

# Update

## Intellectual Property

June 12, 2009

### Protecting Your Trade-marks on Facebook

Trademark owners will be able to protect their brand names from being listed as usernames on Facebook, the social networking site. Starting at 12:01 AM EDT on Saturday June 13, 2009, Facebook will allow users to register personalized usernames as URLs in the form of: facebook.com/yourname.

Trade-mark owners can seek to prevent unauthorized third parties from registering their trade-marks as usernames by completing a simple form online, which is available at:  
[http://www.facebook.com/help/contact.php?show\\_form=username\\_rights](http://www.facebook.com/help/contact.php?show_form=username_rights).

In addition, Facebook has a mechanism so that trade-mark owners can submit a notice of trade-mark infringement to have Facebook reclaim and/or remove offending usernames. That form is located at:

[http://www.facebook.com/copyright.php?noncopyright\\_notice=1](http://www.facebook.com/copyright.php?noncopyright_notice=1).

If you have any questions or concerns regarding this development, please contact one of the members of Goodmans LLP's trade-mark group:

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