

Web 2.0 / MARKETPLACE WEBSITES

Legal Policies and IP Protection

Marketplace Site Name	Google Play
Link to Home Page	https://play.google.com
Site Description	Google Play is an online marketplace through which users can license apps, books, newspapers, videos, music and buy mobile devices.
Link to Web Site Terms of Use	https://play.google.com/intl/en_us/about/play-terms.html (Google Play Terms of Service) https://www.google.com/intl/en/policies/terms/ (Google Terms of Service) http://play.google.com/about/android-developer-policies.html (Google Play Business and Program Policies) http://play.google.com/about/developer-content-policy.html (Google Play Developer Program Policies) https://play.google.com/about/developer-distribution-agreement.html (Developer Distribution Agreement)
Link to Trademark Abuse/Infringement Policy	https://support.google.com/legal/contact/lr_trademark?product=googleplay (Trademark complaint form – Google Play. Separate forms exist for infringing music and infringing apps) http://www.google.com/intl/en-US/policies/terms/ (Google Terms of Service – no trademark-specific policy) https://play.google.com/about/developer-distribution-agreement.html (Developer

	<p>Distribution Agreement; Section 7.2 addresses intellectual property infringement)</p> <p>http://play.google.com/about/developer-content-policy.html (Google Play Developer Program Policies)</p> <p>http://play.google.com/about/developer-content-policy.html (Impersonation or Deceptive Behavior and Intellectual Property)</p>
Link to DMCA Notice and Take Down Policy	<p>http://www.google.com/intl/en-US/policies/terms/ (Google Terms of Service)</p> <p>https://support.google.com/legal/troubleshooter/1114905?rd=2 (Tool for removing content from Google)</p>
Web Address for Complaints/Link to Online Forms for Take Down Request	<p>https://support.google.com/legal/troubleshooter/1114905?rd=2 (Tool for removing content from Google)</p>
Link to Repeat Infringer Policy	<p>http://www.google.com/intl/en/policies/terms/ (Under Privacy and Copyright Protection)</p> <p>https://support.google.com/legal/troubleshooter/1114905?rd=2 (Tool for removing content from Google; details at end of app takedown form)</p>
Link to Other Take Down Policies (Defamation, etc.)	<p>https://support.google.com/legal/troubleshooter/1114905?rd=2 (Tool for removing content from Google)</p> <p>http://play.google.com/about/developer-content-policy.html (Google Play Developer Program Policies; under Content Policies)</p>
Link to Advertising/Promotion Guidelines	<p>http://play.google.com/about/developer-content-policy.html (Google Play Developer Program Policies)</p>
Link to Site Privacy	<p>https://support.google.com/googleplay/answer/1196018?hl=en</p>

Policy	
Other Contact Information	
Hints and Tips	For trademark-based takedown requests: need trademark, countries in which it is registered and registration number(s). Regarding allegedly infringing apps: need developer name, app name and URL. Regarding allegedly infringing music: need Google Play URL of content.
Additional Comments	Copies of each removal notice may be sent to Chilling Effects project and may be published to Google's Transparency Report. A copy of the removal notice may also be sent to the alleged infringer and/or the rights holder.
Data Confirmed/Updated	December 2013