

Facebook Allows Brand Owners to Claim Ownership Over Community Pages that Include Their Brands

NOVEMBER 11, 2010

Recently, Facebook created additional functionality that allows brand owners to merge up to five Community Pages with their own page. Brand owners must visit a Community Page containing their brand, and click on the link which states “Is this your page?” Then follow instructions, read the verification statement, and click “Confirm.” Brand owners will receive a message which states that their request is being processed, and Facebook may require additional information to verify the brand owner’s identity. Upon verification, anyone who liked the Community Page will be combined with the brand owner’s original brand page.

TIP: Brand owners who wish to merge community pages should choose wisely, given that Facebook only permits a brand owner to merge a maximum of five community pages.

Less Than 1 Min Read

Related Topics

Facebook

Related Capabilities

Advertising Litigation

Intellectual Property

Patent Litigation

Trademark Litigation, Prosecution & Brand Protection

Litigation/Trials

Privacy & Data Security

Related Professionals



Jennifer Golinveaux



Becky Troutman



Michael Elkin