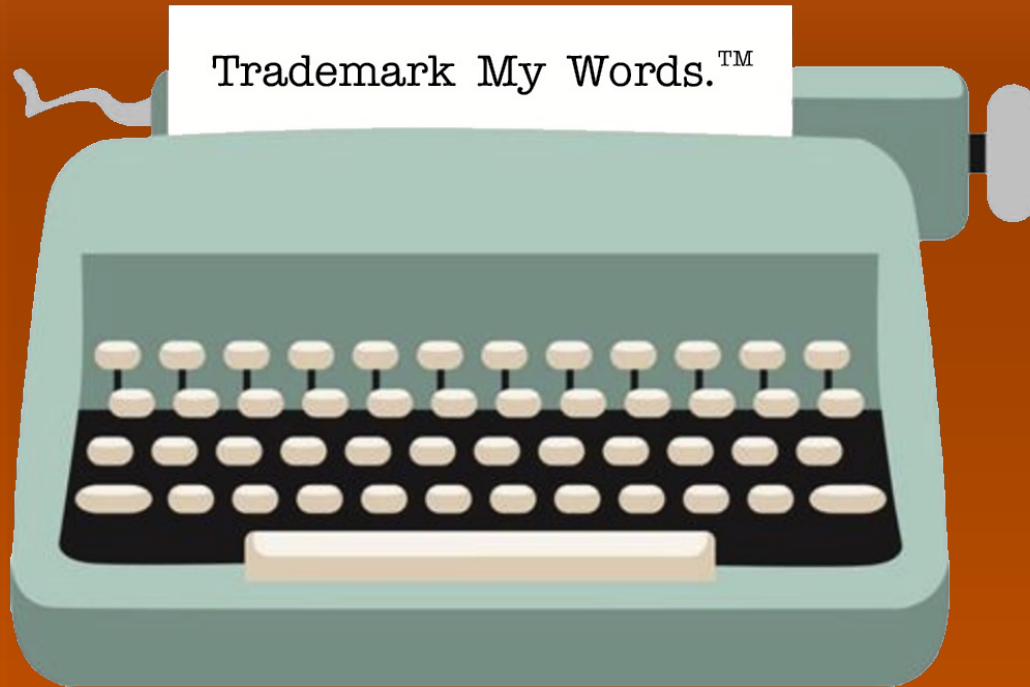


Because the right words make all the difference.



A special service from 14th Floor Solutions

Background

While running my 14th Floor Solutions marketing agency the past several years, I've created and trademarked many brand names and taglines – often with logos – that have helped my clients achieve their goals and dreams. Some of these creations follow in one of four categories:

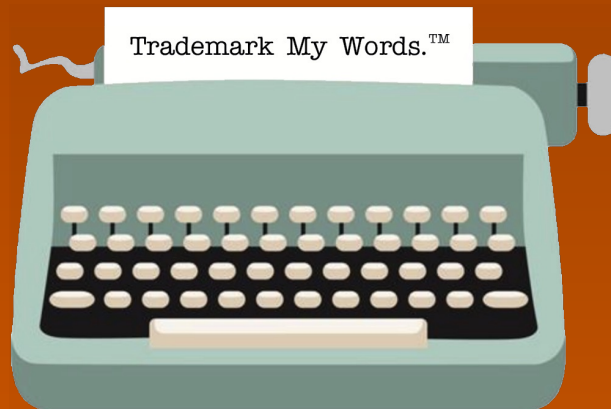
- Brand Name + Logo + Tagline
- Brand + Logo
- Logo + Tagline
- Tagline

You've likely heard of few of the clients – many of whom are small companies – discussed on the following pages, but I hope you'll simply focus on the challenge each client faced and to what degree my solution met that challenge.

I also hope you'll conclude that I could be of significant value to your organization with your brand name, tagline and/or logo challenges.

Thanks in advance for your consideration.

Brand Name + Logo + Tagline



Brand Name + Logo + Tagline

Challenge

Innovative Aftermarket Group, which developed a groundbreaking GPS-based **geo-fence** technology that delivers **24/7 alerts** to owners whenever their vehicle is stolen or moved without their permission, needed a brand name, tagline and logo that conveyed their unmatched ability to **defend** against vehicle theft.

Trademark My Words™ Solution



(dFence is being rolled out nationally in early 2025.)

Brand Name + Logo + Tagline

Challenge

A startup with a revolutionary mileage-**elevating**, emissions-reducing powertrain treatment for **V8** and other engines needed a brand name, logo and tagline that conveyed the product's breakthrough performance.

Trademark My Words™ Solution



(ELEV8 is currently in fundraising mode.)

