**KERNEL PRODUCT NAME RECOMMENDATIONS AND ANALYSIS**G. S. Jennsen

1. **PRIMARY TERM SUGGESTIONS FOR PRODUCT NAME**
2. *WORDS THAT CAN STAND ON THEIR OWN AS A PRODUCT NAME*

Amplify  
(alt. spellings: Amplyfy, Amplifi)

Empower  
(alt. spelling: Empowr)

Converge

Ally

**Nexus**  
(see my comment about this term in Notes)

Surpass

Lumen

Encore

1. *WORD COMBINATIONS TO CREATE A MORE UNIQUE TERM*

Enthrive  
(any of enrich, enhance or endeavor + thrive)

Connexus  
(converge + nexus)

Excellerate  
(excel + accelerate, with a hint of “elevate”)

Amplicore  
(amplify + core (see my comments about “core” in Notes))

Nexal  
(nexus + suggestion of ally, excel, accelerate, etc.)

Exhance  
(excel + enhance)

Precore  
(prevail + core)

Empex  
(empower + excel)

Allicore  
(ally + core)

Elevex  
(elevate + excel)

Seecore  
(seek + core)

*Variation on this concept that’s a bit more abstract:*

EVERbridge / EverBridge

EVERcore / EverCore

(Here, “ever” is a weak anagram of either: endeavor + enrich, or endeavor + any e-word (see Notes for a list) + restore. See my comments about “core” and “bridge” in Notes.)

1. **ADDONS TO PRIMARY NAME**
2. *MODIFIERS*

To increase the uniqueness and memorability of the product name, a relevant conceptual modifier can be added to most of the suggestions above.

“Kernel” serves the dual purpose of being the company name as well as being a good descriptive term of the chip and its function. “Bridge” and “Core” also work for the second purpose.

In many cases, “Kernel” can be placed either before or after the primary name. Also, “Core” generally doesn’t work if added to a primary name already based on “core.”

*Examples:*

Kernel Converge

Enthrive Kernel

Kernel Nexus

Lumen Bridge

Elevex Bridge

Excellerate Core

Ally Core

*As one word:*

NexalCore / NexCore

1. *NUMBERING*

Adding a numerical designation (using either roman or Arabic numerals) will give you added flexibility in the future, enabling you to differentiate new, substantive iterations of the product without having to come up with an entirely new name (the implication being that there will eventually be a “II,” possibly a “III,” etc.). You may also consider combining the numbering with the modifier to be a bit more catchy.

*Examples:*

Connexus I

Connexus KI

KI Converge

Converge Kernel I

Enthrive K1

Elevex Bridge I

EVERbridge I

EverBridge K1

Core I Excellerate

Ally Core I

Ally C1

1. **NOTES**

* You brought up the term “nexus” as one of your favorites, but suggested you couldn’t use it because of the Ramez Naam book by the same name. I agree—it’s a great word.

Book titles can’t be trademarked, and I know of at least 3 other sci-fi books that have the same title. The term is also used in many other tech-related areas (e.g., a location in several popular video games, a family of software management products, and a Google smartphone model). All of which is to say: (1) legally, you can absolutely use it, and (2) it may be too general and common a term to give you the unique/memorable punch you’re looking for on its own.

However, Nexus Kernel / Kernel Nexus could work very well. In fact, all the modifier suggestions work: Nexus Bridge and Nexus Core also both look/sound excellent to me.

* If you’re looking for a tagline or slogan as well, I noticed while putting this together the dominance of words beginning with “e” that capture key characteristics of the product. So something like this is rather catchy: “Enrich. Enhance. Empower.”

E-words available to mix and match include: elevate, emergent, empower, endeavor, enhance, enrich, excel—and there are probably more.

* I stayed away from the more scientific/medical terms like neural/neuron and synaptic/synapse, as their clinical feel doesn’t comport with your desire to have a warm, friendly name. But they are certainly relevant, and there are lots of opportunities there if you want to incorporate them.
* I have not done a trademark search on these terms to see if any are already in use by other companies. Once the list is narrowed down a bit, I can do so—or you can have the appropriate person at Kernel or your law firm do so.
* Here are some additional terms I used in brainstorming. I doubt they work on their own as product names, but some may stand out to you as a jumping-off point:

accelerate, aspire, assert, assist, augment, boost, capable, crux, dawn, elevate, emerge/emergent/emergence, endeavor, enhance, enrich, excel, flourish, heal, illuminate, improve, interpret, nourish, overcome, prevail, prosper, restore, seek, signal, succeed, surmount, thrive, transcend, transform, treat, venture, vergence