

20-minute workout app for new dads

A mobile app of 20-minute, no-equipment workouts you can do in the living room while the baby naps — programmed by strength coaches for sleep-deprived new fathers. Voice-guided, no leaderboard, no shame.

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CONCEPT

A mobile app of 20-minute, no-equipment workouts you can do in the living room while the baby naps — programmed by strength coaches for sleep-deprived new fathers. Voice-guided, no leaderboard, no shame.

AUDIENCE

First-time fathers 28-42, tired, time-poor, formerly active, embarrassed about the belly, not interested in gym culture.

CATEGORY

Consumer fitness app (subscription)

VIBE

steady · no-nonsense · kind · a bit funny · masculine without the bro

BRANDS ADMIRER (REGISTER, NOT IMITATION)

Headspace, Oura, Allbirds, Peloton (scale, not tone)

MUST-HAVES

App Store friendly: short, no spelling ambiguity; works as a one-word app icon label

MUST-AVOIDS

Dad puns (Dad Bod, Rad Dad); -ify, -ly, -fit as a suffix; military or beast language; anything that sounds medical

NAME STYLE

open — a real word, a metaphor from another world, or a friendly coined word

DOMAINS THAT MATTER

.com, .app, .co, .io

HOW WE WORKED

1. **Generated** 103 candidates in three registers — Heritage / classical, Modern / clean, Distinctive / coined — across five techniques (real word, compound, coined, metaphor, playful).
2. **Screened** every one for spelling and sayability, collisions with well-known products (including the AI-product namespace), and negative meanings in five languages.
3. **Checked** live domain availability against the registries (RDAP) for .com on every survivor and the full set on the top 40.
4. **Curated** 15 by a human creative director; ran a trademark knockout on each; sketched logo directions for the top 3.

103	103	3	15
generated	survived screening	with a free .com	shortlisted

Automated knockout screen, not a legal clearance search or opinion. Before you invest in a name, have a trademark attorney run a full clearance in your classes and jurisdictions. Domain availability is a live registry answer at the moment we checked; it can change within hours — register what you love the same day. Likely Nice classes for this business: 41 (Core service is fitness training/education content delivered via app (workout programs, coaching).); 9 (Downloadable mobile application software.); 42 (SaaS/subscription software platform hosting the app and content.).

THE SHORTLIST

15 names worth living with

#	NAME	REGISTER	SAY IT	.COM	.APP	.CO	.IO	TM KNOCKOUT	SCORE
1	Tiptoe	B	TIP-toh	✗ taken	✗ taken	✗ taken	✗ taken	medium	7.2
2	Fathom	C	FA-thum	✗ taken	✗ taken	✗ taken	✗ taken	high	7.2
3	Sturdy	A	STUR-dee	✗ taken	✗ taken	✗ taken	✗ taken	low	6.6
4	Yonder	C	YON-der	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.4
5	Hushwork	C	HUSH-werk	✗ taken	✗ taken	✗ taken	✓ free	low	6.4
6	Hearth	A	HARTH	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.3
7	Alcove	B	AL-kohv	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.3
8	Tidepool	B	TYD-pool	✗ taken	✗ taken	✗ taken	✗ taken	high	6.2
9	Ballast	C	BAL-ust	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.2
10	Tideline	C	TYD-lyn	✗ taken	✗ taken	✓ likely	✗ taken	low	6.0
11	Notch	B	NOTCH	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.0
12	Bolster	B	BOHL-ster	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.0
13	Napwork	B	NAP-work	✗ taken	✓ free	✓ likely	✓ free	low	6.0
14	Timber	A	TIM-ber	✗ taken	✗ taken	✗ taken	✗ taken	medium	6.0
15	Lull	B	LUHL	✗ taken	✗ taken	✗ taken	✗ taken	high	6.0

Score = fit 28% · distinctiveness 27% · memorability 20% · sayability 15% · flexibility 10%, minus an “obviousness” penalty for names built from the trade’s own words, plus a small domain bonus. It orders the conversation; it does not decide it. Read the cards, say the names out loud, sleep on the top three.

Tiptoe

TIP-toh ·

register B

playful

Literal image of moving quietly past a sleeping baby; light, funny, true.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Tiptoe Health operates in the consumer health/app space, creating potential confusion under a similar mark for wellness apps.

Similar: Tiptoe (furniture leg/furniture brand, EU), Tiptoe Health (US digital health app)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

01

Fathom

FA-thum ·

register C

real

A unit of depth and understanding — measuring yourself steadily, not showing off.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

high risk — Fathom is heavily used in both media and software/SaaS spaces; Fathom Events is a well-known consumer-facing brand, raising likelihood-of-confusion risk in adjacent classes.