Brand Name + Logo + Tagline

Challenge

Cobra Electronics, the world's largest manufacturer of CB radios, needed a brand name, logo and tagline for its cutting-edge technology that greatly **reduces static on incoming sound** and **strengthens the signal on outgoing sound**.

Trademark My Words™ Solution

SOUNDTRACKER™
SYSTEM
Cuts static coming in. . . Adds punch going out!™



(SoundTracker significantly grew Cobra's leadership of the CB market and helped the company set sales and profit records.)

Brand Name + Logo + Tagline

Challenge

A startup company needed a brand name and logo for its professional-quality **biologic** oral cleansing line formulated with a unique combination of **three** cleansing ingredients

Trademark My Words™ Solution



(TRI-OLOGY has been marketed successfully for over 10 years.)

Brand Name + Logo + Tagline

Challenge

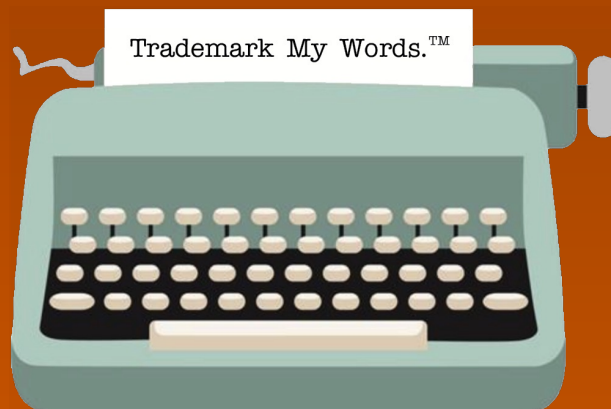
A new strategic marketing agency – mine – needed a brand name that conveyed a unique ability to come up with clever solutions to difficult challenges and a unique focus on results.

Trademark My Words™ Solution

14TH FLOOR
s o l u t i o n s
ELEVATE YOUR BUSINESS®

(The brand name is a metaphor for a clever solution to a difficult problem. It derives from when the first skyscrapers owners needed a solution for the fact that no one wanted to occupy the 13th floor. One day, a brilliant solution emerged: Simply call the 13th floor "the 14th floor." Problem solved – at very little cost!)

Brand Name + Logo



Brand Name + Logo

Challenge

Cobra Electronics needed a brand name for the line of **compact** Family Radio Service (FRS) radios it was launching to take on the market leader, Motorola.

Trademark My Words™ Solution

*micro***TALK**™



(Within 3 years, microTALK surpassed much larger Motorola to become the market leader.)

Brand Name + Logo

Challenge

dFence needed a brand name and logo for a sister business that markets its **GPS-based vehicle protection** technology to a different marketplace.

Trademark My Words™ Solution



(SkyLock's rollout is on hold while dFence's rollout is underway.)

Brand Name + Logo

Challenge

Cobra Electronics needed a brand name and logo for its new **high-end** line of CB radio **gear** (antennas, microphones, etc.) that would appeal to professional truckdrivers.

Trademark My Words™ Solution



(The HighGear rollout made Cobra a strong competitor in the CB accessories market for the first time in its history.)

Brand Name + Logo

Challenge

Hu-Friedy, the world's largest dental instrument company, needed a brand name and logo for its breakthrough line of plaque-removing scalers that **hold their edge dramatically longer** than competitive scalers.

Trademark My Words™ Solution



(EverEdge enabled Hu-Friedy to reverse a 5-year decline in its share of the scaler market and is now its #1 line.)

Brand Name + Logo

Challenge

Cobra needed a brand name and a logo for the CB industry's first technology that makes the radio's panel **easy to read at night**.

Trademark My Words™ Solution



(NightWatch has been a highly-desired feature among truckers for over 20 years.)

Brand Name + Logo

Challenge

Hu-Friedy developed an innovative **portable** scaler sharpener and wanted a brand name and logo that reflected the test market finding that dental hygienists loved how easy it is to **take with them anywhere** they go within the dental practice.

Trademark My Words™ Solution

sidekick™



(Sidekick has been the #1 portable scaler sharpener for over 20 years.)

Brand Name + Logo

Challenge

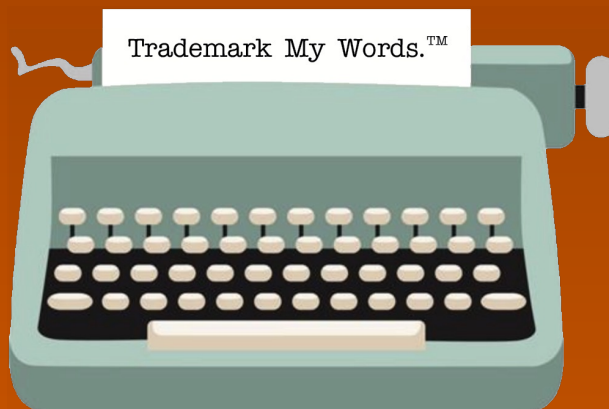
A startup targeting women who lack the knowledge and confidence to manage their money – many of whom defer to their husbands – needed a brand name and logo inspiring confidence.

