

# THE ÆON LAW THREE CUBED® BRANDING PROCESS

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## INVITATION

You choose three creative collaborators: colleagues, clients, or friends who understand your space. We'll guide the rest.



## SESSION KICKOFF

ÆON Law facilitates a three-hour live brainstorm with your team and guests. It's energized, focused and fun.



## HOUR ONE: GENERATE

Each participant writes down as many names as possible. No filters, no judgments – just creative flow.



## HOUR TWO: SHARE AND REACT

Everyone reads their names aloud and explains their thinking. The group responds with impressions and insight.



## HOUR THREE: EVALUATE AND ELIMINATE

We eliminate weak names, check domain availability, and narrow the list to the top 10.



For the top 10,  
the follow-up work begins:

## SECURE DOMAINS

We purchase available domain names for each finalist, locking them in for your use.



## TRADEMARK SEARCH

Our legal team conducts clearance searches and flags any risks. Four to five strong contenders typically remain.



## FINAL LIST DELIVERED

You receive a vetted list of name options – legally sound, creatively strong, and ready for registration.



Contact us today  
to begin your  
trademark journey.