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Thank you for reading the January 2024 issue of Sterne Kessler's Markt to Market® newsletter. This month, we discuss Dwayne "The Rock" Johnson's recent trademark acquisition and the importance of understanding those rights.

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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> Wrestling with the Scope of Trademark Rights

Wrestling with the Scope of Trademark Rights

By: [Jamie P. Hanly](#)

2024 has started off strong for Dwayne "The Rock" Johnson, as he recently joined the board of TKO Ground, the company behind WWE and

UFC, and acquired WWE's trademark rights in his "THE ROCK" nickname.



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