



MarkIt to Market™ - May 2016

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The May 2016 issue of Sterne Kessler's [MarkIt to Market™](#) newsletter discusses the April 2016 revisions to the USPTO's Trademark Manual of Examining Procedure ("TMEP") and 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](#).



Monica Riva Talley
Director
MTalley@skgf.com



Tracy-Gene G.
Durkin
Director
TDurkin@skgf.com



Julie D. Shirk
Patent & Trademark
Specialist
JShirk@skgf.com

In this issue

- [Spotlight on the Highlights -- Clarifications and Changes in the April 2016 TMEP](#)
- [gTLD Sunrise Periods Now Open](#)


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Spotlight on the Highlights -- Clarifications and Changes in the April 2016 TMEP

By [Julie D. Shirk](#) and [Monica Riva Talley](#)

On April 30, 2016, the USPTO issued the April 2016 Trademark Manual of Examining Procedure ("TMEP"), the latest update to the go-to resource for how to prosecute applications to register trademarks with the USPTO.

This revision of the TMEP includes precedential decisions issued since the last revision of October 2015, and also clarifies and memorializes some existing procedures. A complete index of the changes to the April 2016 TMEP can be found [here](#). Some of the more interesting changes and clarifications relevant to brand owners are as follows:

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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.

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