CASE NAME: NAME BRAND
ATTENDING OFFICER(S): ANDY RICH
SEATTLE POLICE DEPARTMENT
CRIME LOCATION: MARKET THEATRE GUM WALL

SOLVED!

Answer: ENGINE

Once the brands (which are missing names) are identified, they can be collected into groups, sorted by the first number, and indexed by the second, giving this set:

Order	Technology	Index	Answer	Order	Hotel	Index	Answer
1	HewlettPackard	10	c	1	DaysInn	1	D
2	Adobe	3	o	2	BestWestern	2	e
3	Nvidia	1	N	3	Hilton	3	l
4	Intel	2	n	4	Marriott	5	i
5	SunMicrosystems	8	o	5	LaQuinta	6	n
6	Commodore	8	r	6	DoubleTree	6	e

Order	Airlines	Index	Answer	Order	Finance	Index	Answer
1	KLM	2	L	1	BankofAmerica	8	m
2	Continental	5	i	2	Chase	1	C
3	AmericanAirlines	8	n	3	Mastercard	7	c
4	United	1	U	4	Fidelity	5	l
5	Southwest	8	s	5	Visa	4	a
				6	ING	2	N
				7	WellsFargo	2	e

Order	Restaurants	Index	Answer	Order	Convenience	Index	Answer
1	KFC	2	F	1	shell	1	s
2	McDonalds	6	a	2	circlek	2	i
3	TGIFridays	5	r	3	amoco	2	m
4	OliveGarden	4	v	4	quiktrip	8	p
5	CarlsJr	2	a	5	phillips66	8	s
				6	texaco	6	o
				7	chevron	7	n

When combined with a corresponding first name from the top of the puzzle, it clues a character in a TV show or movie. For each show and group, a fictional company within that universe and fitting the

associated set can be determined. Indexing into the fictional company by the number from the fictional character gives:

Character	Show/Movie	Fictional Company	Index	Answer
Sarah Connor	Terminator	Cyberdyne	4	e
Ed Deline	Las Vegas	Montecito	3	n
Rod Farva	Super Troopers	Shenanigans	8	g
Benjamin Linus	LOST	Oceanic	6	i
John McClane	Die hard	Nakatomi	1	N
Lisa Simpson	Simpsons	Kwikemart	5	e

The answer, then, is ENGINE.