

Mobile dog grooming van, Leeds

Name shortlist prepared from the founder's brief, dated 18 Oct 2026 (invented). The brief: one groomer, a van, older and nervous dogs, calm and clean, not cutesy; avoid "paws", "pooch" and "fur"; the .co.uk and the Instagram handle should match. Every name, tick, cross and register line on this page is invented to show the shape of a real shortlist; a real one is checked on the day it is delivered and dated.

1. The brief as we read it

A one-person mobile grooming business in Leeds whose buyer is the owner of an older or anxious dog, choosing on trust and calm rather than price or cuteness. The name goes on a van, an Instagram handle and a .co.uk; it should read well said aloud over a phone and should not need explaining.

2. Twenty names, four styles

Under each: .co.uk and .com (free ✓ / taken ✗), the Instagram and TikTok handles, and what we saw on the UK IPO public register. The register line is a look, not a clearance search.

STYLE 1 · PLAIN AND CLEAR

Leeds Van Groom

Says the whole offer on the side of the van; nothing to explain.

.co.uk ✓ · .com ✗ · @leedsvangroom ✓ Instagram · TikTok ✓

UK IPO: no identical live mark seen

The Quiet Groom

For the nervous-dog owner; reads calm before you read anything else.

.co.uk ✓ · .com ✓ · @thequietgroom ✓ Instagram · TikTok ✓

UK IPO: no identical live mark seen

Calm Coat Grooming

Coat, calm, grooming: three words the buyer searches.

.co.uk ✓ · .com ✗ · @calmcoatgrooming ✓ Instagram · TikTok ✗

UK IPO: no identical live mark seen

Home Visit Grooming Leeds

Plain and local; the search-engine name, not the brand name.

.co.uk ✓ · .com ✓ · @homevisitgroomingleeds ✗ Instagram · TikTok ✓

UK IPO: no identical live mark seen

Gentle Groom Mobile

The word every owner of an old dog wants to hear.

.co.uk ✓ · **.com** ✗ · **@gentlegroommobile** ✓ Instagram · **TikTok** ✓

UK IPO: one similar live mark seen (class 44, a Kent salon)

STYLE 2 · TWO-WORD PAIRS

Clipper & Calm

The tool and the feeling; says gentle without a single cute word.

.co.uk ✓ · **.com** ✓ · **@clipperandcalm** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Fetch & Fold

Collect, groom, deliver; the fold is the towel.

.co.uk ✓ · **.com** ✓ · **@fetchandfold** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Brush & Settle

For the dog that needs ten minutes to settle first.

.co.uk ✓ · **.com** ✓ · **@brushandsettle** ✓ Instagram · **TikTok** ✗

UK IPO: no identical live mark seen

Wash & Wander

The van comes to you; a little lighter than the others.

.co.uk ✓ · **.com** ✗ · **@washandwander** ✗ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Hush Hound

Alliterative, soft; the handle is gone, which is the first strike.

.co.uk ✓ · **.com** ✗ · **@hushhound** ✗ Instagram · **TikTok** ✗

UK IPO: one similar live mark seen (class 18, a collar maker)

STYLE 3 · INVENTED WORDS

Grooma

Short, ownable, easy to say; a made-up word with the job inside it.

.co.uk ✓ · **.com** ✗ · **@grooma** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Tidewell

A warm invented place-name; nothing else called it in the UK.

.co.uk ✓ · **.com** ✓ · **@tidewell** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Softly Co.

A word everyone knows, used as a name; the Co. keeps it a business.

.co.uk ✓ · **.com** ✗ · **@softlyco** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Calmora

Calm plus a soft ending; reads like a spa, which is the point.

.co.uk ✓ · **.com** ✗ · **@calmora** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Velvetine

The coat after the groom; a touch more boutique than the brief.

.co.uk ✓ · **.com** ✗ · **@velvetine** ✗ Instagram · **TikTok** ✓

UK IPO: one similar live mark seen (class 25, clothing)

STYLE 4 · PLACE AND PERSON

Headingley Dog Groom

The suburb; strong for a one-woman van that works a few postcodes.

.co.uk ✓ · **.com** ✓ · **@headingleydoggroom** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Aire Grooming

The river that runs through Leeds; local to anyone who lives there.

.co.uk ✓ · **.com** ✗ · **@airegrooming** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Roundhay Groomer

The park; the place the buyer walks the dog.

.co.uk ✓ · **.com** ✓ · **@roundhaygroomer** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Groomed by Jo

The person; the strongest trust signal for nervous owners, if Jo is you.

.co.uk ✓ · **.com** ✓ · **@groomedbyjo** ✓ Instagram · **TikTok** ✓

UK IPO: no identical live mark seen

Yorkshire Calm Groom

Wider than Leeds; room to grow past one van.

.co.uk ✓ · .com X · @yorkshirecalmgroom ✓ Instagram · TikTok ✓

UK IPO: no identical live mark seen

3. Our pick of three

Clipper & Calm — every check clear, says gentle without a cute word, and the handle matches the domain exactly. The one we would put on the van.

Fetch & Fold — every check clear; a touch more playful, which suits a younger-dog clientele if the business drifts that way.

Groomed by Jo — every check clear; the strongest trust signal for a nervous owner, at the cost of being hard to sell on later.

4. What to say when someone asks

"Clipper and Calm, because the whole job is a calm dog and a clean clip. The van comes to you, the dog never leaves the street it lives on."

5. The seven checks before you print it

CHECK	WHERE	STATUS IN THIS SAMPLE
.co.uk and .com	Nominet / public registry data	both free on the day
Instagram handle	public profile URL	free
TikTok handle	public profile URL	free
UK IPO register	public search, classes 44 and 35	no identical live mark seen (a look, not a clearance)
Companies House	public company-name search	no company of that exact name
Say it on the phone	you	passes: no spelling needed
A trade-mark attorney	before the van wrap	not done: the one check we do not do

Sources looked at (invented sample): public registry data for .co.uk and .com; Instagram and TikTok public profile pages; the UK IPO trade-mark public search; Companies House public search. A real shortlist names the date of every look.