

The April 2016 issue of Sterne Kessler's [MarkIt to Market™](#) newsletter discusses (1) the evolving nature of the USPTO's U.S. Acceptable Identification of Goods and Services Manual, and how to use this document to craft better trademark applications, and (2) notes currently open 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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CD to LD to DVD -- How to Keep Up with your IDs

By [Lauriel F. Dalier](#) and [Monica Riva Talley](#)

When deciding how to describe goods and services in a trademark application, applicants often err on one side of two extremes:



1. they either describe their goods/services very specifically, which may help circumvent unnecessary refusals for marks in the same general space, but could also result in an unnecessarily narrow registration that does not encompass how use may evolve; or
2. they describe their goods/services broadly by category, which may result in an Office Action requiring an amendment to specify the nature of the goods/services.

The ideally formulated identification falls somewhere in between the two. A good starting point for formulating an identification is the USPTO's U.S. Acceptable Identification of Goods and Services Manual ("ID Manual") [seen [here](#)], a constantly-evolving document that can help applicants formulate identifications for use in the U.S. and elsewhere.

▶ [Read more](#)

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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