitch:** Sharp, modern, sounds like something that moves with precision and force
- **Sound check:** "Welcome to Vexor" ✓ / "Vexor Technologies" ✓ / "Vexor (NYSE: VXOR)" ✓

**Verdict:** Domain purchasable, clean slate. Slightly aggressive-sounding.



## 8. NAVIX

POSSIBLE

**Meaning:** Coined. "Nav-" (navigation) + "-ix" (tech suffix à la Unix, Nutanix).

- **Domain:** navix.com — TAKEN (Navix Business Consulting)
- **Conflicts:** Navix consulting, NaviX surgical navigation (Claronav), Navix.io (payments)
- **Pitch:** Navigation meets technology. Clean, modern, 5 letters.
- **Sound check:** "Welcome to Navix" ✓ / "Navix Technologies" ✓ / "Navix (NYSE: NAVX)" ✓

**Verdict:** Domain taken by small consulting firm (potentially acquirable). Name is excellent.

## 9. NEXARA

DECENT

**Meaning:** Coined. "Next" + "-ara" (era). Forward-looking, transformative.

- **Domain:** nexara.com — Likely available (no results)
- **Conflicts:** Nexara Capital (Hong Kong crypto), Nexara Consulting (Saudi Arabia), small companies
- **Pitch:** The next era — transformation, forward motion, new horizons
- **Sound check:** "Welcome to Nexara" ✓ / "Nexara Technologies" ✓ / "Nexara (NYSE: NXRA)" ✓

**Verdict:** Some small conflicts. 6 letters, slightly generic-sounding for coined names.

## 10. VERIDIA

POSSIBLE

**Meaning:** Coined. "Veritas" (truth) + "-dia" (through). Suggests clarity, truth, seeing clearly.

- **Domain:** veridia.com — TAKEN (parked/holding page)
- **Conflicts:** Veridia Digital, Veridia LLC (Madison, CT), Veridia.io
- **Pitch:** Truth and clarity — seeing the real picture of your land and data
- **Sound check:** "Welcome to Veridia"  / "Veridia Technologies"  / "Veridia (NYSE: VRDA)" 



**Verdict:** Beautiful name but domain taken and some small conflicts. May feel too "green/eco."

## Category 3: Repurposed Real Words

## 11. TRAVERSE

POSSIBLE

**Meaning:** To travel across; a surveying term for measuring land by crossing it.

- **Domain:** traverse.com — Likely parked/taken
- **Conflicts:** Traverse Technologies (ARC subsidiary, travel tech), Traverse Technologies (FL, cloud services)
- **Pitch:** Crossing the landscape — surveying, moving through terrain with purpose
- **Sound check:** "Welcome to Traverse"  / "Traverse Technologies" — taken / "Traverse (NYSE: TRVS)" 

**Verdict:** Some conflicts but in unrelated industries. Strong word. 8 letters (slightly long).

## 12. BEARING

CHALLENGING

**Meaning:** Navigation direction; also: "getting your bearings" — orientation, position.

- **Domain:** bearing.com — Likely taken (bearing industry)
- **Conflicts:** Bearings Inc. (industrial), many bearing manufacturers own variants
- **Pitch:** Finding your bearing — direction, position, navigation
- **Sound check:** "Welcome to Bearing" ✓ / "Bearing Technologies" ✓ / "Bearing (NYSE: BRNG)" ✓

**Verdict:** Too associated with industrial bearings (hardware). Confusing.

## 13. CALIBER

CROWDED

**Meaning:** Quality, precision, standard of excellence; also: diameter measurement.

- **Domain:** caliber.com — Likely taken/parked
- **Conflicts:** Caliber Technologies (multiple companies), Caliber.global, several Caliber-named firms
- **Pitch:** A measure of excellence — precision, quality, the highest standard
- **Sound check:** "Welcome to Caliber" ✓ / "Caliber Technologies" — exists / "Caliber (NYSE: CLBR)" ✓

**Verdict:** Great word but too many companies already use it.

## 14. KEYSTONE

CROWDED

**Meaning:** The central stone in an arch; the essential piece that holds everything together.

- **Domain:** keystone.com — Likely taken
- **Conflicts:** Multiple Keystone companies across industries
- **Pitch:** The critical piece — everything depends on it
- **Sound check:** "Welcome to Keystone" ✓ / "Keystone Technologies" ✓ / "Keystone (NYSE: KYST)" ✓

