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Thank you for reading the August 2023 issue of Sterne Kessler's MarkIt to Market® newsletter. This month, we conclude our series that explores ways to lose trademark rights with an examination of naked licensing, discuss a favorable rules change to the Chinese Trademark Law, and provide two USPTO updates relevant for trademark applicants and owners.

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!

Kind Regards,

Monica Riva Talley
Editor

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How to Lose a Mark in 3 Ways – Part 3: Naked Licensing

By: Payton Miles and [Shana L. Olson](#)

Trademarks help brand owners build and communicate their brand's reputation and value with the relevant public. Once that valuable goodwill is linked between a mark and the owner's products and services, trademark owners can capitalize on that reputation by extending into new product and service offerings, or outsourcing their current offerings, via license agreements with third parties.

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Happy To Wait! New Rules Allow for Suspension of Trademark Review Cases in China

By: [Julie D. Shirk](#)

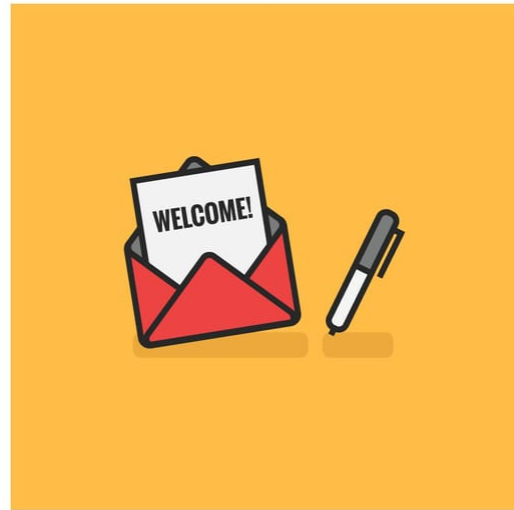
As we previously reported, in January of this year, the China National Intellectual Property Administration (CNIPA) published its Draft 5th Amendment to the Chinese Trademark Law. See [here](#). One of the proposed amendments no longer allows for (or limits) refiling of trademark applications, including in situations where subsequent new applications are required to preserve rights during pendency of actions against prior, third-party blocking marks.

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Welcome to the USPTO!

By: [Lauriel F. Dalier](#)

Earlier this month, the USPTO announced that it intends to send a "Welcome Letter" to applicants or counsel of record who have filed new trademark applications. The letter, which should appear as shown [here](#), will be sent either electronically or by mail along with filing receipts issued for newly filed applications. The letter includes resources and information for brand owners to learn more about the application process and the USPTO.



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Keeping It Real: The USPTO Implements New Trademark Applicant Address Verification Process

By: [Lauriel F. Dalier](#)

As part of its ongoing efforts to improve and maintain the accuracy of the Trademark Register, and combat trademark scams and bot-filed trademark applications, the USPTO has revised examination procedures for reviewing domicile addresses in applications and at post-registration, detailed in a new [Examination Guide](#). We highlight a few of the requirements and changes below.

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Editor & Authors



Monica Riva Talley
Director
mtalley@sternekessler.com



Shana L. Olson
Associate
solson@sternekessler.com



Payton Miles
Summer Associate



Julie D. Shirk
IP Specialist
jshirk@sternekessler.com



Lauriel F. Dalier
Counsel
ldalier@sternekessler.com

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Sterne, Kessler, Goldstein & Fox PLLC, 1101 K Street NW, 10th Floor, Washington, D.C. 20005

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