



NEWSLETTER | MarkIt to Market® - February 2017

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The February 2017 issue of Sterne Kessler's MarkIt to Market® discusses navigating the lifecycle of an eponymous brand and lists the new gTLD Sunrise periods.

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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**Navigating the Lifecycle of an Eponymous Brand (Part 1)**

By: Kelley Keller

In Steven Covey's book, *7 Habits of Highly Effective People*, he espouses the idea that "all things are created twice ... a mental (first) creation, and a physical (second) creation" (see [link](#)). This idea applies aptly to not just creating personal success, but also to brand building: first, you envision the value you want the brand to convey (the mental creation); then you plan to execute on that vision (the physical creation).

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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.

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