

Web 2.0 / SOCIAL MEDIA WEBSITES
Legal Policies and IP Protection

Social Media Site Name	FACEBOOK
Link to Home Page	www.facebook.com
Site Description	<p>Facebook is the most widely used social networking website that launched in early 2004, founded by Mark Zuckerberg and several of his college roommates and computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. Facebook went public in May, 2012, and its Class A common stock is listed on the NASDAQ Global Select Market under the symbol “FB.” According to its SEC-filed 10-Q dated October 31, 2013, as of September 2013, it had approximately 1,189 million monthly active users worldwide (combined web site and mobile).</p> <p>Per Facebook’s latest 2013 Prospectus filed on Dec. 23, 2013, Zuckerberg controls approximately 56.1% total voting power of shares of all classes of Facebook’s common stock. Facebook currently describes its mission as follows: “to give people the power to share and make the world more open and connected.”</p> <p>Facebook’s executive offices are in Menlo Park, California.</p> <p>“Facebook Principles” are found at http://www.facebook.com/principles.php (“Facebook promotes openness and transparency by giving individuals greater power to share and connect, and certain principles guide Facebook in pursuing these goals. Achieving these principles should be constrained only by limitations of law, technology, and evolving social norms. We therefore establish these Principles as the foundation of the rights and responsibilities of those within the Facebook Service.”).</p>
Link to Web Site Terms of Use	http://www.facebook.com/legal/terms [“Statement of Rights and Responsibilities”]
Link to Overall Intellectual Property Policies and Procedures	<p>http://www.facebook.com/help/intellectual_property [“About Intellectual Property”]</p> <p>“Facebook respects the intellectual property rights of others and is committed to helping third parties protect their rights. Our Statement of Rights and Responsibilities prohibits users from posting content that violates another party's intellectual property rights. When we receive a valid notice of IP infringement, we promptly remove or disable access to the allegedly infringing content. We also terminate the accounts of repeat infringers in appropriate circumstances.”</p>
Link to Trademark Abuse/Infringement Policy	Paragraph 5 (“Protecting Other People's Rights”) at http://www.facebook.com/legal/terms and “About Trademark” at https://www.facebook.com/help/?faq=341345005908611 .

	<p>Also see “Facebook Platform Policies” at http://developers.facebook.com/policy/ Part III “Content,” subsection B(1): “You agree that you will not promote or provide content that references, facilitates, contains or uses content that infringes upon the rights of any third party, including intellectual property rights, privacy, publicity, moral or other personal or proprietary rights, or that is deceptive or fraudulent.”</p>
Repeat Infringer Policy	<p>http://www.facebook.com/legal/terms</p> <p>Section 5(5) [“Protecting Other People's Rights”]: “If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.”</p>
Links to DMCA Notice and Take Down Policy (Copyright)	<p>http://www.facebook.com/legal/copyright.php?howto_report , https://www.facebook.com/help/?page=157024904418383 (“Reporting Copyright Infringements”) and http://www.facebook.com/help/contact/?id=208282075858952 (“Reporting a Violation or Infringement of your Rights”).</p> <p>DMCA registered agent at https://www.facebook.com/help/400287850027717/ (“What is the contact information for your Digital Millennium Copyright Act designated agent? The fastest way to send our designated agent a DMCA notice claiming copyright infringement is by using our online form.”) [Need to click on link to “form” to go to http://www.facebook.com/help/contact/?id=208282075858952 for online automated DMCA form.]</p> <p>Facebook, Inc. Attn: Facebook Designated Agent 1601 Willow Road Menlo Park, California 94025 650.543.4800 (phone) 650.560.6293 (fax) ip@fb.com</p>
Links to Online Forms for DMCA Copyright Claims (Take Down) and non-Copyright IP Infringement Claims	<p><u>DMCA/Copyright Infringement Claims:</u></p> <p>http://www.facebook.com/legal/copyright.php?copyright_notice=1 . Copyright - “Learn More” link goes to https://www.facebook.com/help/www/249141925204375 [“About Copyright”], then click on “Reporting Copyright Infringements,” which goes to (or just click directly on) this link: https://www.facebook.com/help/www/400287850027717 (“Reporting Copyright Infringements”), then click on “How do I report a claim of copyright infringement?,” which includes a link to the “online form” starting place for the DMCA form at http://www.facebook.com/help/contact/?id=208282075858952 (“Reporting a Violation/Infringement of your Rights”).</p>

