

Web 2.0 / SOCIAL MEDIA WEBSITES

Legal Policies and IP Protection

Social Media Site Name	YOUTUBE
Link to Home Page	http://www.youtube.com/
Site Description	Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.
Link to Web Site Terms of Use	http://www.youtube.com/t/terms
Link to Trademark Abuse/Infringement Policy	https://support.google.com/youtube/answer/2801979?hl=en&ref_topic=2803176 http://support.google.com/youtube/bin/answer.py?hl=en&answer=1244597 Please understand YouTube is not in a position to mediate trademark disputes between users and trademark owners. As a result, we strongly encourage trademark owners to resolve their disputes directly with the user who posted the content in question. Contacting the uploader may allow for a quicker resolution to your claim in a way that is beneficial to you, the uploader, and the YouTube community.
Link to DMCA Notice and Take Down Policy	http://www.youtube.com/t/copyright_center DMCA: http://www.youtube.com/t/dmca_policy
Link to Repeat Infringer Policy	http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=92486 When YouTube removes content for violating its policies, the user who posted it receives a <i>strike</i> . The type depends on the reason for the removal: <i>copyright strikes</i> are separate from <i>community guidelines strikes</i> . In either case, the user is notified via email and via an alert that appears the next time the user

	<p>logs in to YouTube.</p> <p>Accounts may be terminated due to:</p> <ul style="list-style-type: none"> • Repeated violation of the Community Guidelines or Terms of Use • Repeated claims of copyright infringement • A single case of severe abuse (such as predatory behavior or spam) <p>A description of Community Guidelines is here: http://www.youtube.com/t/community_guidelines A description of Copyright policy is here: http://www.youtube.com/t/copyright_center A description of Copyright Strikes is here: https://support.google.com/youtube/answer/2814000</p>
<p>Link to Other Take Down Policies (Defamation, etc.)</p>	<p>http://www.google.com/support/youtube/bin/request.py?contact_type=contact_policy</p> <p>https://support.google.com/youtube/answer/2801979?hl=en&ref_topic=2803176</p> <p>https://support.google.com/youtube/answer/2801895?hl=en&ref_topic=2803176</p> <p>Includes Defamation, Invasion of Privacy, and other legal issues</p>
<p>Link to Advertising/Promotion Guidelines</p>	<p>http://www.youtube.com/t/advertising_policies</p>

<p>Web Address for Complaints / Link to Online Form for Take Down Requests</p>	<p>http://support.google.com/youtube/bin/request.py?hl=en&policy=yt&contact_type=contact_policy&rd=1 General link for legal removals</p> <p>Trademark Complaint Form: https://support.google.com/youtube/bin/request.py?&contact_type=trademarkcomplaintc</p> <p>Counterfeit Complaint form: https://support.google.com/youtube/contact/counterfeit</p> <p>Copyright Infringement Form: http://www.youtube.com/copyright_complaint_form</p>
<p>Link to User Name Registration Policy</p>	
<p>Link to User Options/Page Creation, Etc.</p>	<p>http://support.google.com/youtube/?hl=en-US General FAQ from the Help Center</p>
<p>Link to Site Privacy Policy</p>	<p>http://www.youtube.com/t/privacy</p>
<p>Other Contact Information</p>	<p>http://www.youtube.com/t/contact_us Contains information about Media Relations, Security, Legal, and general contact information</p>
<p>Hints and Tips</p>	<p>The most common trademark complaints on YouTube relate to the use of third party marks in the title, content or description of the videos, as well as use of third party marks as channel/usernames.</p> <p>YouTube strongly encourages trademark owners to resolve their disputes directly with the user who posted the content in question.</p> <p>Complaining parties can reach out to users directly in two ways: (1) Using YouTube’s private messaging feature, and (2) by auto-generating a trademark complaint email that will be sent to the user.</p> <p>http://support.google.com/youtube/bin/answer.py?hl=en&answer=57955 (Description of private messaging)</p> <p>https://support.google.com/youtube/bin/request.py?&contact_type=trademarkcomplainta (Trademark complaint form to auto-generate a complaint to the user)</p>

Additional Comments	
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