



[Visit Website](#)

[Subscribe](#)

[Download PDF](#)



Thank you for reading the December 2022 issue of Sterne Kessler's Markt to Market® newsletter. This month, we discuss Pantone's 2023 Color of the Year and a preliminary ruling in Europe regarding an online marketplace's potential liability for advertisements for counterfeit goods offered on its platform. We also share how our Trademark & Brand Protection team gave back this holiday season.

Our [Trademark & Brand Protection practice](#) here at Sterne Kessler is devoted to guiding companies of all sizes in developing and maintaining strong brands around the world. There is always something new and exciting happening in our unique IP niche, and we bring you updates each month to help you keep on top of it all. Thanks for your readership. If there is something you would like us to cover, please don't hesitate to reach out to us and let us know!

Best wishes to you and your families, friends, and colleagues as we wrap up the holiday season and look ahead to the new year.

Kind Regards,

Monica Riva Talley
Editor

In This Issue:

> Red-dy for 2023?

Viva Magenta Named
Pantone's Color of the
Year

> What We're Watching
in Europe...

> Stockings from Karen
Charitable Giving

Red-dy for 2023? Viva

Magenta Named Pantone's Color of the Year

By: [Julie D. Shirk](#)

Earlier this month, the Pantone Color Institute announced its Color of the Year for 2023, Pantone No. 18-1750 "Viva Magenta" (think a brighter, more berry version of red velvet cake).¹



[Read More](#)



What We're Watching in Europe...

By: [Julie D. Shirk](#)

Continuing with news involving the color red, on December 23, 2022, the Court of Justice of the European Union (CJEU) issued a preliminary ruling finding that Amazon may be subject to liability for trademark infringement stemming from certain advertisements for counterfeit Christian Louboutin red-soled shoes sold by third parties on its platform.

[Read More](#)

Stockings from Karen Charitable Giving

This holiday season, members of Sterne Kessler's Trademark & Brand Protection team gathered to assemble stockings for teen foster girls to support the incredible work of local non-profit organization Stockings from Karen. The stockings are stuffed with self-care essentials like deodorant, lotion, makeup, and hair accessories that foster teens may not otherwise have access to.



[Learn More](#)

Editor & Author



Monica Riva Talley
Director
mtalley@sternekessler.com



Julie D. Shirk
IP Specialist
jshirk@sternekessler.com

The information contained in this message is intended to convey general information only, and should not be construed as a legal opinion or as legal advice. Sterne, Kessler, Goldstein & Fox PLLC disclaims liability for any errors or omissions, and information in this message is not guaranteed to be complete, accurate, and updated. Please consult your own lawyer regarding any specific legal questions.

© 2022 Sterne, Kessler, Goldstein & Fox PLLC | [Privacy Policy](#)

Sterne, Kessler, Goldstein & Fox PLLC, 1100 New York Avenue NW, Washington, D.C. 20005

[Manage preferences](#)