	<p>To bypass the other information and intermediate links, just click on the last link in the above path at http://www.facebook.com/help/contact/?id=208282075858952.</p> <p><u>For Trademark Infringement Reporting:</u></p> <p>http://www.facebook.com/legal/copyright.php?noncopyright_notice=1; (“Intellectual Property”), https://www.facebook.com/help/?faq=341345005908611 (“About Trademark”), and https://www.facebook.com/help/440684869305015/ (“Reporting Trademark Infringements”)</p> <p>Also: http://www.facebook.com/help/contact/?id=208282075858952 (“Reporting a Violation or Infringement of Your Rights”)</p>
<p>Applications (“Platform Policies”)</p>	<p>http://developers.facebook.com/policy/ (“Platform Policy”)</p> <p>I(1). “You must not violate any law or the rights of any individual or entity....”</p> <p>III(B)(1): “You agree that you will not promote or provide ...content that infringes upon the rights of any third party, including intellectual property rights, privacy, publicity or other personal or proprietary right, or that is deceptive or fraudulent.”</p> <p>Also: http://www.facebook.com/legal/terms [under “9. Special Provisions Applicable to Developers/Operators of Applications and Websites”]:</p> <p style="padding-left: 40px;">“13. You will comply with all applicable laws. In particular you will (if applicable): 1. have a policy for removing infringing content and terminating repeat infringers that complies with the Digital Millennium Copyright Act.”</p>
<p>Facebook Pages Terms applicable to trademark rights owners (including “ALL CAPS” limitation)</p>	<p>http://www.facebook.com/page_guidelines.php (last revised December 18, 2013)</p> <p>II(A) “Page names must:</p> <ul style="list-style-type: none"> i. not consist solely of generic terms (e.g., “beer” or “pizza”); ii. use proper, grammatically correct capitalization and may not include all capitals, except for acronyms;

	<p>iii. not include character symbols, including but not limited to excessive punctuation and trademark designations;</p> <p>iv. not include superfluous descriptions or unnecessary qualifiers;</p> <p>v. not mislead others into thinking it is an official Page of the Page’s subject matter or is authorized by an authorized representative of the Page’s subject matter; and</p> <p>vi. not violate someone’s rights.”</p> <p>[Emphasis added]</p>
<p>Pages Terms Generally (multiple links)</p>	<p>https://www.facebook.com/help/281592001947683 (“pages Basics”). Also at https://www.facebook.com/help/127563087384058/ [“Basic Page Information”]</p> <p>“Pages are for businesses, organizations and brands to share their stories and connect with people. Like <i>Timelines</i>, you can customize Pages by adding apps, posting stories, hosting events and more.... People who like your Page will get updates in <i>News Feed</i>.... Note: If you want to create a Page to represent an organization, business, celebrity or brand, you must be an official representative of that organization.”</p> <p>“What Page names are allowed on Facebook? Only authorized representatives can manage a Page for a brand, place, organization or public figure. Page names must accurately reflect Page content.”</p> <p>Note: “Symbols: Page names may not include symbols, such as ! or ® or TM....”</p> <p>See also: https://www.facebook.com/help/181495968648557 (“How to Report Things”) [link or scroll down to “Pages”]</p>
<p>IP Claims Respecting Applications</p>	<p>http://www.facebook.com/help/contact/?id=179237725509161 [“Notice of Infringement by an App”] “Facebook doesn’t build or maintain apps. Please contact the app’s developer directly about your issue before reporting the app to us. Find a ‘Contact Developer’ link in the gear menu on an app’s Facebook Page.”</p> <p>If the developer has not been contacted, this other notice appears:</p> <p>“Apps aren’t created or maintained by Facebook. We don’t have the ability to control the content made available through apps.</p> <p>If you believe an app infringes your rights, we strongly encourage you to contact the app’s developer directly before</p>

	submitting a report to Facebook. To contact the developer, visit the app's Facebook Page and click 'Contact Developer' in the gear menu. Alternatively, go to the app and click 'Report/Contact this App' at the bottom of the page."
Links to Other Take Down Policies (Defamation, etc.)	<p>Note: There is no specific take-down process for defamation claims, which fall under "other" in the IP infringement reporting section.</p> <p>There are applicable "Platform Policies" at https://developers.facebook.com/policy/:</p> <p>Section I(1): "You must not violate any law or the rights of any individual or entity...."]</p> <p>Section III(B)(1): "Content Rights. You agree that you will not promote or provide content that references, facilitates, contains or uses content that infringes upon the rights of any third party, including intellectual property rights, privacy, publicity, moral or other personal or proprietary rights, or that is deceptive or fraudulent."</p> <p>[Note removal of earlier 2012 statement: "Content that is hateful, threatening, defamatory, or pornographic; incites violence...."]</p> <p><i>See also:</i> "Statement of Rights and Responsibilities," Section 5: "Protecting Other People's Rights," at https://www.facebook.com/legal/terms -</p> <p>"We respect other people's rights, and expect you to do the same.</p> <ol style="list-style-type: none"> 1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law. 2. We can remove any content or information you post on Facebook if we believe that it violates this Statement or our policies."
Links to Advertising and Promotion Guidelines	<p>http://www.facebook.com/ad_guidelines.php ("Advertising Guidelines" - last revised December 19, 2013)</p> <p>https://www.facebook.com/page_guidelines.php#promotionsguidelines (Section III (E), ["Facebook Pages Terms" - "Promotions"; last revised December 18, 2013]</p>
Pages Information	<p>https://www.facebook.com/help/127563087384058/ ["Basic Page Information"]</p> <p>"What Page names are allowed on Facebook? Only authorized representatives can manage a Page for a brand, place,</p>

