

From: [John West](#)
To: [Carol Tillis](#); [Richard Chen](#); [Christian Haudenschild](#)
Subject: Product naming decisions from staff meeting today
Date: Monday, January 14, 2013 6:33:57 PM

All,

These are my notes from our discussion at the staff meeting today. The issue is that we have to make some firm decisions for product names since we are about to finalize the content for our new web site.

For the products we have been calling Exome+ and Exome++, we will use ACE Exome (Accuracy & Content Enhanced Exome). Carol will explore filing for a trademark on this for our field of use.

For the other names, we have decided to leverage the Personalis name. Specifically, we will refer to:

The Personalis Pipeline version x.x, built on the HugeSeq pipeline originally created at Stanford.

The Personalis Mendelian Database (this will not be referred to as being built on MendelDB from Stanford, since we really started over from scratch.)

The Personalis Common Disease Variant Database, built on the VariMed database originally developed at Stanford.

The Personalis Pharmacogenomic Database, built on the PharmGKB database, originally developed and still being advanced at Stanford.

It turns out that some of the other names we considered are already being used by others:

ACE db is a c. elegans related database

Mint is a database of molecular interactions

Unless there is some last minute reason we need to change the choices above, we will begin implementing them in our material for the web site. In the future when we have a full time marketing group, we may consider additional brand names, but for now we want to start with this fairly simple approach (and one for which we have already investigated the trademark issues) - Personalis.

Thanks,

John

