

LEGAL UPDATES

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Facebook Username-Immediate Action Required

An important recent development regarding the potential unauthorized use of brands on the Internet might be of interest to you.

Facebook Inc. has announced that beginning **Saturday, June 13, 2009**, Facebook users will be allowed to create personalized usernames for their Facebook pages, in the form "facebook.com/yourname".

There is some risk that Facebook users may try to include third-party brands in their personalized Facebook usernames.

To address this concern, Facebook has provided an online procedure for brand owners to prevent their trademarks from being registered as Facebook usernames. Information for brand owners is available online.

The relevant registration form should be completed for each trademark by no later than Friday, June 12, 2009.

If you have any questions, please contact Samuel Digirolamo or your regular Husch Blackwell Sanders attorney.

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