

Web 2.0 / SOCIAL MEDIA WEBSITES

Legal Policies and IP Protection

Social Media Site Name	Yelp
Link to Home Page	http://www.yelp.com/
Site Description	Yelp is a popular virtual space for finding and reviewing local businesses
Link to Web Site Terms of Use	http://www.yelp.com/static?p=tos&country=US (Terms of Service)
Link to Trademark Abuse/Infringement Policy	<p>Section 6 of TOS (not direct link to Section 6 available): “[users] agree not to violate any third party’s rights, including any breach of confidence, copyright, trademark, patent, trade secret, moral right, privacy right, right of publicity or other intellectual property or proprietary right.”</p> <p>Detailed explanation of copyright and trademark dispute policy: http://www.yelp.com/static?p=infringementpolicy (Infringement Policies)</p> <p>Address for notices of infringing content OR for notices that IP owner “abused” its rights in notice of infringement (by mail, courier or fax):</p> <p>Yelp Inc. Attn: Copyright Agent 140 New Montgomery 9th Floor San Francisco, CA 94105 Phone: (415) 908-3801 Fax: (415) 908-3833</p> <p>Contact us: http://www.yelp.com/contact?topic=legal</p>

<p>Link to DMCA Notice and Take Down Policy</p>	<p>No specific DMCA Notice and Take Down Policy and no reference to the DMCA. Use link to Infringement Policies provided above for either trademark or copyright infringement issues</p> <p>Send written notice to the address listed above and include information about i) infringed rights (trademark or copyright), ii) allegedly infringing content (include link to content), iii) statement of good faith belief that allegedly infringing content has been posted without consent by IP owner and iv) statement, under penalty of perjury, that information in the notice is accurate and that you own IP rights.</p> <p>Requires physical or electronic signature and accepts notices submitted by email via “contact us” link listed above.</p>
<p>Web Address for Complaints/Link to Online Forms for Take Down Request</p>	<p>No form provided on the site.</p>
<p>Link to Repeat Infringer Policy</p>	<p>Only language directed at repeat infringers is in the Infringement Policies: “We also reserve the right to terminate a user's account if the user is determined to be a repeat infringer”</p>
<p>Link to Other Take Down Policies (Defamation, etc.)</p>	<p>n/a</p>
<p>Link to Advertising/Promotion Guidelines</p>	<p>https://biz.yelp.com/support/advertising</p> <p><u>There are also content guidelines at http://www.yelp.com/guidelines</u></p>
<p>Link to User Name Registration Policy</p>	<p>See TOS Section 4D for rules about personal account creation.</p> <p>For business accounts, see https://biz.yelp.com/signup/ to sign up. More information about</p>

	<p>business accounts can be found at: https://biz.yelp.com/support</p> <p>TOS refers to Yelp's ability to close accounts that violate the TOS. There is no mention of transferring user names that infringe trademarks to trademark owners.</p>
Link to User Options/Page Creation, Etc.	To create an account, go to: https://www.yelp.com/signup .
Link to Site Privacy Policy	http://www.yelp.com/static?p=privacy&country=US
Other Contact Information	n/a
Hints and Tips	n/a
Additional Comments	n/a
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