

**Certified Appraisal Number 2020/07/26**

**Appraisal of domain name: Ibuyjoy  
Performed by master appraiser brandreport.co  
Industry focus of name: general**

Category	Rating (1-5)	Explanation
Descriptiveness	1.75	Ability to be associated with content.
Length characters	4	Length in terms of characters
Length words	3	Length in terms of words or partial words in the name.
Spoken Test	1.85	Likelihood that name will be spelled properly after being heard.
Breadth of Applicability	1.75	Is the name generic - e.g. can it be applied to a variety of institutions individuals and businesses?
Dot-Value	.com	What is the extension: .com .net .org .cc?
Hyphenation	5	Does the name contain hyphens?
Abbreviation	2	Is anything abbreviated such as eName.com?

**Appraised value: \$25**

**Appraiser's Comments:**