



NEWSLETTER | MarkIt to Market® - August 2017

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The August 2017 issue of Sterne Kessler's MarkIt to Market® discusses lessons for trademark owners about genericide, lists the new gTLD Sunrise periods, and upcoming speaking engagements.

Sterne Kessler's [Trademark, Advertising, and Anti-Counterfeiting practice](#) is designed to help meet the intellectual property needs of companies interested in developing and maintaining strong brands around the world. For more information, please contact [Monica Riva Talley](#) or [Tracy-Gene G. Durkin](#).

**Editor:**



Monica Riva Talley  
Director  
[mtalley@skgf.com](mailto:mtalley@skgf.com)

**Author:**



Kelley Keller  
Associate  
[kkeller@skgf.com](mailto:kkeller@skgf.com)

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**Life in the Lowercase Lane: Lessons for Trademark Owners About Genericide**

By: [Kelley Keller](#)

Death by genericide is a painful way to go, for trademarks that is. When the public comes to think of a trademark as the common word for a product or service -- as opposed to identifying its exclusive source -- the trademark loses its distinctiveness, and the owner loses the ability to exclude others from using it.

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**gTLD Sunrise Periods Now Open**

As first reported in our December 2013 newsletter, the first new generic top-level domains (gTLDs, the group of letters after the "dot" in a domain name) have launched their "Sunrise" registration periods. Please contact us or see our [December 2013 Newsletter](#) for information as to what the Sunrise Period is, and how to become eligible to register a domain name under one of the new gTLDs during this period.

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**Upcoming Speaking Engagements**

A brief calendar of upcoming events:

- **09.17.17 - 09.19.17: [2017 IPO Meeting](#)**
- **10.05.17: [Design Patents: Meeting Obviousness and Novelty Requirements](#)**

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**Contact**



Monica Riva Talley  
Director  
[MTalley@skgf.com](mailto:MTalley@skgf.com)



Tracy-Gene G. Durkin  
Director  
[TDurkin@skgf.com](mailto:TDurkin@skgf.com)

