

Web 2.0 / SOCIAL MEDIA WEBSITES

Legal Policies and IP Protection

Social Media Site Name	Second Life
Link to Home Page	http://www.secondlife.com
Site Description	<p>Second Life, created in 2003 by Linden Research, Inc., popularly known as Linden Lab, is an online, three-dimensional, multi-user, virtual world for meeting friends, doing business, and sharing knowledge. Second Life users ("Residents") interact with each other through self-created avatars. Residents can explore the world (known as the grid), meet other Residents, socialize, participate in individual and group activities, and create, purchase and trade virtual property and services with one another. Second Life is intended for people aged 13 and over and as of 2011 has more than 20 million registered user accounts.</p>
Link to Web Site Terms of Use	http://secondlife.com/corporate/tos.php?lang=en-US
Link to Trademark Abuse/Infringement and Take Down Policy	<p>http://secondlife.com/corporate/tos.php?lang=en-US#tos4</p> <p>Intellectual property infringement is a violation of the Terms of Service. Intellectual Property rights are defined as "copyrights, trademarks, service marks, trade dress, publicity rights, database rights, patent rights, and other intellectual property rights or proprietary rights recognized by law."</p> <p>There is an intellectual property complaint process for complaints that User Content infringes another's intellectual property. <i>See:</i> http://wiki.secondlife.com/wiki/Intellectual_Property</p> <p>When submitting a notification of trademark or trade dress infringement, provide: (i) a copy of the relevant trademark or trade dress registration(s) from the USPTO, (ii) the location in Second Life (the Region name and coordinates or, if on a website, the URL) where the alleged infringement is occurring, and (iii) the name of the Second Life Resident who is the alleged infringer.</p>

	<p><u>Note</u>: Infringement take-down requests should not be submitted through the "Abuse" process, which focuses on inappropriate behavior such as cyber-bullying. <i>See</i>: http://secondlife.com/corporate/cs.php</p>
<p>Address for Trademark Infringement (and Right of Publicity) Complaints</p>	<p>There is no online intellectual property infringement complaint submission process.</p> <p>Trademark infringement and right of publicity misappropriation complaints must be submitted in writing and either mailed or fax to:</p> <p>Linden Research, Inc. Attn: Legal Department 945 Battery Street San Francisco, CA 94111</p> <p>FAX: (415) 520-9660.</p>
<p>Link to DMCA Notice and Take Down Policy</p>	<p>http://lindenlab.com/tos#tos7</p> <p>Intellectual property infringement is a violation of the Terms of Service. Intellectual Property rights are defined as "copyrights, trademarks, service marks, trade dress, publicity rights, database rights, patent rights, and other intellectual property rights or proprietary rights recognized by law."</p> <p>Intellectual property infringement complaints process: http://wiki.secondlife.com/wiki/Intellectual_Property</p> <p>DMCA policy: http://secondlife.com/corporate/dmca.php</p> <p>Linden Lab's policy is to respond to notices of alleged copyright infringement that comply with the Digital Millennium Copyright Act ("DMCA") and to terminate the accounts of repeat infringers in appropriate circumstances.</p>

<p>Address for DMCA Take Down Requests</p>	<p>There is no online intellectual property infringement complaint submission process.</p> <p>Infringement take down requests must be made in writing and sent either by mail or fax to.</p> <p>Linden Research, Inc. Attn: Designated Copyright Agent 945 Battery Street San Francisco, CA 94111</p> <p>FAX: (415)520-9660 (with ATTN: DMCA NOTIFICATION on fax cover sheet)</p> <p>Emails will not be accepted unless a prior arrangement has been made.</p> <p>Information identifying the location of the in-world infringing item should be provided in the request.</p>
<p>Link to Repeat Infringer Policy</p>	<p>http://lindenlab.com/tos#tos7</p> <p>http://wiki.secondlife.com/wiki/Intellectual_Property</p> <p>Repeated intellectual property violations by a Resident may result in their accounts being suspended or terminated.</p>
<p>Link to Other IP-Related Take Down Policies</p>	<p><u>Abuse Policy and Community Standards:</u> http://secondlife.com/corporate/cs.php</p> <p>Filing Abuse Report: http://community.secondlife.com/t5/English-Knowledge-Base/Filing-an-abuse-report/ta-p/700065</p> <p><u>Gambling policy:</u> http://wiki.secondlife.com/wiki/Linden_Lab_Official:Policy_Regarding_Wagering_in_Second_Life</p>
<p>Link to Advertising/Promotion Guidelines</p>	<p>Link to Marketplace Fee and Listing Policies and related advertising policies:</p> <p>https://marketplace.secondlife.com/listing_guidelines</p>

<p>Link to User Name Registration Policy</p>	<p>http://secondlife.com/corporate/tos.php?lang=en-US#tos3</p> <p>http://secondlife.com/corporate/tos.php?lang=en-US#tos4</p> <p>Users may establish more than one account with Second Life, however, accounts are not transferable without prior written consent from Linden Lab. An account name must not infringe any third party trademark, copyright or proprietary rights, mislead other users about the account holder's identity, or, in Linden Lab's determination, be vulgar, offensive or inappropriate. Linden Lab reserves the right to delete any account name that violates the policy.</p>
<p>Link to User Options/Page Creation, Etc.</p>	<p>Avatar creation: https://join.secondlife.com/?lang=en-US</p> <p>User name creation: http://community.secondlife.com/t5/English-Knowledge-Base/Usernames-and-display-names/ta-p/700173</p>
<p>Link to Site Privacy Policy</p>	<p>http://secondlife.com/corporate/privacy.php?lang=en-US</p>
<p>Other Contact Information</p>	
<p>Hints and Tips</p>	
<p>Additional Comments</p>	
<p>Last Updated</p>	<p>December 2013</p>