Trademark My Words™ Solution



(Company is currently planning its national launch.)

Logo + Tagline



Logo + Tagline

Challenge

Zirc wanted to update its logo and have both the new logo and a tagline reinforce the **time-saving** benefits of its diverse line of dental products.



Trademark My Words™ Solution



(Zirc's new logo – which strategically replaced a color wheel with a clock – and tagline inspired a successful overhaul of the company's marketing strategy.)

Logo + Tagline

Challenge

Trihawk, a long-time dental bur manufacturer, wanted an updated logo and tagline that positioned the company as **the choice of the most advanced dentists.**

tri hawk®

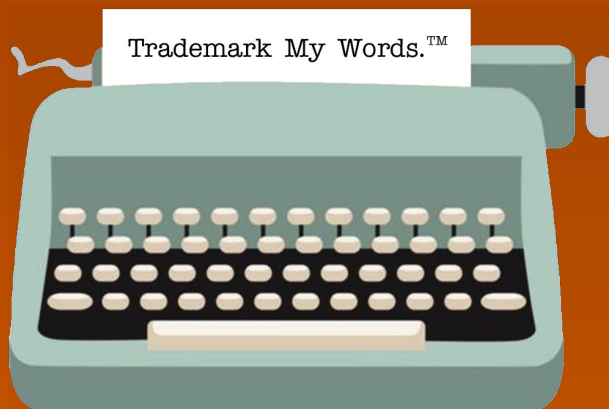
(prior logo)

Trademark My Words™ Solution



(Tri Hawk's successful company repositioning resulted in two offers to buy the company.)

Tagline



Tagline

Challenge

Boyd Street Ventures, a new venture capital firm, needed a tagline to convey its strategy of pursuing **above-average returns** for its investors by investing in innovative Heartland-based **startups that escape the notice** of – and thus don't have their prices overhyped by – the giant West and East Coast VC firms.

Trademark My Words™ Solution

 **BOYD STREET VENTURES®**

Under the radar. Above the crowd.®

(BSV has raised nearly \$25 million in a difficult fundraising environment and invested in 16 under-the-radar startups.)

Tagline

Challenge

Cobra Electronics wanted a corporate tagline that conveyed its superior quality in an ownable way that **leveraged the image of the cobra.**

Trademark My Words™ Solution

Nothing comes close to a


(After losing money for 7 consecutive years, Cobra became consistently profitable, achieved market leadership in several categories, and was twice named one of the “Top 200 Small Companies” by *Forbes*.)

Tagline

Challenge

Air filtration system company Surgically Clean Air needed a tagline to reinforce its ability to protect dental practices and dental labs from **poor air quality that is far more dangerous** than they realize.

Trademark My Words™ Solution



(Surgically Clean Air enjoyed several years of significant growth before accepting an attractive acquisition offer.)

Tagline

Challenge

iPulse Medical needed a tagline for its Livia® **menstrual pain relief** device, which relieves pain almost **instantaneously**.

Trademark My Words™ Solution



Livia

The off switch for menstrual pain.

Period.™



(Livia is the world's #1 pain relief device and won the Gold medal for marketing and innovation from the Edison Awards.)

Tagline

Challenge

Hu-Friedy, the **world's #1** dental instruments manufacturer, wanted a new tagline that could help defend itself against inferior, low-priced competitors by conveying that its **longer-lasting** products more than justify its premium pricing.

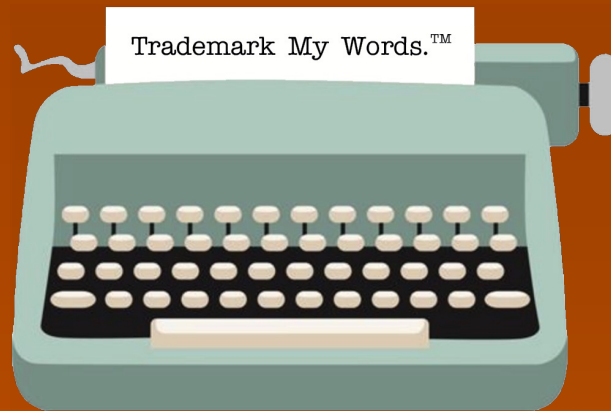
Trademark My Words™ Solution



First because we last™

(The new tagline was the first step in a dramatic overhaul of all company messaging that drove four straight years of record sales and profits.)

Thank you again for your consideration.



John Pohl
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14th Floor Solutions

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