

Namifying: out of control!

Coined names based on the suffix *-ify*

These are all the names from CrunchBase, the TechCrunch database of tech startups, that seem to involve novel uses of the suffix found on words like *notify*, *purify*, and *unify*. Names based on common words like those that already have the suffix are not included.

There are **338 names** here. I found most of them using the CrunchBase API and Ruby scripts. Some are from an earlier manual search of the database.

Names that I found using the API are organized by the years they were entered into the database. Other names are listed by the years the companies were founded.

Spotify is the only *-ify* company that's been on Business Insider's list of top private tech companies, at #19 in 2011 and #15 in 2012. Maybe it inspired copycats.

The normal function of the *-ify* suffix is to create a verb out of a noun or adjective. Some of the names here (in red) put the suffix gratuitously onto a word that's already a verb. That shows this is no normal English morphological process. Rather, it is a naming fad run amok.

SOURCES

Crunchbase: <http://www.crunchbase.com/>

BI Digital 100: <http://www.businessinsider.com/2012-digital-100?op=1>

Created by The Name Inspector on 10/12/2014 (based on a similar chart made on 7/24/2013)



Year	2007 and earlier	2008	2009	2010	2011	2012	2013	2014
	<p>5 names</p> <p>Melify Massify Simplify Predictify Repify</p>	<p>12 names</p> <p>Adify ascendify Buildify Centrify Emotify Expensify Locify Quotify Spotify Velocify Xtify Yotify</p>	<p>27 names</p> <p>8iFY Aerify Careerify Castify Chargify Cloudify Credentify Crowdify Extify Linkify Navify Optify Prolify Replify Salesify Securify Semantify Shopify Summify Taggify ThreeDify Venafi Verify Virtua.fi Voicify Voxify Zenify</p>	<p>41 names</p> <p>3Defy Actify Appsyf.me archify Authenticate Biogrify Bugify Bunchify Checkify Convify Copify Couponify Equify Fashionify Gramify Haptify Inspectify Integrify Jottify Litty Locafy Magnetify Medify MetaGamify Mobilify Naukrify Nubefy Perkify Recipefy Shoutify Smartify Snappify Sociofi Squadify Tillify Tringify Triprify Vestify Vizify Warrantify Youtify</p>	<p>59 names</p> <p>Anyfi Artify It Ascendify Bazaarify Billofy Broadcastify Cabify Captify Cardify Casetify Cinify Contactify Cworkify Cravify Debuggify Detectify Dropify Employify Enthusify Globify.me Hometify Hüfiy Iconify Kindify Koalify Lawyerfy Lockify Lodgify Lumify moosify motify Musify OrdiFY Pickify Picklify Playnify Printify Procurify Productify Relify Ripplify Rockify Roomify Scalify Searchify Signalify Simulfy Smashify Stackify Synapsify Tallyfy Tawlify TechnoDify Themify Topify Travety Triplefy Vinylfy Yakify</p>	<p>73 names (so far)</p> <p>Accredify Actifi Aggify Alertify Me Algofy Attify Boastify Boostify Brainify Brandify Bucketify Cenify Changify CISOfy Cleanify Cloudifyd Collabify Collabrify.IT Consumerify Contify Coursify Creati Cricfy Dealify Digify Dipify DMartify Eggify EMnify Emplofy Entefy Eurekify Eventify Experfy Fieldomobify Floify Programify Gastrofy Grabbify groopify Hastify Infinify Kiddify Knowify Librify Mailify mandarify Meshify Mixify Odorify OnBoardify Parkifi Photofy Pingify Pricify Promotify Proposify Puridify Quotesify Scentify Searchifi Sendify Startify Successify Tailify Touchify Trendify Triplify Trippifi Voloty Washify Welify Yieldify</p>		