**Verdict:** Very common company name.

## 15. HALCYON

STRONG CANDIDATE

**Meaning:** Calm, peaceful, golden period. Mythological bird that calmed the seas.

- **Domain:** halcyon.com — Available through broker (MediaOptions)
- **Conflicts:** Some small companies, but nothing dominant in tech
- **Pitch:** The calm, golden era — bringing order and prosperity to the land
- **Sound check:** "Welcome to Halcyon" ✓ / "Halcyon Technologies" ✓ / "Halcyon (NYSE: HLYN)" ✓

**Verdict:** Domain brokerable, unique, elegant. May feel too "soft" for ag tech though.



## Category 4: Science & Nature (Non-Farming)

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### 16. PARALLAX

CHALLENGING

**Meaning:** Apparent shift in position of an object when viewed from different angles. Used in surveying and GPS.

- **Domain:** parallax.com — TAKEN (Parallax Inc., microcontrollers/robotics)
- **Conflicts:** Parallax Inc. (hardware/education), Parallax Technologies, GetParallax (SaaS)
- **Pitch:** Precision through perspective — seeing the world from the right angle
- **Sound check:** "Welcome to Parallax"  / "Parallax Technologies" — exists / "Parallax (NYSE: PRLX)" 

**Verdict:** Direct competitor overlap (Parallax makes hardware). Too much confusion.

## 17. AZIMUTH

STRONG CANDIDATE

**Meaning:** Angular measurement in navigation/surveying. The horizontal angle from a reference direction.

- **Domain:** azimuth.com — Unknown status
- **Conflicts:** Azimuth Technology (precision manufacturing), Azimuth Corporation, Azimuth Radio Technologies (maritime)
- **Pitch:** The exact angle — precision measurement, knowing exactly where you are and where you're going
- **Sound check:** "Welcome to Azimuth" ✓ / "Azimuth Technologies" — exists / "Azimuth (NYSE: AZMT)" ✓

**Verdict:** Despite some conflicts, none are major tech players. Very relevant to GNSS/navigation without being literal.

## 18. LOCUS

RISKY

**Meaning:** A particular position, point, or place. In math: a set of all points satisfying a condition.


- **Domain:** locus.com — TAKEN (unclear) / locus.sh is taken (logistics company)
- **Conflicts:** Locus (logistics AI company, well-funded), Locus Robotics
- **Pitch:** The exact point — position, precision, the place where everything converges
- **Sound check:** "Welcome to Locus" ✓ / "Locus Technologies" ✓ / "Locus (NYSE: LOCS)" ✓

**Verdict:** Locus.sh is a well-known logistics tech company. Would create confusion.

## 19. TESSERA

ELIMINATED

**Meaning:** A small tile in a mosaic. Each piece fits precisely to create the whole picture.

- **Domain:** tessera.com — Likely taken/parked (Tessera was Xperi, semiconductor IP)
- **Conflicts:** Tessera Technologies was a major semiconductor IP company (now Xperi). Tessera Data.
- **Pitch:** Precision pieces that form the complete picture — data points creating the whole
- **Sound check:** "Welcome to Tessera"  / "Tessera Technologies" — was a company / "Tessera (NYSE: TSRA)" — was a ticker




**Verdict:** Was literally a public tech company (TSRA). Too much legacy confusion.

## Category 5: Short & Punchy (4–6 Letters)

## 20. APEX

CROWDED

**Meaning:** The highest point, peak, summit.

- **Domain:** apex.com — Unknown
- **Conflicts:** Apex Legends (EA), Apex Systems (ASGN), Apex Group of Companies, many Apex-named companies
- **Pitch:** The peak — striving for the top, the best possible outcome
- **Sound check:** "Welcome to Apex"  / "Apex Technologies"  / "Apex (NYSE: APXX)" 

