



MarkIt to Market™

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The May issue of Sterne Kessler's [MarkIt to Market™](#) newsletter covers the negative impact of counterfeiting on e-commerce websites, recent changes in Russian trademark law, 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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## In this issue

- [Counterfeiting - Bad Business for E-Commerce Websites](#)
- Changes in Russian Trademark Law
- [gTLD Sunrise Periods Now Open](#)



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## Counterfeiting - Bad Business for E-Commerce Websites

By [Monica Riva Talley](#)

Everyone knows that counterfeiting is bad business for brands – it weakens consumer confidence and brand loyalty, erodes goodwill, and creates liability issues -- but this month online retailer Etsy learned that counterfeiting is also bad business for e-commerce platforms.

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## Changes in Russian Trademark Law

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

Brand owners interested in protecting their intellectual property in Russia should be aware of two recent important changes to Russian trademark law.

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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 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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