

MarkIt to Market™

*A Newsletter of Sterne Kessler's Trademark, Advertising,
and Anti-Counterfeiting Practice*

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Reminder Regarding Use of the OLYMPICS/Rings, SUPER BOWL, and MARCH MADNESS Trademarks

With several of sports most iconic events only weeks away, we remind our clients to watch their promotions and social media posts closely to make sure they avoid implying a tie-in with any of these events, particularly where the name of the event (OLYMPICS, SUPER BOWL, and MARCH MADNESS) or logo (Olympics rings) is used in the post or promotion. The OLYMPICS name and rings are the subject of statutory protection, and the SUPER BOWL and MARCH MADNESS marks are protected by trademark registrations. The three organizations that own these events are notoriously aggressive in protecting these rights - which is understandable, as much of their income is derived from sponsorship. Unless you are an official sponsor, we recommend that you NOT use the names or logos associated with these events at all, but instead use phrases like "the big game" or "the winter games" if you must refer to these events in your promotions or social media posts.

Trademark Clearinghouse Registrations - Change to the "D.O.T. Rule"

Good news for MRS. FIELDS, DR. SEUSS, and certain other brands having a period or "dot" as part of the mark. Although originally excluded from registration, the Trademark Clearinghouse is now accepting registered trademarks containing a period or dot where it functions as: an abbreviation (U.S. NEWS & WORLD REPORT, MR. BUBBLE), punctuation (BEEF. IT'S WHAT'S FOR DINNER., JUST DO IT.), or a figurative part of the registered mark (*JetSet Journal*).

Registered marks having the period or dot positioned at the beginning of the mark (.ICANN) or before a top level extension (AMAZON.COM, PAY.GOV) are still excluded from registration.

gTLD Sunrise Periods Now Open

As 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.

As of the date of this newsletter, Sunrise periods are open for the following new gTLDs:

.ventures	.recipes
.bike	.photos
.plumbing	.careers
.singles	.shoes
.holdings	.domains
.guru	.limo
.clothing	.cab
.lighting	.systems
.camera	.management
.equipment	.center
.estate	.company
.gallery	.academy
.graphics	.computer
.photography	.email
.menu	.onl
.Uno	.solutions
.land	.builders
.today	.support
.technology	.training
.kitchen	.xn-3ds443g (在线) (Chinese for "online")
.directory	.xn-fiq228c5hs (中文网) (Chinese for "website")
.contractors	.KIWI
.construction	.xn-80asehdb (.онлайн) (Cyrillic for "online")
.sexy	.xn-80aswg (.сайт) (Cyrillic for "site")
.tattoo	.buzz
.xn--q9jyb4c (みんな) (Japanese for "everyone")	.institute
.tips	.repair
.voyage	.camp
.diamonds	.glass
.enterprises	.education
.ruhr	

ICANN maintains an up-to-date list of all open Sunrise periods [here](#). This list also provides the closing date of the Sunrise period. We will endeavor to provide information regarding new gTLD launches via this monthly newsletter, but please refer to the list on ICANN's website for the most up-to-date information - as the list of approved/launched domains can change daily.

Because new gTLD options will be coming on the market over the next year, brand owners should review the list of new gTLDs (a full list can be found [here](#)) to identify those that are of interest.