



June 2009

Protecting Trademarks on Facebook

TRADEMARK CLIENT ALERT

On Tuesday, June 9, Facebook, Inc. announced that beginning this **Saturday, June 13 at 12:01 a.m.** U.S. EDT, existing Facebook members will be able to create personalized URLs for their Facebook pages (facebook.com/yourname) via this hyperlink: <http://www.facebook.com/username>.

Facebook is giving trademark owners a limited time to preemptively record **registered** trademarks to block Facebook members from using those trademarks in the domain names. This must be done online through the trademark protection contact form, available at http://www.facebook.com/help/contact.php?show_form=username_rights.

More information is also available at Facebook's Frequently Asked Questions (FAQ) page, at <http://www.facebook.com/help.php?page=896>.

Please contact the Patton Boggs attorneys listed below for advice and assistance.

For more information about Patton Boggs LLP, please visit: www.pattonboggs.com or www.pattonboggstrademarks.com.

This Trademark Client Alert provides only general information and should not be relied upon as legal advice. For more information, contact your Patton Boggs LLP attorney or one of the lawyers/authors listed below.

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