

## Intel Drops McAfee Name

Written by Marco Attard  
10 January 2014

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In news pleasing to at least one person Intel CEO Brian Krzanich uses his CES 2014 keynote to announce the company is dropping the McAfee name in favour of "Intel Security."



The re-branding starts immediately, and the transition should take around a year. Intel will continue using the familiar red shield logo and the security company will remain a wholly owned Intel subsidiary, if under the Intel Security name.

Intel will also offer "elements" of McAfee mobile security solutions for free. "The complexity of keeping digital identities safe grows as mobile applications and devices become a more important part of our daily lives," Krzanich says. "Intel's intent is to intensify our efforts dedicated to making the digital world more secure, and staying ahead of threats to private information on mobile and wearable devices."

But what about the one person happy about the rebranding? It's no other than John McAfee, of course! "I am now everlastingly grateful to Intel for freeing me from this terrible association with the worst software on the planet," the self-described "eccentric millionaire" tells the BBC. "My elation at Intel's decision is beyond words."

[McAfee expressed his hatred for the antivirus sharing his name last year](#) with a wonderful little video detailing how to uninstall the software. The video lacks actual technical advice, and instead involves cursing, (simulated?) drug use, ladies wearing very little and the application of actual violence on PCs.

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