

STRONG VS. WEAK NAMES

CATEGORY

RETAIL BANK

MOVIE STUDIO

SHIPPING

SKIN PRODUCTS

FARM EQUIPMENT

MAGAZINE

SPORTS APPAREL

CAT FOOD

BUS SERVICE

ERECTILE DRUG

STRONG VS. WEAK NAMES

CATEGORY	STRONG NAME
RETAIL BANK	Citibank
MOVIE STUDIO	Dreamworks
SHIPPING	FedEx
SKIN PRODUCTS	Olay
FARM EQUIPMENT	John Deere
MAGAZINE	Dwell
SPORTS APPAREL	Under Armour
CAT FOOD	Meow Mix
BUS SERVICE	Greyhound
ERECTILE DRUG	Viagra

STRONG VS. WEAK NAMES

CATEGORY	STRONG NAME	WEAK NAME
RETAIL BANK	Citibank	First Bank & Trust
MOVIE STUDIO	Dreamworks	United Artists
SHIPPING	FedEx	DHL
SKIN PRODUCTS	Olay	Noxzema
FARM EQUIPMENT	John Deere	AGCO
MAGAZINE	Dwell	Architectural Digest
SPORTS APPAREL	Under Armour	InSport
CAT FOOD	Meow Mix	Eukanuba
BUS SERVICE	Greyhound	Intercity Transit
ERECTILE DRUG	Viagra	Cialis