



NEWSLETTER | MarkIt to Market® - June 2017

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The June 2017 issue of Sterne Kessler's MarkIt to Market® discusses bad word brands, strategies for dealing with trademark office suspensions, 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](#).

Editor:



Monica Riva Talley
Director
mtalley@skgf.com

Author:



Lauriel F. Dalier
Associate
ldalier@skgf.com

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Bring on the Bad Word Brands?
What the Supreme Court's Decision in Matal v. Tam Means for Trademark Owners

By: [Monica Riva Talley](#)

The Supreme Court's June 19, 2017 decision in the *Matal v. Tam* case has been burning-up the news wires all week. The decision struck down a 70-year-old ban on federally registering disparaging trademarks, finding that the disparagement clause of Section 2(a) of the Trademark Act violates the First Amendment principal against banning speech that expresses ideas that offend. The decision was joined by all 8 participating justices.

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You Are Suspended...Now What?
Four Strategies for Dealing with Trademark Office Suspensions

By: [Lauriel F. Dalier](#) and [Monica Riva Talley](#)

It's happened to the best of us -- the United States Patent and Trademark Office ("PTO") suspends action on an application based on a potential likelihood of confusion with a prior filed/pending application, essentially leaving your application in limbo until the cited application registers or abandons, perhaps years down the road.

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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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Contact



Monica Riva Talley
Director
MTalley@skgf.com



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