Similar: Fathom Events (US, media/entertainment), Fathom Analytics, Fathom.video (AI meeting software)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

02

Flag: existing use as software/analytics product name in some spaces, low risk

Sturdy

STUR-dee · [register A](#) [real](#)

Plain old word for reliable strength, no bravado, exactly what a tired body needs.

DOMAINS

.com	X taken	check / buy
.app	X taken	check / buy
.co	X taken	check / buy
.io	X taken	check / buy

TRADEMARK KNOCKOUT

low risk — Different field (fintech) and low consumer overlap; minor coexistence risk only.
Similar: Sturdy.ai (fintech monitoring startup)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

03

Yonder

YON-der · [register C](#) [playful](#)

An old, friendly word for distance ahead — an app that walks with you, not over you.

DOMAINS

.com	X taken	check / buy
.app	X taken	check / buy
.co	X taken	check / buy
.io	X taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Yonder is an active consumer subscription app brand in the UK/EU, close in class (mobile app subscription service).
Similar: Yonder (UK credit card app), Yonder Music (UK subscription music service)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

04

Flag: used by other brands (Yonder card, Yonder camping)

Hushwork

05

HUSH-werk · [register C](#) [coined](#)

From hush (the baby's asleep) and work — training in the quiet window you're given.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✓ free	check / buy

TRADEMARK KNOCKOUT

low risk — No known conflicting marks identified in fitness, software, or media.

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Hearth

06

HARTH · [register A](#) [real](#)

The home's center of warmth — living-room fitness that belongs to family life.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Hearth is an established fintech/home brand; some cross-class recognition risk though different core service.

Similar: [Hearth.com](#) (US home-improvement financing platform), [Hearth Display](#) (smart home hub)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Alcove

07

AL-kohv · [register B](#) [metaphor](#)

A small recessed space; metaphor for carving out training time in a full life.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Alcove is used for both smart-home and health apps, both adjacent categories to a wellness app. Similar: Alcove (Realogy/Anywyre smart home app), Alcove Health (US telehealth)

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Tidepool

08

TYD-pool · [register B](#) [metaphor](#)

A contained, calm pocket within something vast and unpredictable — parenthood.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

high risk — Tidepool is a recognized health-software nonprofit brand; using it for another health/fitness app risks direct confusion in a closely related field. Similar: Tidepool.org (US nonprofit diabetes software, well known in digital health)

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Ballast

BAL-ust · [register C](#) [metaphor](#)

The weight that keeps a ship steady in rough water — exactly what new fathers need.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Several active 'Ballast' brands in finance/software; moderate risk of confusion in software/media adjacent use.

Similar: Ballast (various fintech/investment firms), Ballast Point Brewing (unrelated goods)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: mild collision with existing wellness/finance brands named Ballast

Tideline

TYD-lyn · [register C](#) [metaphor](#)

The mark left by the sea's rhythm — steady return, like a daily practice.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✓ likely	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

low risk — Different industry (beauty), low likelihood of confusion for a fitness app.

Similar: Tideline (skincare brand)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Notch

11

NOTCH · [register B](#) [real](#)

Small, precise progress markers; unshowy, exact, satisfying to log.

DOMAINS

.com	X taken	check / buy
.app	X taken	check / buy
.co	X taken	check / buy
.io	X taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Notch is used by a software company in a similar SaaS/consumer app space, creating moderate overlap risk.

Similar: Notch (talent/creator monetization software),
Notch (fashion accessory brand)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Bolster

12

BOHL-ster · [register B](#) [real](#)

To reinforce and support — literal and emotional, without gym bravado.

DOMAINS

.com	X taken	check / buy
.app	X taken	check / buy
.co	X taken	check / buy
.io	X taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Multiple active US tech companies use 'Bolster' as a brand name in software/services, raising moderate conflict risk.

Similar: Bolster.ai (cybersecurity), Bolster.com (executive talent network)

USPTO · EUIPO · WIPO

HANDLES

GitHub **X taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

Napwork

13

NAP-work · [register B](#) [compound](#)

Fuses the baby's nap with the work of training — the whole premise in one word.

DOMAINS

.com	✗ taken	check / buy
.app	✓ free	check / buy
.co	✓ likely	check / buy
.io	✓ free	check / buy

TRADEMARK KNOCKOUT

low risk — No known existing marks; likely coined and distinctive.

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Flag: contains 'work', mildly generic

Timber

14

TIM-ber · [register A](#) [real](#)

Solid, natural, load-bearing — masculine warmth without muscle-culture noise.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

medium risk — Timber has prior use in both consumer app and software/dev-tool space, creating moderate name-recognition overlap.

Similar: Timber (dating app, formerly under Match Group), Timber.io (logging software, acquired by Datadog)

USPTO · EUIPO · WIPO

HANDLES

GitHub ✗ taken · instagram · x · tiktok · youtube · linkedin

Lull

LUHL · [register B](#) [real](#)

The quiet window when baby sleeps; short, calm, exactly the moment this app owns.