	<p>organization or public figure. Page names must accurately reflect Page content.”</p> <p>Note: “Symbols: Page names may not include symbols, such as ! or ® or TM...”</p>
<p>Facebook Web Addresses and Usernames [Note: identical information can be found at multiple links. “Web Addresses” are now conflated with “Usernames.”]</p>	<p>https://www.facebook.com/help/329992603752372/ [“Your Facebook Web Address”]. Addresses Username basics and selection, changing and abuse. “Usernames are not the same as your name or Page name.”</p> <p>Also at http://www.facebook.com/help/pages/usernames and also at https://www.facebook.com/help/208017472571983/ and https://www.facebook.com/help/409473442437047/. “A username is the extension of a customized web address for your Timeline or Facebook Page. A common example of a username is some variation on your name. For example, someone named Jane Doe might choose “jane.doe” for her username so her friends can visit her Timeline by going to www.facebook.com/jane.doe.”</p> <p>“How can I get a username for my Page? https://www.facebook.com/help/409473442437047/: [Under “How can I get a username for my Page?”] “If you’re a manager-level admin of a Page, you can set a username for it. After you set your username, you can only change it once.”</p> <p>“Questions About Usernames”: https://www.facebook.com/help/contact/360358877344441?rdrhc: “This form is for inquiries related to usernames. An example of a username is the phrase “acmeproducts” as used by the Page address http://www.facebook.com/acmeproducts or “jane.doe” as used by the timeline address http://www.facebook.com/jane.doe. To help you make a more accurate report, please see common questions below.”</p> <p>Infringement: No direct link. However, see https://www.facebook.com/help/329992603752372/ (“If you wish to report a person or Page’s username, please contact us.”) [Links to www.facebook.com/help/contact/360358877344441 “Questions About Usernames.”]</p> <p><i>See:</i> “Questions About Usernames”: https://www.facebook.com/help/contact/360358877344441 “This form is for inquiries related to usernames. An example of a username is the phrase “acmeproducts” as used by the Page address http://www.facebook.com/acmeproducts or “jane.doe” as used by the timeline address http://www.facebook.com/jane.doe. To help you make a more accurate report, please see common questions below.”</p> <p><i>Note:</i> At https://www.facebook.com/help/409473442437047/ there is a link for “usernames for intellectual property rightsholders” but it links back to https://www.facebook.com/help/www/329992603752372?rdrhc, where there is no specific link for reporting intellectual property abuses. See the separate links in this chart for reporting IP related claims.</p> <p>Also see: https://www.facebook.com/help/329992603752372/: Under “Selecting a Username”: “Your username must</p>

	<p>adhere to Facebook’s Statement of Rights and Responsibilities [https://www.facebook.com/legal/terms].”</p> <p>Usernames registration page: http://www.facebook.com/username/.</p> <p>See: https://www.facebook.com/username.squatting [“Username Squatting”] “Username squatting is when people create new accounts just to take advantage of grabbing a username.” Contains link to https://www.facebook.com/communitystandards/ [“Community Standards”] “Intellectual Property - Before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights.”</p> <p><i>Note:</i> Trademark holders were given a window period in which to protect their rights and block third parties from using their marks in a Facebook user name by filling out an online form prior to June 13, 2009.</p>
Link to Site “Data Use Policy” [Privacy]	<p>http://www.facebook.com/about/privacy (updated November 15, 2013). Details at various posted links, including https://www.facebook.com/about/privacy/your-info (“Information we receive and how it is used”).</p>
Other Contact Information (“Help Center”)	<p>http://www.facebook.com/help/ - Specific subpages online support contacts and links based on issues or subject matter, including intellectual property issues (<i>see</i> above links).</p>
Data Confirmed/Updated	December 2013