

Facebook & IP Protection

Introduction

We recently published our latest [Intellectual Property Transparency Report](#), reconfirming our commitment to taking copyright and other intellectual property rights seriously across Facebook and Instagram. Indeed, people use our services to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them— and we want people to do so while having confidence that the content they are engaging with does not violate IP rights.

As our transparency report shows, for the first six months of 2018, across Facebook and Instagram, we took down 2,999,278 pieces of content based on 466,810 copyright reports, 203,375 pieces of content based on 69,756 trademark reports, and 641,059 pieces of content based on 29,828 counterfeit reports. These numbers reflect the deep investments we have made to help third parties address IP violations, consistent with our efforts to foster a safe and trusted community that encourages people to share lawful content.

To combat copyright and trademark infringement as well as counterfeit goods, we've put in place numerous measures designed to assist rights holders in protecting their intellectual property rights. At their foundation, these include a global notice-and-takedown program and a comprehensive repeat infringer policy. Going well beyond notice-and-takedown, we also have built sophisticated tools like Rights Manager and the Commerce & Ads IP Tool, and we've undertaken further initiatives to prevent potential IP violations even before a rights holder submits a report identifying that violation. Our tools were developed in close collaboration with rights holders, taking into account their changing needs and new market solutions, while also ensuring that users' rights to lawful freedom of expression are protected as well.

Our full slate of IP protection measures works hand-in-hand with our partnerships with rights holders, as Facebook and Instagram are key avenues for sparking creativity and culture online. The community is enriched by the exchange of creative works and ideas, and we empower content creators of all types— whether musicians, sports leagues, publishers, or TV and movie studios— with new channels for sharing their content, driving offline viewership, and publicizing their creativity.

Reporting IP Infringement on Facebook and Instagram

Facebook's IP protection measures begin with our [Terms of Service](#) and our [Community Standards](#), both of which prohibit users from posting content that infringes third parties' IP rights. For example, in our Terms of Service, users agree that they “may not use our Products to do or share

anything . . . that infringes or violates someone else’s rights.” Our Community Standards, which describe what is and is not allowed on Facebook, expand on these principles. On Instagram, similar provisions are laid out in the [Terms of Use](#) and [Community Guidelines](#). We also maintain additional policies prohibiting IP-violating content in specific products and services that we offer, including our [Advertising Policies](#) and [Commerce Policies](#). And we provide detailed Intellectual Property Help Centers for both [Facebook](#) and [Instagram](#), where users and rightsholders can learn more about intellectual property as well as our policies and procedures.

To ensure quick and accurate handling of IP reports, we provide dedicated channels for rightsholdersto report content that they believe infringes their rights, including via our online reporting forms available for [Facebook](#) and [Instagram](#). We have custom forms dedicated to copyright, trademark and counterfeit issues, and rightsholders can report different types of content they identify on either Facebook or Instagram. These content types range from individual posts, photos, videos or advertisements to an entire profile, account, page, group or event, if rights holders believe the latter to be infringing in their entirety.

The screenshot shows the Facebook Desktop Help page. The header includes the Facebook logo and a search bar with the text "How can we help?". Below the header, the "Desktop Help" section is active. A sidebar on the left lists various help topics: Creating an Account, Friending, Your Home Page, Messaging, Photos, Videos, Pages, Groups, Events, and Apps and Games. The main content area displays the "Reporting a Violation or Infringement of Your Rights" form. This form asks "What right is being violated or infringed?" with radio button options for "Copyright" and "Trademark". Below this, a note states: "If you believe content on Facebook violates our Community Standards (ex: bullying, harassment, or hate speech), please visit our Help Center to learn about reporting it to us." A "Send" button is located at the bottom right of the form.

The screenshot shows the Facebook Help Center page. The header includes the Facebook logo and a search bar with the text "How can we help?". Below the header, the "Help Center" section is active. A sidebar on the left lists various help topics: Creating an Account, Friending, Your Home Page, Messaging, Photos, Videos, Pages, Groups, Events, and Apps and Games. The main content area displays the "Counterfeit Report Form". This form has a radio button option for "I understand and I wish to continue". Below this, a note states: "A counterfeit product is an unauthorized imitation or reproduction of a product bearing the trademark of the original rights owner. These products are intended to cause confusion as to the source, sponsorship and affiliation of the products and, as such, to commercially benefit from the trademark owner's reputation." A "Submit" button is located at the bottom right of the form.

