

Protecting Your Trademarks in Social Media

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Use of social media has exploded in recent years. With people spending ever more time online, and fewer “captive audiences” tied to network television, companies increasingly turn to social media platforms, such as Facebook, Twitter, and Instagram, to promote their products.

While social media provides powerful new ways to promote a brand and sell products online, it also requires increasing diligence to police against infringing uses.

According to Pew Research Center, nearly 70 percent of American adults use at least one social media site, and 15 percent of online purchases are now made through social media links. Facebook now reports more than 2 billion monthly active users; LinkedIn, more than 500 million; Instagram, more than 700 million; and Pinterest, more than 150 million.

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