

Social Media

COPYCAT TAKEDOWN CHECKLIST

Gathering this information can help you prepare for, submit and appeal a takedown action if someone infringes on your intellectual property on social media. Keep in mind, social media platforms are much more likely to enforce your rights if you have an officially registered property right, such as trademark registration.

- ACCOUNT NAME OF INFRINGING USER
- DIRECT LINK TO INFRINGER'S ACCOUNT
- DIRECT LINK TO INFRINGING POST
- CITY, STATE & COUNTRY OF INFRINGER
- WHAT WAS INFRINGED UPON e.g., jewelry, logo, an image
- TYPE OF INFRINGEMENT, e.g., copyright, trademark
- SCREENSHOT/PHOTO OF THE INFRINGEMENT
- DATE TAKEDOWN REQUEST WAS SUBMITTED
- SOCIAL MEDIA PLATFORM FILE/CONFIRMATION NUMBER (if any)
- NAME OF THE ITEM BEING INFRINGED IN THE INFRINGING POST
- RESULT OF THE TAKEDOWN

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