

## FACEBOOK TO ALLOW PERSONALIZED WEB SITE ADDRESSES

### USERS CAN RESERVE RIGHTS IN THEIR NAMES



Beginning June 13, 2009, Facebook will allow its users for the first time to create personalized web site addresses (uniform resource locators or “URLs”). For businesses maintaining a Facebook presence, this means that they will now be able to create a unique Facebook URL in the following format:  
[www.facebook.com/yourbusinessname](http://www.facebook.com/yourbusinessname).

Third parties unaffiliated with your business may attempt to register a URL using your business name, call sign or station identifier (e.g., 97.5 the ROCK). Anticipating this, Facebook has created an online trademark protection mechanism through which trademark owners can reserve their rights and thereby block any such attempts. To reserve their rights, trademark owners must submit certain required information to Facebook through a contact form located at  
[http://www.facebook.com/help/contact.php?show\\_form=username\\_rights](http://www.facebook.com/help/contact.php?show_form=username_rights).

Whether you currently maintain a Facebook page or wish to prevent a third party from registering a Facebook URL using your business name, call sign or station identifier, we strongly recommend that you take appropriate measures to ensure control of your online identity.

For additional information about Facebook’s personalized web site address program, go to  
[http://www.facebook.com/note.php?note\\_id=91106469821&ref=blog](http://www.facebook.com/note.php?note_id=91106469821&ref=blog).

If you have any questions or would like further assistance, please contact your station attorney or Louis Levy ([llevy@lermansenter.com](mailto:llevy@lermansenter.com)).

This memorandum is intended only as a general discussion of these issues and should not be regarded as legal advice.  
We would be pleased to provide additional details or advice about specific situations if desired.

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