



MarkIt to Market™ - August 2016

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The August 2016 issue of Sterne Kessler's [MarkIt to Market™](#) newsletter explores the guidelines surrounding claims of "Made in the USA" and the use of scents to build strong brand identities.

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](#).

Editor:



Monica Riva Talley
Director
MTalley@skgf.com

Authors:



Lauriel F. Dalier
Associate
LDalier@skgf.com



Ivy Estoesta
Associate
IEstoest@skgf.com



Dana Justus
Associate
DJustus@skgf.com

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USA! USA! USA!

By: [Ivy Estoesta](#) and [Dana Justus](#)

When members of Team USA walked into the 2016 Olympic Opening Ceremony wearing uniforms embroidered with the letters "USA," the uniforms did more than just designate the Team members' identity as representatives of the USA. The uniforms also conveyed a claim about the uniforms' degree of U.S.-made content: that they are all or virtually all made in the USA.

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Have Sense About Scents

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

In today's marketplace, companies are constantly seeking their moment, day, or --if they are lucky--year on the top of the "best of" list for new, unique, and/or fabulously redesigned goods or services. The sheer number of competitors in any given industry, combined with the pace at which novel consumables and services are offered, makes it ever more difficult for companies to capture and maintain significant market share.

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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](#)

Contact



Monica Riva Talley
Director
MTalley@skgf.com



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

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