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**Client Alert: Facebook Launches "Vanity" URLs**

**June 2009**

Facebook, Inc., the social networking website, publicly announced this week that beginning this Saturday, June 13th at 12:01 a.m. U.S. EDT, users of the Facebook website will be allowed for the first time to create personalized URLs for their Facebook pages (facebook.com/yourname)..

Facebook has created an online form for rights owners interested in preventing their trademarks from being registered as usernames by Facebook users.

Trademark owners can reserve their **REGISTERED** trademark on the Facebook platform by submitting relevant information to Facebook through their trademark protection contact form, available at [http://www.facebook.com/help/contact.php?show\\_form=username\\_rights](http://www.facebook.com/help/contact.php?show_form=username_rights).

Moses & Singer can file the form on your behalf, however, as the form has to be submitted **PRIOR to FRIDAY at MIDNIGHT**, we need you to contact us, identifying the exact registered mark you seek to protect, and if you know it, the Patent and Trademark Office Registration number, **BY RETURN EMAIL**.

If you have further questions or concerns, please contact us or see Facebook's Frequently Asked Questions (FAQ) page: [http://www.facebook.com/note.php?note\\_id=91106469821&ref=blog](http://www.facebook.com/note.php?note_id=91106469821&ref=blog)

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