DOMAINS

.com	✗ taken	check / buy
.app	✗ taken	check / buy
.co	✗ taken	check / buy
.io	✗ taken	check / buy

TRADEMARK KNOCKOUT

high risk — Lull is a well-known sleep-related consumer brand; using it for a sleep/wellness-themed fitness app risks strong conceptual and channel overlap.

Similar: Lull (US direct-to-consumer mattress brand)

USPTO · EUIPO · WIPO

HANDLES

GitHub **✗ taken** · [instagram](#) · [x](#) · [tiktok](#) · [youtube](#) · [linkedin](#)

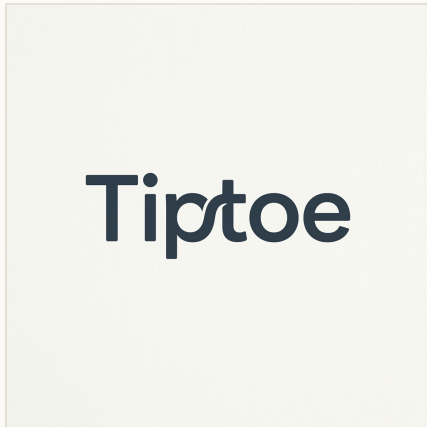
Flag: Lull mattress/furniture brand exists

LOGO DIRECTIONS

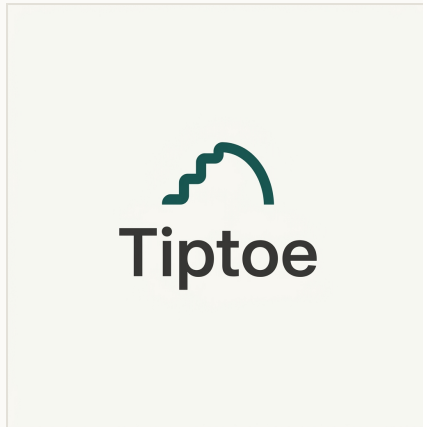
Can the name carry a mark?

Three quick directions per name — a wordmark, a symbol, a monogram. These are sketches to test the name, not finished identities. Any of them can be developed in the identity tier.

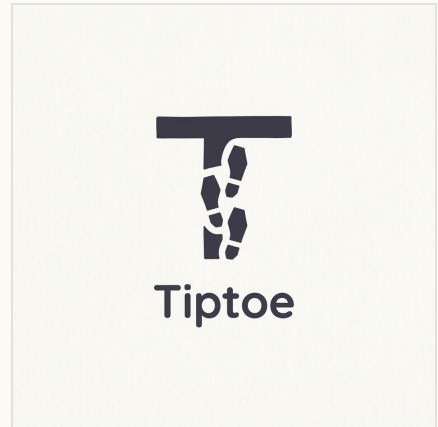
TIPTOE



wordmark



symbol



monogram

FATHOM



wordmark

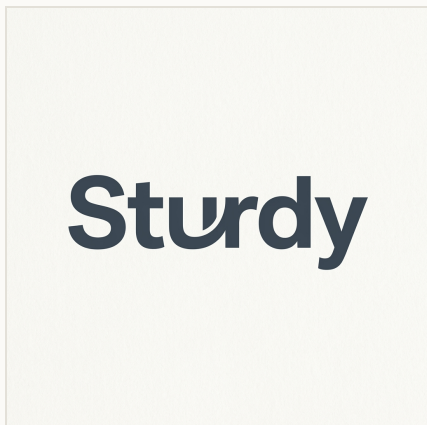


symbol

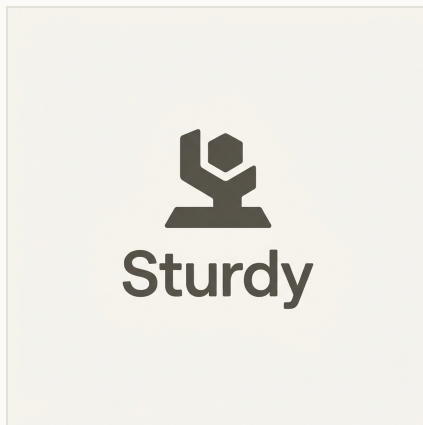


monogram

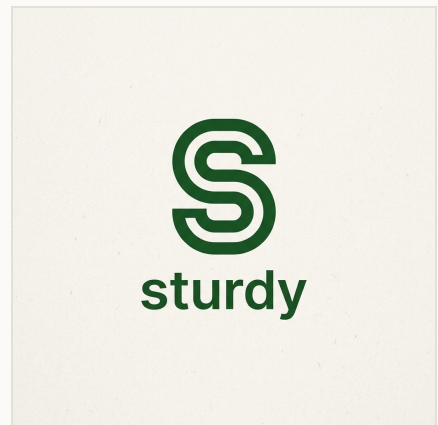
STURDY



wordmark



symbol



monogram

NEXT STEPS

How to choose, and what to do the same day

THE FIVE-QUESTION TEST

1. Say it on the phone to someone who has never seen it. Did they spell it right?
2. Put it in a sentence a customer would say: "I got it from ____." Does it sound natural?
3. Imagine the brand in five years, twice as big. Does the name still fit?
4. Search it. Does anything you would hate to be confused with show up on page one?
5. Does it make you a little proud to say? That feeling is the tiebreaker.

