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The September issue of Sterne Kessler's **MarkIt to Market™** newsletter contains an explanation of new guidelines on the treatment of color logos in the European Community, a reminder of the upcoming renewal deadline for the first Trademark Clearinghouse registrations, 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**, **Tracy-Gene G. Durkin**, **Ivy Clarice Estoesta**, or **Julie D. Shirk**.



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European Community Trademarks – Why it Now Matters if They're Black and White (or Grayscale)

Whether it's black or white may not have mattered to Michael Jackson (at least that's how the song goes), but it does seem to matter now to the Office for Harmonization in the Internal Market (OHIM) and other trademark offices of the European Union.

These trademark offices have implemented new guidelines issued by the European Trademark and Design Network (ETDN) that affect the scope of certain trademarks in the European Union (EU).

Previously, OHIM treated Community Trade Marks in grayscale or black and white the same as how those marks are treated in the U.S. -- as not being limited to a particular color. For example, a trademark for the term NIKE with swoosh design in grayscale or in black and white would be afforded a broad scope of protection and considered to protect the same trademark in any color, such as pink or turquoise.

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Renewal Deadline – 1 Year Trademark Clearinghouse Registrations

If your company was an early registrant in the Trademark Clearinghouse, it is likely your registrations had an effective date of November 5, 2014, the date the Clearinghouse went "live." If so, the deadline to renew one-year registrations is November 5, 2014.

If Sterne Kessler is managing your Clearinghouse registrations on your behalf, you should have already received a notice of this renewal date. Prompt renewal of Trademark Clearinghouse registrations ensures continued access to Sunrise registration periods, and trademark notifications.



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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