

The April issue of Sterne Kessler's **MarkIt to Market™** newsletter covers registrability of motion marks, the new international design patent application process under the Hague Agreement, and an updated list of the Sunrise periods currently open for new gTLDs.

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**.



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I Second that e-Motion: Protecting Motion Marks

By **Julie D. Shirk** and **Monica Riva Talley**

Grabbing and keeping the consumer's attention can be difficult, especially in the online marketplace where advertisements and surveys obscure content on the screen and distract the viewer. Most marketers know that animation or motion captivates the consumer because it is interesting and easy to consume, but they often forget that this same motion can be protected as a trademark if used to identify source. Such "motion marks" may also serve as an effective anti-counterfeiting measure.

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USPTO Begins Accepting International Design Applications

By **Ivy Clarice Estoesta** and **Tracy-Gene G. Durkin**

On May 13, 2015, the U.S. Patent & Trademark Office (USPTO) will begin accepting U.S. design patent applications under the Hague Agreement. This agreement allows U.S. applicants to file up to 100 designs in over 64 member countries that are party to the Hague Agreement by filing a single International Design Application ("IDA") with the USPTO. Among the current members are Japan, South Korea, and the EU.

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INTA Annual Meeting

Monica Riva Talley, **Julie D. Shirk**, and **Ivy Clarice Estoesta** will be in attendance at this year's International Trademark Association Annual Meeting. Monica will present a topic on "Strategies for Combating Counterfeiting."

If you'd like to meet with us while we're in the San Diego area in early May, please contact us.

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 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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