Each report submitted by a rights holder is processed by our IP Operations team, which is a global team of trained professionals who provide around-the-clock coverage in multiple languages, including English, major European languages, and a number of others. If the report is complete and valid, the team will promptly remove the reported content—typically within a day or less, and in many cases within a matter of hours or even minutes—and confirm that action with the rights holder that reported it. If any information is missing or if the team needs to clarify anything, more information may be requested, and rights holders can communicate directly with the team via email in those situations. We believe this manual processing is important in order to ensure that content is removed only in response to complete and valid reports and to help safeguard users’ lawful free speech rights.

In addition to removing reported content, we disable the accounts of repeat infringers in appropriate circumstances. Our repeat infringer policy applies to IP violations committed via Facebook profiles and Instagram accounts, including copyright, trademark and counterfeit. We also take action against other sources of content that may be engaging in repeat or blatant infringement, such as via Facebook Pages, video-related actions, and so on. In addition to outright removals of repeat infringers, actions against repeat or blatant infringement may include other restrictions, including prohibiting the posting of content for a set period of time.

Going Beyond Notice-and-Takedown

We continue to invest in developing additional features to help rights holders monitor Facebook and Instagram to more effectively identify and report potentially infringing content — and, in some instances, to eliminate the need for them to report any content at all. Many of these products, such as [Rights Manager](#) and the [Commerce & Ads IP Tool](#), have been developed based on feedback from rights holders, and this collaboration has resulted in numerous enhancements to Facebook’s policies and procedures over the years. In fact, our relationships with rights holders are central to our approach to IP infringement, as we prioritize direct engagements with them and other stakeholders to help shape the enforcement measures we build.

Rights Manager is a video-matching tool that identifies videos on Facebook and Instagram, including live videos, that match rights holders’ copyrighted content. Participating rights holders can upload reference files into the tool and, when a match is detected, decide what action they want to take on the content. These actions include blocking the video from being viewed by anyone other than the uploader. If a rights holder chooses to block all videos matching certain criteria, then this action eliminates the need for the rights holder to submit future reports, subject to users’ ability to dispute blocks if they have the necessary rights. Additional options include choosing to claim available ad earnings (allowing the video to stay posted and claiming a share of ad revenue), monitoring the video (tracking metrics like views), or reporting the video for removal on grounds of IP infringement. Separately, we also make use of the third-party service Audible Magic, which flags uploaded videos and prevents them from being viewed by others when an audio match is detected based on content provided by rights holders, covering copyrighted music, TV, and film content.

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Notifications 13

Insights

Publishing Tools


Settings

Match Comparison

Manual review • Apr 10, 2017

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Actions



Jasper's Market

Jan 15, 2017 •

You deserve this exotic selection of winter recipies.



6:29

6:29

100%

100%

Notes

Write an explanation about the action you are choosing to take with this video. This will only be visible to admins of this Page (optional).

0 / 200

About Matching Video

View Post


1 Views

5 Follow this Page

6:29 / 6:29 matches (100%)

Your Reference File

You're really going to enjoy this winter...





6:29

6:29

100%

100%

<input type="checkbox"/>		Vinita Test	3	Jun 27, 2017 Manually review	0:48	29 days	Live Evalu
<input type="checkbox"/>		[FB-Only] Lss Dimple	3	Jun 26, 2017 Manually review	0:11	29 days	8 ref

Another product we have launched, the Commerce & Ads IP Tool, provides rights holders with a streamlined means to identify and enforce their rights against infringing advertisements, Marketplace posts and groupsale posts on Facebook. The tool allows rights holders to search across these types of content for instances of their registered word trademark and then surfaces the search results in an easy-to-use dashboard from which rights holders can report any content they believe is infringing. Rights holders can also save their contact and trademark registration information, making the reporting process quick and efficient. While the tool is largely intended as an anti-counterfeiting mechanism, it also works to address copyright and trademark infringements.

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We also continue to work closely with rights holders to further enhance our enforcement measures. While this work continues to rapidly evolve, we have taken a number of important steps recently:

- We are working to take action on Pages and groups that appear to be dedicated to copyright piracy and other IP infringements, and we expect more progress on this front over the next many months—with the aim of reducing the need for rights holders to submit reports targeting this content.
- We maintain policies that prohibit content offering or promoting set-top devices that are intended for infringement, and we remove content that violates these policies on a proactive basis or that is the subject of an IP report from a rights holder.
- We review ads and Marketplace content before they go live, using machine learning to incorporate signals such as brand names, logos, keywords and other suspicious indicators to detect and prevent content that may be offering counterfeit goods.
- Finally, we have learned that content that implicates IP might also violate other Facebook policies, such as our policies against spam or malicious activity. When these issues arise, we work closely with the teams specializing in these types of violations to facilitate the removal of the violating content.

