



[Visit Website](#)

[Subscribe](#)

[Download PDF](#)



Thank you for reading the September 2023 issue of Sterne Kessler's Markt to Market® newsletter. This month, we discuss the significant revisions to the FTC's guidelines for endorsements and examine the benefits of design patent protection as a companion to trademark protection, specifically in the context of trade dress and graphical user interface designs.

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

In This Issue:

> [FTC Guidelines Influence How Influencers Influence](#)

> [How Design Patents Can Complement Brands' Trademark Portfolios](#)

FTC Guidelines Influence How Influencers Influence

By: [James "Jamie" P. Hanly](#)

While social media influencers were showing off pictures from the Amalfi Coast this summer, the

Federal Trade Commission (FTC) was finalizing its guidelines regarding the endorsements that paid for their vacations in Italy.



[Read More](#)



How Design Patents Can Complement Brands' Trademark Portfolios

By: [Em Richardson](#)

Many brand owners are familiar with the value of registered trademarks, which safeguard the goodwill cultivated between mark holders and consumers by reducing confusion as to the source of the associated goods. However, owners may not appreciate another type of intellectual property right that can complement their trademark portfolios: design patents.

[Read More](#)

Editor & Authors

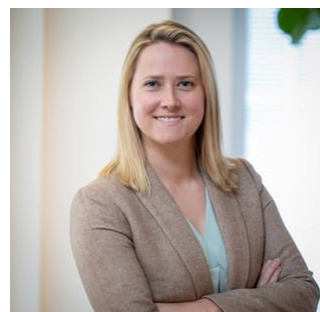


Monica Riva Talley
Director
mtalley@sternekessler.com



James "Jamie" P. Hanly
Associate*
jhanly@sternekessler.com

**Currently admitted in Minnesota only. Practicing under the supervision of D.C. Bar members.*



Em Richardson
Law Clerk
erichardson@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.

© 2023 Sterne, Kessler, Goldstein & Fox PLLC | [Privacy Policy](#)

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

[Manage preferences](#)