

Legal Alert

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Personalised URLs on Facebook

12 June 2009

Facebook announced that as from 13 June 2009, users can create personalised URLs for their Facebook pages, for example: Facebook.com/DeBrauWBlackstoneWestbroek. Facebook claims that a person or website can be found more easily through these personalised URLs when executing a search on the internet. A specific URL will be granted to the first person who registers it. However, trademark owners are allowed to pre-register their rights so as to prevent their trademarks from being used without authorisation. To pre-register your rights, a trademark protection form can be filled out at http://www.facebook.com/help/contact.php?show_form=username_rights.

Should Facebook already be part of your marketing plans, or if you are concerned that unauthorised use will be made of your rights, you may want to consider registering your rights using this form.

Contact

De Brauw's IP practice group is the largest in the Netherlands, and covers both national and international IP and ICT practice in its broadest sense. For further information please contact:

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