

## Facebook Update

Posted on 22/04/2010 by [Rosemary Wallis](#), and [Vineetha Veerakumar](#)

In June 2009, [Facebook announced](#) that it would allow users to use personalised usernames, instead of the randomly assigned letters and numbers that correspond with each user's page. This was cause for concern for trade mark owners whose brands would also be up for grabs, especially given that it was a first come first served system. To address this issue, Facebook allowed trade mark holders to pre-emptively register their trade marks with Facebook.

This service however was only available for a short period of time after the launch of Facebook's initiative to allow users to register specific usernames.

Now Facebook allows a trade mark holder to lodge a complaint if a member's username is infringing that trade mark holder's rights. Further information is available [here](#). A the complaint form can be found [here](#). Facebook requires the trade mark holder to identify its trade mark registration number, as well as the country of registration. The trade mark holder is also asked to provide a description of how the reported username infringes its rights.

Copyright owners who believe their copyright is being infringed may also lodge a complaint with Facebook using this [form](#).

Facebook will accept and consider complaints lodged by the IP owner only (or its authorised representative). Those who believe that content on Facebook violates another party's IP rights are encouraged to contact the IP owner directly.

For further advice on these matters please contact [us](#).