

**Certified Appraisal Number 2020/06/27**

**Appraisal of domain name: UpLeave**  
**Performed by master appraiser brandsenterprise.com**  
**Industry focus of name: general**

| Category                 | Rating (1-5) | Explanation   |
|--------------------------|--------------|---|
| Descriptiveness          | 1.55         | Ability to be associated with content.  |
| Length characters        | 4            | Length in terms of characters   |
| Length words             | 4            | Length in terms of words or partial words in the name.  |
| Spoken Test              | 3.6          | Likelihood that name will be spelled properly after being heard.                                      |
| Breadth of Applicability | 1.55         | 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: \$68**

**Appraiser's Comments:** two good keywords for sure but not very popular for domain reading.