



MarkIt to Market™

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The September issue of Sterne Kessler's **MarkIt to Market™** newsletter discusses considerations when filing a petition under the USPTO pilot program, outlines what you should know when protecting a trademark for wearable technology, and provides an updated list of the Sunrise Periods currently available for new gTLDs.

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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Ch-Ch-Ch-Ch-Changes: USPTO Pilot Program on Changing Technology

By **Monica Riva Talley**

As you may have heard, the USPTO has commenced a pilot program to allow, under limited circumstances, amendments to identifications of goods/services in trademark registrations to account for evolving technology. Amendments that would normally be beyond the scope of the current identification may be permitted upon petition to the Director.

» [Read more](#)

The Who, What, and "Wares" of Wearable Technology - Protect Your Morphing Products

By **Lauriel F. Dalier & Monica Riva Talley**

In years past, "wearable technology" was pretty much limited to wristwatches and miners' headlamps. Today, wearable technology is one of the fastest growing product segments in the technology marketplace. Countless consumer products now include a technology component, including such traditionally non-electronics sectors such as jewelry, fashion, fabrics, sports equipment, pet care, and health.

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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.

» [Read more](#)

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