Educating Our Users

While we devote significant resources to assisting rights holders in combating IP infringement, we also continue to invest in efforts to educate our users about IP and help them avoid committing IP infringements. For example, we have developed a robust system for educating affected users at the time we remove content in response to an IP report. When we remove content, we send a notification to the reported users informing them that their content was removed and providing information about the report and reporting party. Users are also told how to contact the reporting party if they wish to resolve the matter going forward and, where applicable, are provided information about how to contest the removal. In these notifications, users are also informed of our repeat infringer policy and are told that if they continue to post infringing content, further actions will be taken, including potentially disabling their account in its entirety.

In addition, as noted, our Intellectual Property Help Centers across Facebook and Instagram provide information concerning copyright, trademark and other aspects of IP law. We continue to update these resources to make them even more helpful for users, adding material that addresses commonly asked questions on various issues (for example: [How can I make sure the content I post to Facebook doesn't violate copyright law?](#)).

Help Center

[Return to Facebook](#)

[Home](#)
[Using Facebook](#)
[Managing Your Account](#)
[Privacy and Safety](#)
[Policies and Reporting](#)

55 Support Inbox

[\[FB Only\] Edit](#)

[Reporting Abuse](#)
[Reporting a Problem with Facebook](#)
[Network Enforcement Act \("NetzDG"\)](#)
[Reporting a Privacy Violation](#)
[Hacked and Fake Accounts](#)
[Managing a Deceased Person's Account](#)
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[**Intellectual Property**](#)

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ABOUT

Intellectual Property

Facebook is committed to helping people and organizations protect their intellectual property rights. The Facebook [Statement of Rights and Responsibilities](#) does not allow posting content that violates someone else's intellectual property rights, including copyright and trademark.

Copyright

Copyright is a legal right that seeks to protect original works of authorship (ex: books, music, film, art). Generally, copyright protects original expression such as words or images. It does not protect facts and ideas, although it may protect the original words or images used to describe an idea. Copyright also doesn't protect things like names, titles and slogans; however, another legal right called a **trademark** might protect those. [Learn more about reporting copyright violations.](#)

Trademark

Partnering With Rights Holders

Our IP protection measures work in tandem with our partnerships with rights holders, and we encourage creativity and culture online, consistent with our view that Facebook and Instagram empower content creators of all types. To facilitate this creativity, we have a dedicated global Partnerships team whose mandate is to work with publishers, artists, creators and others to help them maximize the value they get from Facebook and Instagram by reaching new audiences, engaging directly with fans, and promoting their work around the world. Some examples include the following:

- Rights holders use our products - including Facebook Pages and Facebook Live - to connect with their audiences and to promote their content. [Musicians, for example, use Facebook in many ways](#) to expand their reach and connect with fans. Nearly 2 out of 3 people discover new artists on social media. (MusicWatch Inc., ‘Music Scores a Gold Record on The Social Media Charts’)
- Many of our partnerships have resulted in new features. For example, we worked with news publishers to test new monetization structures and [support for their subscription-based models](#). And we have helped public media companies [tap into new revenue streams outside their home markets](#), and also enabled new “born-digital” media companies [gain visibility and grow](#).
- We are also focused on [supporting emerging creators](#), and we have worked closely with them to understand what they need to be successful on Facebook and Instagram. Our efforts have included helping creators engage and grow their community, manage their presence, and build their businesses on our platforms.

- We have also signed [new partnerships](#) with members of the music industry that will enable new music-related experiences for users, artists and songwriters on Facebook and Instagram. This includes a major multi-territorial licensing program that currently covers over 15 major music markets, including the United States, the United Kingdom, France, Germany, and Australia — and is growing.

Looking Forward

We remain committed to helping rights holders protect their IP on our platforms and to partnering with them to maximize the opportunities for sharing their content across Facebook and Instagram. Our efforts in this space are constantly evolving and are dependent on close collaboration with rights holders and all others with an interest in how IP is used and protected online. We look forward to continuing to engage with everyone in the community to ensure that these efforts are as effective and robust as possible.