

## Our Philosophy

Building Goodwill for Tomorrow's Returns.

Building strong brands that possess value far beyond the performance of the products or services themselves. Brands that embody worth, consumer loyalty and sustained profitability.

## Global Reach. Practical Innovation. Tangible Results

We deliver a powerful competitive advantage to companies and individuals by providing the highest-quality integrated consultation, research and branding information that deliver profitable business results.

BrandProfit is dedicated to identifying and developing processes that enable customers to focus on the successful practice of brand building. In providing solutions for brand building, we leverage our knowledge of the market through our affiliated design, technology and legal businesses.

## Our Services

BrandProfit focuses on four strategic disciplines and operates mainly in the Caribbean, USA, Europe and China, with associates in other countries worldwide:

### Brand Legal

Name Search-global  
Trademarking/registration  
Brand Protection

### Brand Consultation

Brand Exploratory  
Rebranding/Evolution  
Naming  
Integrated Marketing  
Brand Extension  
Brand Alignment  
Brand Investment

### Brand Development

Analysis  
Ideation  
Evaluation  
Refinement  
Implementation

### Brand Management

Brand Historatory  
Goodwill-valuator  
Asset-manager

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