

ALERT

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INTELLECTUAL PROPERTY GROUP

News Concerning
Recent Intellectual Property Issues



PERSONALIZED URLS ON FACEBOOK

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Facebook, Inc. has announced that beginning Saturday, June 13th at 12:01 a.m. U.S. EDT, users of the Facebook website will be allowed for the first time to create personalized URLs for their Facebook pages (facebook.com/yourname).

Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

In advance of this new feature, Facebook, Inc. has created an online form for rights owners interested in preventing their trademarks from being registered as usernames by Facebook

users. Trademark owners can reserve their trademark on the Facebook platform by submitting relevant information to Facebook, Inc. through their trademark protection contact form, available at:

http://www.facebook.com/help/contact.php?show_form=username_rights

Facebook has set up this page with some additional information and FAQs:

<http://www.facebook.com/help.php?page=896>

Please let us know if you have any questions or would like to receive any additional information on the process of preventing the "registration" of a username on facebook that is your trademark.

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