



MarkIt to Market® - December 2016

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The December 2016 issue of Sterne Kessler's **MarkIt to Market®** includes practical tips for businesses trying to kick-start the year with an annual year-end trademark audit 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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Trademarks - New Year, Clean Start

By: [Kelley Keller](#)

As 2016 draws to a close, now is the perfect time to slow down (or at least try), wrap up loose ends, and plan for the promise and possibility of a new year.

For businesses, the holidays are a particularly good time to take stock of assets and consider opportunities on the horizon. And, because brand assets are among a business's most valuable properties, taking a year-end look at trademarks is a great way to ensure the portfolio is primed to work for the business in the coming year.

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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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