



MarkIt to Market™ - September 2016

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The September 2016 issue of Sterne Kessler's [MarkIt to Market™](#) newsletter discusses protecting color as part of brand identity, and announces 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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Beyond Black and White

By: [Shana Olson](#) and [Monica Riva Talley](#)

Last month, Federal Express announced that all of its logos moving forward would use the brand's recognizable purple and orange color scheme. Before this change, each division of the company used different colors paired with the company's purple shade; over the next five years, the other secondary colors will be phased out in favor of orange.

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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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