

Client Alert

JUNE 2009

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Facebook User Registration

It has been announced that beginning on 12:01 on Saturday, June 13, 2009, Facebook will allow users to select personalized usernames that will be displayed as part of the user's homepage URLs, for example, "www.facebook.com/wiggin." Facebook will assign such usernames on a first come, first served basis. Additional information is available at: <http://www.facebook.com/help.php?page=896>

Under Facebook's new procedure, a user may incorporate another's trademark into their personalized usernames. To combat this risk Facebook has established an on-line procedure under which brand owners can register their marks, thereby preventing unauthorized registration as part of a Facebook username. The registration form may be found at: http://www.facebook.com/help/contact.php?show_form=username_rights

Ideally, brand owners should ensure that their trademarks are registered using the Facebook on-line system before 12:01 on Saturday, June 13th.

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