



MarkIt to Market™

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The December issue of Sterne Kessler's MarkIt to Market™ newsletter discusses key takeaways as a result of a recent TTAB case in which a trademark was found to be laudatory, sends seasons greetings from the firm, and provides an updated list of the Sunrise periods currently available 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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TTAB Finds MEAT CANDY to be Too Sweet

By [Shana L. Olson](#) & [Monica Riva Talley](#)

In a [recent \(non-precedential\) decision](#), the TTAB refused to register the mark MEAT CANDY as being merely descriptive of Applicant's restaurant services. To anyone who is not a meat connoisseur, a 2(e)(1) refusal seems to be a bit of a stretch – sure, MEAT is descriptive of a restaurant selling meat, but the entire mark MEAT CANDY?

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Happy Holidays!



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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.

▶ [Read more](#)

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