



NEWSLETTER | MarkIt to Market® - January 2017

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The January 2017 issue of Sterne Kessler's MarkIt to Market® includes an overview of the TTAB's recent surname decisions, the changes made by the USPTO to their trademark processing and services fees, 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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What's in a Name?: An Overview of the TTAB's Recent Surname Decisions

By: [Dana Justus](#)

Barr. Aldecoa. Hechter. Adlon. Kepler. Butterfields. What do these words have in common, you may ask? They were all recently found to be "primarily merely a surname," and refused registration by the Trademark Trial and Appeal Board ("TTAB" or the "Board").

In a spate of recent decisions (some precedential) on this tricky topic, the Board appears to be emphasizing the importance of consumer perception over the relative rarity of a particular surname.

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U.S. Trademark Office Implements Adjusted Fee Schedule for 42 Types of Trademark Filings

By: [Kelley Keller](#)

Effective January 14, 2017, the U.S. Patent and Trademark Office (PTO) adjusted a number of its trademark processing and service fees, including increasing fees for 42 different trademark filings.

The trademark office, which is funded entirely through user fees (not taxpayer dollars) has stated generally that the fee increases will help defray administrative and operational costs and help upgrade its IT systems.

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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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