**Verdict:** Extremely common company name. Impossible to own as a brand.

### 3. Additional Candidates (Quick Assessment)

NAME	DOMAIN STATUS	MAJOR CONFLICTS	VERDICT
<b>Verdant</b>	verdant.com — likely taken	Verdant Technologies (NV), Verdant AI	🟡 Too "green/eco"
<b>Velox</b>	velox.com — likely taken	Velox Ltd (digital printing), Volant (owns volant.com)	🟡 Some conflicts
<b>Stratos</b>	stratos.com — unknown	Stratos Global (telecom, acquired), STRATOS Technologies	🟡 Possible
<b>Axiom</b>	axiom.com — taken	Axiom Space, Axiom Technology Group, Acxiom	🔴 Very crowded
<b>Polaris</b>	polaris.com — TAKEN	Polaris Inc (NYSE: PII) — massive company	🔴 Eliminated
<b>Praxis</b>	praxis.com — TAKEN (IT firm)	Praxis Nation, Praxis Inc.	🟡 Crowded
<b>Cardinal</b>	cardinal.com — taken	Cardinal Commerce (Visa), Cardinal Health	🔴 Eliminated
<b>Beacon</b>	beacon.com — TAKEN	Beacon supply chain, many Beacon companies	🟡 Crowded
<b>Aegis</b>	aegis.com — taken	Aegis Software, Aegis Aerospace, Dentsu Aegis	🔴 Very crowded
<b>Zenith</b>	zenith.com — TAKEN	Zenith Electronics (LG), Zenith Watches (LVMH)	🔴 Eliminated
<b>Solera</b>	solera.com — TAKEN	Solera Holdings (major auto/insurance tech)	🔴 Eliminated
<b>Lattice</b>	lattice.com — TAKEN	Lattice (HR software), Lattice Semiconductor (NASDAQ: LSCC)	🔴 Eliminated
<b>Vertex</b>	vertex.com — TAKEN	Vertex Inc (NYSE: VERX), Vertex Pharma (NASDAQ: VRTX)	🔴 Eliminated




## 4. Top 10 Candidates — Ranked

### Tier 1 — Strongest Candidates

#### 1 TERION

**Why:** Coined word. Evokes "terra" (earth) + futuristic "-ion" suffix. Domain (terion.com) is FOR SALE. Minimal existing conflicts (defunct company). Sounds like it belongs on a building, a keynote stage, and the NYSE.

ATTRIBUTE	DETAIL
Domain	terion.com — FOR SALE 
Ticker	TERN
Sound Check	"Welcome to Terion" / "Terion Technologies" / "Terion (NYSE: TERN)" — all excellent
Risk	Low. Need to verify domain price.

## 2

## AZIMUTH


**Why:** Real navigation/surveying term that isn't "farming." Precision measurement of direction. Deeply relevant to GNSS and autosteer without being literal. Technical authority without being obscure.

ATTRIBUTE	DETAIL
<b>Domain</b>	azimuth.com — Status unclear. azimuthtechnologies.com taken (maritime). May need variant.
<b>Ticker</b>	AZMT
<b>Sound Check</b>	"Welcome to Azimuth" / "Azimuth Technologies" / "Azimuth (NYSE: AZMT)" — all outstanding
<b>Risk</b>	Medium. Some small companies use the name. Domain may need negotiation or variant (.io, .ag, .tech).

## 3

## VEXOR

**Why:** Coined word. Sharp, modern, aggressive. Evokes "vector" and "vertex." Domain (vexor.com) is FOR SALE. Complete clean slate — no major companies use this name.

ATTRIBUTE	DETAIL
<b>Domain</b>	vexor.com — FOR SALE 
<b>Ticker</b>	VXOR
<b>Sound Check</b>	"Welcome to Vexor" / "Vexor Technologies" / "Vexor (NYSE: VXOR)" — powerful
<b>Risk</b>	Low. Slightly aggressive/edgy sound — could be a plus or minus.

## Tier 2 — Strong Candidates

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### HALCYON

**Why:** Elegant mythological reference. Suggests a golden age, calm prosperity, bringing order to chaos. Available through domain broker. Distinctive — nobody in ag tech or adjacent tech uses it.

ATTRIBUTE	DETAIL
Domain	halcyon.com — Available via broker (MediaOptions) ✓
Ticker	HLYN
Sound Check	"Welcome to Halcyon" / "Halcyon Technologies" / "Halcyon (NYSE: HLYN)" — premium, elegant
Risk	Medium. May feel too "soft" for ag tech machinery. Domain broker = premium pricing.

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### NAVIX

**Why:** Perfect blend of "navigation" + tech suffix. 5 letters, punchy, modern. Immediately suggests direction-finding and positioning technology without saying "farm."

