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"TIOBE is specialized in assessing and tracking the quality of software. We measure the quality of a software system by applying widely accepted coding standards to it.

TIOBE Software BV has been founded 1st of October 2000 with the aid of a major investment of Swiss company Synspace and some private investors. The name TIOBE stands for "The Importance Of Being Earnest". ... By choosing this name, the founders of TIOBE Software emphasize their sincere and professional attitude towards customers, suppliers and colleagues."

From www.tiobe.com/index.php/content/company/GeneralInfo.html,
1 October 2014