

the Swedish national emblem, an appropriate symbol for three Swedish-American brothers.



CE SOFTWARE

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Back in 1981, president Dick Skeie ran a successful computer retail outlet in West Des Moines, Iowa, called Computer Emporium. His customers often needed custom programming, and to satisfy those needs Skeie contracted out to Don Brown, then a student at Drake University. After publishing Apple II programs for several years, they decided to jump to Mac development in 1985 so they borrowed the initials from the retail store and spun off a new company called CE Software, which went on to produce the popular QuicKeys and QuickMail packages.



CoStar

Kensington Microware founder Andrew Newmark left to start a new hardware company and wanted a name that described the interaction between the firm's gadgets and the computer user. "We picked CoStar from the film business. For example, Dustin Hoffman and Tom Cruise co-starred in the hit film *Rain Man*. In a similar way, we're trying to design products—such as the LabelWriter—that work together with you to make good things happen."