Novach went and captured K'nat, and its villages, and called it Novach, after his own name.

The word LA (to her) is usually spelled with a MAPIK (dot) in the HEI, the word being LAH. In this case, the HEI becomes silent and the word 'resembles' LO (LAMED-ALEF), not. Rashi explains that the name did not stick to the city, hence the lack of the MAPIK. The word does have a rare Torah note, the Mercha K'fula.