

**CLIENT ADVISORY**

**Facebook Allowing Users to Create Personalized URLs/username  
For their Facebook Pages**

Facebook Inc., the online social network, will soon allow users to create personalized usernames for their Facebook pages (e.g. facebook.com/[your name]). The introduction of this new feature will commence at 12:01 AM EDT on Saturday June 13, 2009. This new feature poses significant risks of cybersquatting to trademark owners, just as the unlawful registration of domain names has done over the past years.

Facebook has offered trademark and brand owners an opportunity to prevent Facebook users from using their trademarks as part of their usernames by providing a form, which can be accessed at:

[http://www.facebook.com/help/contact.php?show\\_form=username\\_rights](http://www.facebook.com/help/contact.php?show_form=username_rights)

At this time we strongly urge our clients, as trademark owners, to visit the Facebook site and register their trademarks before any cybersquatters get there first. The clock is ticking so please act quickly.

For Facebook's Notice of Intellectual Property Infringement (Non-Copyright Claim), please go to: [http://www.facebook.com/copyright.php?noncopyright\\_notice=1](http://www.facebook.com/copyright.php?noncopyright_notice=1)

If you have any questions about this recent development or need any assistance, we are here to help.

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