API:
Practice session

- add default API for UserNamingType entity
- (optional) add filter and sorter by title
- (optional) set custom alias for whole application (not only for API)
- (optional) add example of formatted name as a meta field to get and get_list requests
  - has to be done using processors

https://github.com/oroinc/platform/blob/3.1/src/Oro/Bundle/ApiBundle/Resources/doc/configuration.md#fields-configuration-section