

PRESS RELEASE DATE: For immediate release

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PRESS RELEASE HEADLINE: **A NAME IN SEARCH OF A PRODUCT.** Dynamic new brand name “RealAid” available for licensing in U.S. and 32 foreign countries.

SEARCH ENGINE RANKING: **#1 page on Google, Yahoo and Bing** under the key words **“Brand Name Licensing.”**



Want to lead with a fresh, new brand that consumers embrace? Market Research has clearly demonstrated that the public will bond with this name. REALAID instills confidence and evokes powerful consumer emotions such as **Healing, Supportive, Comforting, and Dependable**. Other adjectives that scored highly in the Market Research report were **Reassuring, Reliable, Soothing, Secure, and Safe**. How would you like THESE ADJECTIVES to be associated with YOUR PRODUCT? The name is attractive, trustworthy and easy to remember. See the [Consumer Confidence](#) and [Market Research](#) pages.

INDUSTRY EXPERT OPINION: Michelle Helin is co-author of “Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales” published by Career Press Inc www.emotionaltriggerresearch.com and has served as a senior marketing and sales officer for Fortune 500 companies. She has broad experience in the areas of naming, positioning, branding, and corporate identity projects in the U.S. and abroad. Ms. Helin is the founder of Michelle Helin and Associates, a **global** market research firm. She is also a strategic partner of Pennebaker Marketing and Communications in Houston, Texas. She personally conducted the Market Research on the REALAID name. Her findings led to these conclusions:

“The results of this comprehensive online survey support the assertion that RealAid is a unique brand name that has a definite, positive correlation to and is strongly associated with multiple product categories, specifically Safety and First Aid, over-the-counter Pharmaceuticals, and Personal Health/Herbal/Holistic Products and Hygiene Aids. These product categories have a strong correlation with existing similar-sounding brand names that could be leveraged for Realaid’s entrance into the market. 89% of the survey respondents were either positive or open and receptive to the name.”

Realaid, Inc. in Houston owns all the trademark rights to the REALAID name for a variety of items, including holistic and herbal products, Safety and First Aid, OTC pharmaceuticals, and insurance products and services.

DOMESTIC TRADEMARKS: On August 10, 2010 the Company filed the **REALAID** trademark application no. 85100761 in the U.S. for over-the-counter herbal, pharmaceutical, and medical products. The Company received the official Notice of Allowance from the U.S. Trademark Office for this application on July 19, 2011.

ITEMS APPROVED BY THE USPTO IN INTERNATIONAL CLASS NUMBER 005: Decongestant nasal spray and capsules; antihistamine; dietary supplement for alleviation of snoring; herbal products, namely, aroma therapy pack containing herbs used for aroma therapy; ointment for joint pain; eye drops; ear drops; nose drops; laxatives; pain relieve medication; analgesic preparations; throat lozenges and sprays; cough drops and syrups; medications for colds; vitamins; herbal teas and beverages for medical purposes; diet capsules and pills; air fresheners; medicated grooming preparation for pets, namely shampoos, anti-itch and sore skin ointment; first aid kits; nutritional supplements; sleeping pills and tablets; medicated lipstick; hemorrhoid treatment preparations; adhesive bandages; adhesive for bandages for skin wounds; bandages for dressings; bandages for skin wounds; menstruation bandages; mole skin for use as a medical bandage; surgical bandages.

“REALAID is an innovative hybrid term that consumers purchase with an intuitive confidence in the brand name. Everyone likes this name—kids, teenagers, adults, all ethnicities, etc. RealAid hits all the demographics as well as the right emotional triggers extremely well.”

- John B. Williamson, CEO and President of Realaid, Inc., Houston, Texas.

Go to either website: www.realaid.com or www.realaidbrands.com. There you can request a full copy of the Market Research Report that proves the consumer attraction to and acceptance of the REALAID brand name. You will then see a number of reasons why you should contact the company about a REALAID licensing agreement. Be one of the first companies to experience the POWER of RealAid Branding.

