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factsheet

BRANDS THAT DON'T TRAVEL

As you can see here, some brands don't travel well because of their unfortunate meaning in English:



Equally, some brands that may seem innocuous in English don't travel well in other languages. The following, for example, signify something else entirely in German:



..... since "mist" means "dung" and "gift" means "poison" in that language.

## factsheet

## BRANDS THAT DON'T TRAVEL

As well as trade mark searches to clear new names, we can make language checks to avoid pitfalls like these:

