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The May issue of Sterne Kessler's MarkIt to Market™ newsletter covers the negative impact of counterfeiting on e-commerce websites, recent changes in Russian trademark law, 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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Counterfeiting - Bad Business for E-Commerce Websites

By Monica Riva Talley

Everyone knows that counterfeiting is bad business for brands – it weakens consumer confidence and brand loyalty, erodes goodwill, and creates liability issues -- but this month online retailer Etsy learned that counterfeiting is also bad business for e-commerce platforms.

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Changes in Russian Trademark Law

By Ivy Clarice Estoesta and Monica Riva Talley

Brand owners interested in protecting their intellectual property in Russia should be aware of two recent important changes to Russian trademark law.

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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 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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