



MarkIt to Market™

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The June issue of Sterne Kessler's [MarkIt to Market™](#) newsletter contains information concerning the FDA's draft guidance detailing the best practices for developing trademarks for drugs, the proposed fee reductions at the USPTO, and an updated list of the Sunrise periods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](#), [Tracy-Gene G. Durkin](#), or [Julie D. Shirk](#).



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FDA Draft Guidance - Best Practices for Developing Drug Trademarks

In late May, the FDA released a draft guidance document detailing its best practices for developing trademarks for drugs. The draft guidance, entitled *Best Practices in Developing Proprietary Names for Drugs*, can be found [here](#).

Among other topics of interest to the pharmaceutical branding community, the draft guidance includes recommendations on how to pre-screen drug trademark candidates and what to consider when switching a drug from by-prescription only to over-the-counter.

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U.S. Patent and Trademark Office Proposes Fee Reductions

The USPTO has proposed a reduction in some of its fees for electronically filing trademark applications and renewing registrations. The reduced fees would become effective January 2015 and are as follows:

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Generic Top Level Domains - Current Sunrise Periods 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.

▶ [Read more to see the list of Sunrise Periods currently open](#)

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