



June 11, 2009

CLIENT ALERT

Facebook adding personalized URLs to its services

Starting on June 13, 2009, at 12 a.m. (EDT), Facebook will allow its users to select personalized uniform resource locators ("URLs") for the Facebook service. For those Facebook users who select personalized URLs, their personal profile pages would be identified by URLs containing their selected name, for example <http://www.facebook.com/selectedname>. With a personalized URL, users can more easily market their Facebook presence by simply advertising the URL. Other social network sites currently use personalized URLs, including MySpace.

Facebook has taken certain steps to reduce the likelihood that users will attempt to reserve third party trademarks as URLs. For example:

- Personalized URLs will only be available to users who had Facebook accounts before 3 pm (EDT) on June 9, 2009, the date on which Facebook announced its new URL service. Facebook hopes this will reduce the likelihood that users will create accounts solely for the purpose of securing a particular URL.
- Users may only register one URL per account. As such, there will be no hoarding of personalized URLs.
- Once a URL is selected, the user cannot transfer it to another account. As a result, users will not be able to offer their personalized URLs for sale.

Trademark owners can potentially block the registration of their marks as Facebook URLs by completing the online form at http://www.facebook.com/help/contact.php?show_form=username_rights. In addition, if a potentially infringing URL is registered, a trademark infringement claim may be submitted to Facebook via an online claim form at http://www.facebook.com/copyright.php?noncopyright_notice=1.

If you have any questions regarding this new Facebook service or if you would like assistance blocking or registering a personalized URL, please contact Woodcock Washburn's Trademark Service Group. Further questions may also be directed to Nancy Frandsen (nfrandsen@woodcock.com) or Denise Mroz (dmroz@woodcock.com).

About Woodcock Washburn LLP

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