



NEWSLETTER | MarkIt to Market® - May 2017

[VISIT WEBSITE](#)

[CONTACT US](#)

[SUBSCRIBE](#)

[FORWARD TO A FRIEND](#)

The May 2017 issue of Sterne Kessler's MarkIt to Market® discusses social media influencers' disclosure of material connections, business transfer clauses, 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](#).

Editor:



Monica Riva Talley  
Director  
[mtalley@skgf.com](mailto:mtalley@skgf.com)

Authors:



Kelley Keller  
Associate  
[kkeller@skgf.com](mailto:kkeller@skgf.com)



Dana Justus  
Associate  
[djustus@skgf.com](mailto:djustus@skgf.com)

In this issue

- [#Sponsored – FTC Warns Social Media Influencers to Clearly Disclose Material Connections](#)
- [3 Reasons Every Company Should Have a Business Transfer Clause in its Privacy Policy](#)
- [gTLD Sunrise Periods Now Open](#)



#Sponsored – FTC Warns Social Media Influencers to Clearly Disclose Material Connections

By: [Dana Justus](#)

Kim Kardashian touting weight-loss teas. Tom Brady plugging Aston Martin. Jennifer Aniston shilling SmartWater. In this time of Facebook, Instagram, Twitter, Snapchat, and countless other social media platforms, it can sometimes be difficult to tell whether a so-called social media influencer's post gushing about a product or service is organic, or in fact sponsored by the underlying brand.

▶ [Read more](#)



3 Reasons Every Company Should Have a Business Transfer Clause in its Privacy Policy

By: [Kelley Keller](#)

Customer data is an extremely valuable business asset. It influences how companies communicate with customers, understand purchasing preferences, track time spent interacting with the brand, and identify habits and trends among its target market. Additionally, user information can be leveraged for laser-focused marketing campaigns and making strategic business decisions about the direction and growth of a company.

▶ [Read more](#)



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](#)

Contact



Monica Riva Talley  
Director  
[MTalley@skgf.com](mailto:MTalley@skgf.com)



Tracy-Gene G. Durkin  
Director  
[TDurkin@skgf.com](mailto:TDurkin@skgf.com)

and updated. Please consult your own lawyer regarding any specific legal questions.