

## **"Like" and "Share" buttons**

Nowadays, we live in an era where economic competition is like an extreme sport in which you not only have to protect yourself against the changing economy but also against new competitors that will try to copy your business model if they believe it'll work for them. This was the case of the patents developed by the late Joannes Jozef Evardus van Der Meer.

Six years before Mark Zuckerberg launched Facebook, Dutchman Joannes Jozef Everardus van Der Meer, patented the idea for the "like" button.

According to the lawsuit filed by the Law Firm Fish & Richardson, Joannes patented nearly identical versions of Facebook's "like" and "share" functions in 1998, six years before Zuckerberg launched his company.

Although Mark Zuckerberg did not start what became Facebook until 2004, it bears a remarkable resemblance, both in terms of its functionality and technical implementation, to the personal webpage diary that van Der Meer had invented years earlier.

Rembrandt Social Media now holds the patents obtained by van der Meer, who died in 2004, shortly after he built a now-defunct social network called Surfbook.

The lawsuit was filed against Facebook Inc., and Add This Inc., on February 5, 2013, in the U.S. District Court for the Eastern District of Virginia. According to Rembrandt's lawyers, the infringed patents are U.S. Patents No. 6,415,316 and No. 6,289,362. The lawsuit is essentially aimed at collecting royalties for the use of these patents, which if viable, would result in considerable amounts.

This is why it is important to properly and aggressively protect all the intellectual assets owned by our companies and the best way to accomplish this protection is by getting in touch with experienced law firms that most certainly will help us to develop the best strategy depending on our companies' needs and expectations.