



NEWSLETTER | MarkIt to Market® - October 2017

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The October 2017 issue of Sterne Kessler's MarkIt to Market® discusses trademark fails, proper use of licensed font programs, new DMCA regulations, and lists 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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Sad Tale of a Trademark Fail

By: [Monica Riva Talley](#)

Earlier this month, Unilever made headlines by accidentally naming its new soap after Kim Jong Un. The shower gel line, created by a Korean designer and aimed at urban millennials in China, is called KJU. Google searches for KJU pull up Kim Jong Un first, and the hash tag #KJU on Twitter references stories about the North Korean leader.

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A Different "Type" of Lawsuit: Ensuring Proper Use of Licensed Font Programs

By: [Dana Justus](#)

One may not typically think of font programs, or their underlying typefaces, as protected intellectual property -- but a recent suit involving retail giant Target should prompt companies to pay closer attention to their agreements related to this small yet mighty marketing aspect.

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New DMCA Regulations - January 1, 2018

By: [Monica Riva Talley](#)

As of January 1, 2018, the U.S. Copyright Office will implement new regulations that will impact online service providers – even those that have already registered an agent.

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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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