ATTRIBUTE	DETAIL
Domain	navix.com — TAKEN (small consulting firm, potentially acquirable)
Ticker	NAVX
Sound Check	"Welcome to Navix" / "Navix Technologies" / "Navix (NYSE: NAVX)" — clean, modern
Risk	Medium. Domain acquisition needed. Some small companies use the name.

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## TRAVERSE

**Why:** Real English word meaning "to cross/travel across." Also a surveying term. Suggests movement across landscapes. 8 letters (slightly long) but memorable and authoritative.

ATTRIBUTE	DETAIL
Domain	traverse.com — Likely taken, but conflicts are in different industries
Ticker	TRVS
Sound Check	"Welcome to Traverse" / "Traverse Technologies" / "Traverse (NYSE: TRVS)" — commanding
Risk	Medium-high. Multiple companies use the name. Domain likely expensive.

## Tier 3 — Viable Candidates

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## STRATOS

**Why:** Evokes "stratosphere" — altitude, vision, looking down from above (satellite imagery, drones, overview of the land). Sci-fi enough to feel tech-forward.

ATTRIBUTE	DETAIL
Domain	stratos.com — Status unclear, may be available
Ticker	STRS (taken by Stratus Properties — would need STRA or similar)
Sound Check	"Welcome to Stratos" / "Stratos Technologies" / "Stratos (NYSE: STRA)" — strong
Risk	Medium. Stratos Global existed (acquired 2009). Some legacy confusion.

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## VERIDIA

**Why:** Coined from "veritas" (truth). Beautiful, feminine, elegant. Suggests clarity and truth in data. Would stand out in the male-dominated ag tech space.

ATTRIBUTE	DETAIL
Domain	veridia.com — TAKEN (parked holding page)
Ticker	VRDA
Sound Check	"Welcome to Veridia" / "Veridia Technologies" / "Veridia (NYSE: VRDA)" — elegant
Risk	Medium-high. Domain taken. May feel too "green tech" or "sustainability" rather than precision/power.

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## NEXARA

**Why:** Coined. "Next era." Forward-looking, transformative. Suggests being ahead of the curve.

ATTRIBUTE	DETAIL
Domain	nexara.com — Possibly available
Ticker	NXRA
Sound Check	"Welcome to Nexara" / "Nexara Technologies" / "Nexara (NYSE: NXRA)" — decent
Risk	Medium. Some small international companies use the name. Slightly generic for a coined word.

**Why:** Latin for "place/position." Mathematical precision. Perfect metaphor for GPS/positioning technology. Short, elegant, authoritative.

ATTRIBUTE	DETAIL
Domain	locus.com — TAKEN
Ticker	LOCS
Sound Check	"Welcome to Locus" / "Locus Technologies" / "Locus (NYSE: LOCS)" — excellent
Risk	High. Locus.sh is a well-funded logistics AI company. Significant brand confusion risk.

## 5. Honorable Mentions

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These names didn't make the top 10 but deserve recognition:

- **VESTA** — Beautiful name, NYSE conflict (VTMX), domain taken
  - **TALOS** — Cisco Talos too prominent in tech
  - **BEACON** — Great metaphor but extremely common company name
  - **PRAXIS** — "Theory into practice" — good meaning but crowded
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## 6. Recommendation

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**If budget allows for domain acquisition:** Go with **TERION** (#1) or **AZIMUTH** (#2).

- **TERION** is the safest bet — .com is for sale, no major conflicts, coined word means John & Mark fully own the brand meaning. It can be whatever they make it.
- **AZIMUTH** is the most meaningful — it literally describes angular measurement in navigation, which is exactly what GNSS/autosteer does. It's a real word with instant technical credibility.
- **VEXOR** is the wild card — sharp, modern, and domain is for sale. Best choice if they want to project power and aggression (think Deere competitor energy).

**If they want something more abstract/aspirational:** **HALCYON** — elegant, mythological, available through broker. Says "we're bringing a golden age to agriculture."

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## 7. Next Steps

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1. Check domain pricing for terion.com and vexor.com (both listed as for sale)
  2. Do a more thorough trademark search (USPTO TESS) for top 3 picks
  3. Check social media handle availability (@terion, @azimuth, @vexor)
  4. Test with trusted advisors — which name do people remember after hearing it once?
  5. Consider: which name would look best on the side of an autosteer unit?
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Research conducted for John Moss & Mark Mahoney.