

Facebook to Offer Personalized URLs - What It Means for Trademark Owners

Legal Alert
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Garvey Schubert Barer Legal Update, June 9, 2009.

On June 9, 2009, Facebook, the popular social networking site, announced that it will allow its millions of users to create personalized URLs for their Facebook pages. These personalized URLs could incorporate trademarks that are already in use. Facebook will provide this service beginning 9:01 p.m. U.S. PDT Friday, June 12.

Allowing your trademark to be used as a Facebook URL could significantly dilute the value of the mark, and your ability to protect it. Facebook has recognized this, and is providing a method by which trademark owners can register their trademarks with Facebook. Once a trademark is registered, Facebook will not allow that trademark to be registered as a URL by a Facebook user.

The form requires you to input your federal trademark registration number, so you should have that available. We urge you to register your trademark immediately. Registration must be complete before 9:00 p.m. U.S. PDT, Friday, June 12.

A link to the Facebook trademark registration form is not provided here as the form is now closed.