

## FACEBOOK'S NEW URL USERNAME REGISTRATION POLICY - A NOTICE TO ALL TRADEMARK OWNERS

June 12, 2009

Beginning at **12:01 a.m. EDT, Saturday, June 13, 2009**, US-based social networking website company Facebook, Inc. will begin accepting personalized URL (or Web Address) usernames from users in connection with Facebook profiles (e.g., **facebook.com/yournamehere**) on a first-come first-served basis. Facebook has always required users to use their real names in their profiles in order to help create authenticity and a trusted environment. However, the one place where one's identity was not reflected was in the profile's URL address. Previously the URL was a randomly assigned number such as "id=5555555555."

Only current users with more than 1,000 fans prior to May 31, 2009, or individual users profiles created on or before June 9, 2009, will be allowed to register the personalized URLs in this initial registration phase. New Facebook users or those with fewer than 1,000 fans will have an opportunity to register a personalized page beginning June 28, 2009.

**By no later than midnight tonight EDT, Friday, June 12, 2009**, we recommend that all trademark owners submit requests to prevent unwanted uses of their trademarks, service marks, company names or individual names as Facebook usernames, regardless of whether your company meets the criteria to submit a request for a personalized username. Facebook has created an online form for trademark owners to prevent their trademarks from being registered as usernames at [http://www.facebook.com/help/contact.php?show\\_form=username\\_rights](http://www.facebook.com/help/contact.php?show_form=username_rights). The form requires a registration number for all trademarks being submitted. It is unclear, however, whether Facebook will accept a non-US registration number, a trademark application number or a common law rights ownership claim and, if so, how such a claim should be addressed in the currently available form.

In the event that a user registers a URL which incorporates one of your company's trademarks, or engages in other unauthorized use of your intellectual property, you may challenge such use by completing Facebook's Notice of Intellectual Property Infringement form located at [http://www.facebook.com/copyright.php?noncopyright\\_notice=1](http://www.facebook.com/copyright.php?noncopyright_notice=1).

Facebook has set up a "Frequently Asked Questions" page at <http://www.facebook.com/help.php?page=896>. However, please contact one of Dewey & LeBoeuf's trademark attorneys noted below if you would like

This memorandum is intended only as a general discussion of these issues. It is not considered to be legal advice. We would be pleased to provide additional details or advice about specific situations. For additional information on this important topic, please feel free to call upon your Dewey & LeBoeuf relationship partner.

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assistance with registering a personalized URL, or completing the trademark rights or intellectual property infringement forms provided by Facebook.

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