

**Certified Appraisal Number 2020/07/01**

**Appraisal of domain name: Poken**  
**Performed by master appraiser brandsenterprise.com**  
**Industry focus of name: sport**

| Category                 | Rating (1-5) | Explanation   |
|--------------------------|--------------|---|
| Descriptiveness          | 1.75         | Ability to be associated with content.  |
| Length characters        | 4            | Length in terms of characters   |
| Length words             | 5            | Length in terms of words or partial words in the name.  |
| Spoken Test              | 2.05         | 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                | .net         | 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: \$389**

**Appraiser's Comments:**