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Thank you for reading the January 2023 issue of Sterne Kessler's MarkIt to Market® newsletter. This month, we discuss an ongoing trademark dispute between the band OK Go and cereal company Post, how to stay vigilant about trademark scams, and recent Hatch-Waxman litigation in the cannabis space.

In case you missed it, Sterne Kessler hosted a complimentary webinar titled "2022 Trademark Year in Review: Analysis and Trends" on January 19. View the webinar on demand at your convenience [here!](#) Register for the upcoming webinars in our 2022 IP year in review series by clicking on the links below:

- [Federal Circuit Appeals from the PTAB and ITC: Summaries of Key 2022 Decisions](#) (February 2, 2023)
- [2022 Design Patents Year in Review: Analysis and Trends](#) (February 15, 2023)
- [2022 PTAB Year in Review: Analysis and Trends](#) (February 28, 2023)

Our [Trademark & Brand Protection practice](#) here at Sterne Kessler is devoted to guiding companies of all sizes in developing and maintaining strong brands around the world. There is always something new and exciting happening in our unique IP niche, and we bring you updates each month to help you keep on top of it all. Thanks for your readership. If there is something you would like us to cover, please don't hesitate to reach out to us and let us know!

Kind Regards,

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**Monica Riva Talley**  
Editor

## Here It Goes Again: OK Go's Recent Trademark Dispute Over...Cereal?

By: [Shana L. Olson](#)

In 2006, rock band OK Go released [a music video for their song "Here It Goes Again."](#) which featured the band members running back and forth on four treadmills set up side-by-side in what looks like an unfinished basement.

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## Marking Yourself Safe From Trademark Scams in 2023

By: [Monica Riva Talley](#)

As 2023 gets underway, we would like to remind our readers to remain vigilant for trademark scams, which target both new application filers and established brands, and have been known to arrive via email, mail, fax, and even text.

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## Watching the Pot™

### High Stakes: Hatch-Waxman Litigation Comes for Cannabis

By: [Deborah Sterling, Ph.D.](#)

GW Pharma, now a subsidiary of Jazz Pharmaceuticals, is no stranger to patent litigation. It previously found itself on the receiving end of a patent infringement lawsuit after being accused by Canopy Growth of using its patented extraction technology in 2020.



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