



NEWSLETTER | MarkIt to Market® - March 2017

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The March 2017 issue of Sterne Kessler's MarkIt to Market® discusses using building signage to support service mark registration, navigating the lifecycle of an eponymous brand, 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](#).

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**Opportunity May Not Knock Without the Right Door**

By: [Lauriel Dalier](#)

When seeking particular services, consumers are often drawn into a business based on branding and advertising found near the location – whether by signage on or around the establishment, or by glimpses of the services being rendered through windows or through the store front.

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**Navigating the Lifecycle of an Eponymous Brand (Part 2)**

By: Kelley Keller

In this three-part series, we identified at least three distinct seasons in the lifecycle of an eponymous brand: (1) Choosing the Brand, (2) Commercialization, and (3) Legacy of the Brand. In [Part 1](#), we discussed "Choosing the Brand" and the high stakes involved in the making that choice. In this article, Part 2 in the series, we explore "Commercializing the Brand" and consider some unique issues that arise in the context of personal name brands.

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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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