

# COMPANY NAME OPTIONS

## April 3, 2003

### **NEW COMPANY NAME MISSION:**

Develop a new company name that provides the following:

- Allows us to not be linked or confused with existing area competitors
- Doesn't tie company into one specific area (computers, software, etc.) or technology expertise (LAN, WAN, Internet, Telephony, etc.)
- Can be used as a one-syllable word for company identification
- Has a forward sounding edge that you would associate with our industry

The word "FUSION" meets all the criteria mentioned above and based on the definition also permits us to emphasize consultative selling of our services and blending different technologies for an effective business solution for the customer.

### **DEFINITION:**

#### **fu·sion**

Pronunciation: 'fyü-zh&n

Function: noun

Usage: often attributive

Etymology: Latin fusion-, fusio, from fundere

Date: 1555

1. the act or process of liquefying or rendering plastic by heat
2. **a union by or as if by melting: as a : a merging of diverse, distinct, or separate elements into a unified whole b : a political partnership : COALITION c : popular music combining different styles (as jazz and rock)**
3. the union of atomic nuclei to form heavier nuclei resulting in the release of enormous quantities of energy when certain light elements unite

### **POSSIBLE USES OF "FUSION" IN A MARKETING MISSION TAGLINE:**

- Integrating Business Technologies For Your Company's Future
- Blending Technology Solutions for Today's Successful Business
- Merging Technology into Effective Business Solutions (or Systems)
- The Right Technology Solution for Today's Successful Business

### **CURRENT RESULTS**

The leading candidate is nFusion Technologies as the company name. nFusion is a play off of "network or networking" as well as NetFusion which that has many sites on Internet similar to Fusion Technologies. nFusion seems to be distinctive and memorable, the domain nfusiontech.com/.net and nfusiontechnologies.com/.net. The only other major nFusion's are a Sales/Marketing company in TX called nFusion ([www.nfusion.com](http://www.nfusion.com)) and a computer game developer in NJ called nFusion Interactive ([www.n-fusion.com](http://www.n-fusion.com)). While it's preliminary, initial searches of the national trademark and copyright database, shows likelihood that the name is open as well.

## Potential Company Names with Domain Names

#	Company Names	Domain Names (both .com and .net available)
1	<b>Fusion Data Solutions</b>	fusiondatasolutions
2	<b>Fusion Data Systems</b>	fusiondatasystems
3	<b>Fusion Technologies</b>	fusiontechnologiesllc; fusiontechnologiesinc
4	<b>Fusion Technology</b>	fusiontechnology; fusiontechnologyllc; fusointechnologyinc
5	<b>Fusion Technology Solutions</b>	fusiontechnologysolutions; fusiontechsolutions
6	<b>nFusion Data Solutions</b>	nfusiondata; nfusiondatasolutions
7	<b>nFusion Data Systems</b>	nfusiondata; nfusiondatasystems
8	<b>nFusion Technologies</b>	nfusiontech; nfusiontechnologies
9	<b>nFusion Technology</b>	nfusiontech; nfusiontechnology
10	<b>nFusion Technology Solutions</b>	nfusiontechnologysolutions
11	<b>nFusion Technology Systems</b>	nfusiontechnologysolutions
12	<b>NetFusion Data Solutions</b>	netfusiondatasolutions
13	<b>NetFusion Data Systems</b>	netfusiondatasystems
14	<b>NetFusion Technologies</b>	netfusiontechnologies; netfusiontechnologiesllc; netfusiontechnologiesinc
15	<b>NetFusion Technology</b>	netfusiontechnology; netfusiontechnologyllc; netfusiontechnologyinc
16	<b>NetFusion Technology Solutions</b>	netfusiontechnologysolutions; netfusiontechsolutions
17	<b>NetFusion Technology Systems</b>	Netfusiontechnologysystems; netfusiontechsys