THE SAME DAY YOU DECIDE

1. **Register the domain** (and the obvious typo/alt TLDs) before you tell anyone. Registrar links are on each card.
2. **Claim the handles** you will actually use; leave the rest.
3. **Send the name to a trademark attorney** for a clearance search in your classes (41, 9, 42). Budget \$300–1,500 for search + opinion in the US; filing is separate.
4. **Only then** spend on a logo, print, or signage.

WANT IT FINISHED?

Identity tier: we develop one direction into a proper wordmark + colour + type system and hand over vector files. Ask for a quote.

APPENDIX

Every candidate we considered

Sorted by score. ✓ = .com free at check time · ✗ = taken · dropped names show the reason.

Tiptoe	✗ 7.2	Bellows	✗ 5.5	Windrow	✗ 4.5	Corvane	✗ 3.8
Fathom	✗ 7.2	Nestwork	✗ 5.5	Basin	✗ 4.5	Solvane	✗ 3.8
Sturdy	✗ 6.6	Duskly	✗ 5.4	Wrenfast	✗ 4.4	Restwell	✗ 3.8
Yonder	✗ 6.4	Duskline	✗ 5.4	Tromp	✗ 4.4	Dimhour	✗ 3.7
Hushwork	✗ 6.4	Nook	✗ 5.4	Sneakset	✗ 4.4	Rundle	✗ 3.7
Hearth	✗ 6.3	Quietset	✗ 5.3	Oakfield	✗ 4.3	Vantro	✗ 3.7
Alcove	✗ 6.3	Driftwood	✗ 5.3	Stonewell	✗ 4.3	Bramlow	✗ 3.7
Tidepool	✗ 6.2	Fulcrum	✗ 5.3	Thicket	✗ 4.3	Lugger	✗ 3.7
Ballast	✗ 6.2	Pillow	✗ 5.3	Fend	✗ 4.3	Vondo	✗ 3.6
Tideline	✗ 6.0	Harborlight	✗ 5.2	Tallow	✗ 4.3	Havren	✗ 3.5
Notch	✗ 6.0	Tidewell	✗ 5.2	Emberay	✗ 4.3	Millstone	✗ 3.5
Bolster	✗ 6.0	Foundry	✗ 5.2	Rensa	✗ 4.3	Kelmo	✗ 3.4
Napwork	✗ 6.0	Groundwork	✗ 5.2	Trove	✗ 4.2	Rovek	✗ 3.4
Timber	✗ 6.0	Loafer	✗ 5.1	Puddler	✗ 4.2	Huffer	✗ 3.4
Lull	✗ 6.0	Cinder	✗ 5.0	Belden	✗ 4.1	Fendly	✗ 3.3
Rudder	✗ 5.8	Latchwork	✗ 5.0	Vantar	✗ 4.1	Torvid	✗ 3.3
Lantern	✗ 5.8	Tempered	✗ 5.0	Coalyard	✗ 4.1	Sturno	✗ 3.3
Nightshift	✗ 5.6	Compass	✗ 4.9	Roostead	✗ 4.0	Snorekit	✗ 3.2
Lowtide	✗ 5.6	Ounce	✗ 4.9	Grainhold	✓ 4.0	Ternion	✗ 3.1
Grovermark	✗ 5.6	Nightowl	✗ 4.8	Basecamp	✗ 4.0	Ironhearth	✗ 3.0
Keelson	✗ 5.5	Ration	✗ 4.8	Cordast	✓ 4.0	Firewatch	✗ 2.9
Ember	✗ 5.5	Northbell	✗ 4.7	Meridian	✗ 4.0	Estable	✗ 2.9
Lighthouse	✗ 5.5	Ledger	✗ 4.6	Loden	✗ 4.0	Kindra	✗ 2.4
Anchor	✗ 5.5	Bastion	✗ 4.6	Ferry	✗ 3.9	Homerep	✗ 1.9
Softclock	✗ 5.5	Napcraft	✗ 4.6	Mornvale	✗ 3.9	Northface	✗ 1.3
Dozecraft	✓ 5.5	Backlot	✗ 4.6	Kinbrace	✗ 3.8		

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