



MarkIt to Market™

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The November issue of Sterne Kessler's **MarkIt to Market™** newsletter discusses how authors can better protect titles of creative works in the U.S., outlines seven best practices for social media marketers seeking to quickly generate brand buzz this holiday season, 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](#).



Monica Riva Talley
Director
MTalley@skgf.com



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



Ivy Clarice Estoesta
Associate
IEstoesta@skgf.com



Lauriel F. Dalier
Associate
LDalier@skgf.com



Shana L. Olson
Student Associate
SOlson@skgf.com

In this issue

- [Missed Connections: Seeking The Girl on the Train, Found Girl on a Train](#)
- [Sell-abrating Sensibly](#)
- [gTLD Sunrise Periods Now Open](#)



Missed Connections: Seeking The Girl on the Train, Found Girl on a Train

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

The Wall Street Journal recently reported the spike in e-book sales of Alison Waines' two-year-old novel, [Girl on a Train](#). The cause? Apparently, some customers thought they were purchasing The New York Times' best seller (and soon-to-be film starring Emily Blunt and Justin Theroux), *The Girl on the Train*, by Paula Hawkins.

How could this happen? Surely, trademark or copyright law must protect authors and unsuspecting readers from confusing books with similar titles. Can't you copyright or trademark a book title?

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Sell-abrating Sensibly

By [Shana L. Olson](#), [Lauriel F. Dalier](#) & [Monica Riva Talley](#)

The holiday season is in full swing, which means brand owners and merchants are seizing the opportunity to capture cyber market share via social media campaigns.

While social media can be a great way to quickly generate brand buzz, you may want to take heed of the following seven tips to make sure your holiday social media campaign doesn't turn into a big bah humbug:

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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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