

News & Insights

Eric Fingerhut Authors Article for April 2014 Issue of *Metropolitan Corporate Counsel*

Leader of Dykema's Trademark Practice Outlines "Eight Easy Ways to Get TM House in Order"
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Eric T. Fingerhut, Washington, D.C.-based leader of Dykema's Trademark practice, contributed an article to the April 2014 issue of *Metropolitan Corporate Counsel*, a monthly publication distributed to more than 30,000 top-tier executives (chief legal officers, general counsel) in the law departments of major U.S. companies.

Titled "Spring Cleaning – Eight Easy Ways to Get Your Trademark House in Order," the article provides practical guidance and helpful tips (all of which, Fingerhut notes, are fairly easy and cost-effective ways for companies to "take control of your branding and save money in the process.")

Among the suggestions offered by Fingerhut:

- **Watch for new generic top-level domains (gTLDs) and register your mark as a domain name where appropriate.** To assist, Fingerhut provides a list of nearly 130 new functioning top-level domains that have already been approved by ICANN (Internet Corporation for Assigned Names and Numbers).
- **Register social media profile names.** Fingerhut notes the importance of having a consistent profile name across all platforms—not just Facebook and Twitter—and points out that there are third-party services that can do this for a relatively small fee.
- **Buy intellectual property insurance.** Fingerhut says that since general liability insurance typically excludes coverage for trademark infringement, it's wise to explore three types of IP insurance: defense, prevention and multi-peril.

To read this article in its entirety, [click here](#).

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Practice Areas

Intellectual Property

Trademark