



NEWSLETTER | MarkIt to Market® - April 2017

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The April 2017 issue of Sterne Kessler's MarkIt to Market® discusses 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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**Navigating the Lifecycle of an Eponymous Brand (Part 3)**

By: Kelley Keller

In this three-part series, we identified three distinct seasons in the lifecycle of an eponymous brand: (1) Choosing the Brand, (2) Commercializing the Brand, and (3) Legacy of the Brand. In [Part 1](#), we discussed what is at stake when selecting an eponymous brand. In [Part 2](#), we explored some unique issues that arise in the context of commercializing personal name brands. In Part 3, the final in the series, we contemplate the "Legacy of the Brand," particularly when the namesake separates from the brand.

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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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