



MarkIt to Market™ - January 2016

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The January issue of Sterne Kessler's **MarkIt to Market™** newsletter discusses best practices for companies seeking to refresh or rebrand in 2016, outlines the top three considerations for companies conducting a start-of-the-year analysis of their brand assets, and provides an updated list of the Sunrise periods currently available 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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In this issue

- [Out With the Old, In With the New](#)
- [New Year: A Time for Reflection and Renewal](#)
- [gTLD Sunrise Periods Now Open](#)



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Out With the Old, In With the New

By: [Ivy Clarice Estoesta](#) and [Monica Riva Talley](#)

The beginning of a new year is often the impetus for change. For companies, this may mean a rebranding initiative involving an update to a company's house mark or logo. In 2015, several companies, including Google, Facebook, and IHOP redesigned their well-known logos to appeal to modern consumers.

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New Year: A Time for Reflection and Renewal

By: [Monica Riva Talley](#)

The start of a new year is a natural time to audit your company's brand assets to make sure they are being appropriately used and protected. These audits can take different forms, but the core analysis involves a review of the trademarks, trade names, domain names, and related agreements owned by a company; a review of the policies and procedures the company has in place to maintain and support those assets; and an evaluation of the relative value of the various assets to the company.

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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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