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Thank you for reading the October 2023 issue of Sterne Kessler's Markt to Market® newsletter. This month, we discuss the Federal Circuit's recent case considering the scope of the USPTO's authority to cancel registrations under Section 14, explore "Mastermind" brand protection strategies from Taylor Swift, and provide an overview on recent guidance on complying with the USPTO's new e-signature requirements.

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,

**Monica Riva Talley**  
Editor

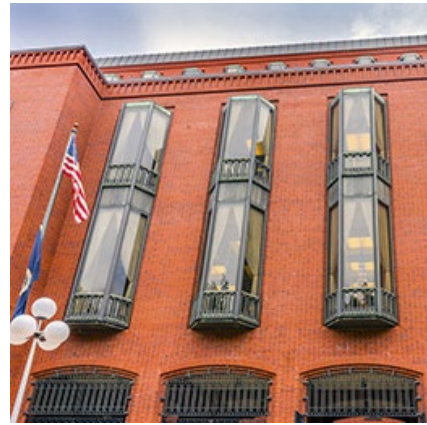
**In This Issue:**

- > A Limit to Cancel Culture? Federal Circuit Finds Fraud in Connection with Section 15 Declaration of Incontestability Not a Cancellable Offense
- > A Great Trademark Portfolio Never Goes Out of "Style" – "Mastermind" Brand Protection Strategies from Taylor Swift
- > Sign(ing) of the Times: Complying with USPTO Signature Requirements

**A Limit to Cancel Culture? Federal Circuit Finds Fraud in Connection with Section 15 Declaration of Incontestability Not a Cancellable Offense**

By: [Shana L. Olson](#)

In 2021, the Trademark Trial and Appeal Board cancelled Great Concepts, LLC's trademark registration for the mark DANTANNA'S for restaurant services under Section 14, after finding that counsel for the Registrant committed fraud by signing a false Combined Declaration of Use and Incontestability under Sections 8 & 15.



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## A Great Trademark Portfolio Never Goes Out of “Style” – “Mastermind” Brand Protection Strategies from Taylor Swift

By: [Dana N. Justus](#)

October seems to be the inescapable Taylor Swift's unofficial month of choice – 17 years after she released her self-titled first album in October 2006, the October 2023 news cycle is buzzing about her “Taylor Swift: The Eras Tour” theatrical debut, re-recorded “1989 (Taylor's Version)” album, and recent boost she's given to the NFL's “Reputation.”

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## Sign(ing) of the Times: Complying with USPTO Signature Requirements

By: [Lauriel F. Dalier](#)

How many times a day on average do you think you sign something? Do you sign your full name, your initials, a version of your name, an “X” or some other identifier? Do you “wet sign” with a pen? Do you use an “s” signature, e.g. /John Doe/? Do you use a software program to generate your signature?



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