

The June issue of **MarkIt to Market™** focuses on hashtag trademark registration, recent changes in Canadian trademark laws, new rules for U.S. certification mark requirements, 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** or **Tracy-Gene G. Durkin**.



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In this issue

- Hashtag Trademarks: #ItsAllAboutTheUse
- Upcoming Changes in Canadian Trade-Mark Trademark Law
- Changes in U.S Certification Mark Requirements
- gTLD Sunrise Periods Now Open



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Hashtag Trademarks: #ItsAllAboutTheUse

By **Lauriel F. Dalier** and **Monica Riva Talley**

Brand owners have embraced hashtags (words or phrases preceded by a hash or pound sign - #) as a way to both engage consumers and track social media posts regarding a specific product or topic. Not surprisingly, the increased utilization of hashtags has led to a rapid increase in applications for hashtag marks in United States Patent and Trademark Office (USPTO) – particularly for services. However, many of these marks fail to register for technical reasons that can easily be dealt with if understood and addressed prior to filing.

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Upcoming Changes in Canadian Trade-Mark Trademark Law

By **Ivy Clarice Estoesta** and **Monica Riva Talley**

Canada has amended its Trademark Law, and although the amended Law's effective date is not yet known, brand owners can expect three significant changes to Canadian trademark law practice.

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Changes in U.S Certification Mark Requirements

By **Monica Riva Talley**

The U.S. Patent and Trademark Office (USPTO) recently issued a final rule codifying current USPTO practice relating to certification marks.

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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.

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