



## **Linden tightens the reins on its brand**

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By *Eric Reuters*

Linden Lab clamped down on Monday on use of its logo by third parties, and introduced a new brand for people and companies to promote their connection to Second Life.

Out for anyone but Linden:



In:



Linden's announcement seems to be in line with recent moves by the company to be more "business-like" in its conduct, said Sean Kane, a lawyer with expertise in virtual worlds.

"If you don't protect your trademark, you can lose it," Kane said. For example, if the company does not take steps to protect the brand, it would be difficult to stop objectionable use.

"Linden has been surprisingly lax in protecting their trademark," said Robert Bloomfield (Second Life: Beyers Sellers), a professor at Cornell University's business school. "Residents must get a license to use the inSL logo, which suggests that some day it might require payment, or at least certification that certain standards are met."