

This article deals with brand names which from all the brands attributes are used most often because the name is always present in the product, it is pronounced in the areas of sales; buyers and sellers, sounds in advertising, as is also mentioned in the media. Marketers and linguists have analyzed different approaches to the definition of “brand”. It is proved that an integral part of the notion of “brand name” which carries some meaning, attracting consumers, symbolizing trust, stability, statement and other.

The main requirements that must be met by brand names referred short, informative, uniqueness, the possibility name to establish a communication process easy memorability, positivity, sweet, sensitive to cultural association, the possibility of legal registration, the ability to call only truthful Association (including phonetic) imagery, emotionally, according to rules of spelling, the possibility of using the potential of the name for further development (yield brand at regional, national or international level).

The fundamentals for creations of the names of the modern Ukrainian brands are: 1) geographic names and their derivatives; 2) surnames, names including mythological ; 3) borrowings ; 4 )neologisms ; 5) stylized under names of the word; 6) linguoculture ; 7) abbreviations ; 8) positive ; 9) ordinary words.

It is proved that the name is a compulsory component of any brand, and there is no product or business that would exist without the name. Undoubtedly, in the process of creating a name brand is closely connected between marketing and linguistics. Marketing requires a name and linguistics provides a range of techniques for the creation of the name and techniques of influence on the consumer consciousness.