



MarkIt to Market® - November 2016

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The November 2016 issue of Sterne Kessler's [MarkIt to Market®](#) includes practical tips for registering certification marks, a look at the Trademark Trial and Appeal Board's latest revisions to the Rules of Practice-its most notable in years, and lists the new gTLD Sunrise periods.

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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Certification Marks: When Theory and Practice Diverge

By: [Lauriel Dalier](#) and [Ivy Estoesta](#)

"In theory, there is no difference between theory and practice. But, in practice, there is."

Although this quote is attributed as a remark overheard at a computer science conference in Walter J. Savitch's *Pascal: An Introduction to the Art and Science of Programming* (1984), it could not be more relevant to the theory and practice of registering a certification mark with the U.S. Patent and Trademark Office (PTO).

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New Year, New Rules: What to Know About the January 2017 TTAB Rule Updates

By: [Dana Justus](#)

After a lengthy proposal and commentary process, the Trademark Trial and Appeal Board ("TTAB" or the "Board") recently published its most significant Rules of Practice update in years (see 81 Fed. Reg. 69950), with the amended Rules going into effect on January 14, 2017. These changes are intended to increase the efficiency of TTAB proceedings, clarify inconsistencies with the Federal Rules of Civil Procedure, and reflect the evolution of technology since the Board's last Rules update in 2007.

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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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