



MarkIt to Market™

VISIT WEBSITE | CONTACT US | SUBSCRIBE | FORWARD TO A FRIEND

The January issue of Sterne Kessler's MarkIt to Market™ newsletter comments on the trend of seeking to register popular slogans as trademarks, supplies a template for auditing your trademark rights, and gives 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.



Monica Riva Talley Director mtalley@skgf.com



Tracy-Gene G. Durkin Director tdurkin@skgf.com

In this issue

- Anatomy of a Protectable Slogan: JE SUIS CHARLIE versus THIS SICK BEAT
New Year – Consider a Trademark Audit
gTLD Sunrise Periods Now Open



Anatomy of a Protectable Slogan: JE SUIS CHARLIE versus THIS SICK BEAT

By Lauriel F. Dalier and Monica Riva Talley

In our 140-character world, slogans and rallying cries have become a popular shorthand to signify support for the emotion of the moment. As such slogans capture our national attention, it is virtually inevitable that the next day's news cycle contains at least one account of a party seeking trademark protection for phrases such as JE SUIS CHARLIE, HANDS UP DON'T SHOOT, BOSTON STRONG, and LET'S ROLL as a trademark.

A commonly asked question is: how can someone obtain trademark rights in a slogan that has already become part of the common lexicon? And what is the difference between attempts to register JE SUIS CHARLIE, versus Taylor Swift's recent filing of 16 trademark applications for the mark THIS SICK BEAT (a catchy line from her song "Shake it Off")?

Read more



New Year – Consider a Trademark Audit

By Julie D. Shirk and Monica Riva Talley

A trademark is an intangible asset of the company that, like most assets, should be audited periodically. Ideally, a trademark audit examines and evaluates the strengths, weaknesses, and relative value of a company's trademarks vis-à-vis its current or future business.

While trademark audits are often conducted prior to acquisition or development of a new technology or product, the beginning of a New Year presents a good point in time in which to evaluate the status of the company's trademark assets.

Read more



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.

Read more

The information contained in this newsletter is intended to convey general information only, and should not be construed as a legal opinion or as legal advice. Sterne Kessler disclaims liability for any errors or omissions, and information in this newsletter is not guaranteed to be complete, accurate, and updated. Please consult your own lawyer regarding any specific legal questions.

