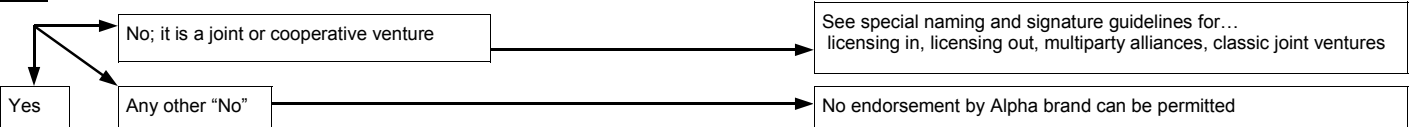


Naming and branding decision tree

The general case... an "Alpha Corporation." Four questions apply:

Q1 Will Alpha wholly own and control this business?



Q2 Is Alpha committed, long-term, to this business?

