

## New Platforms, Same Squatting Issues

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[Emily M. Borich](#) recently authored an article in the [New York Law Journal](#). In her piece, Emily discusses the dynamics of social media username “cybersquatting.” That is, when users acquire social media platform handles that are similar to a name, company or trademark in bad faith.

Emily explains that most platforms like Instagram prohibit certain transactions or transfers of usernames, but others like Telegram arguably capitalize on a username auction model. This has opened the door to counterfeit sales and illegal transactions, making Telegram increasingly known for brand abuse.

She says, “Practical solutions could involve hiring private investigators or those specializing in Web3 to join private channels and chats for monitoring...It may be uncharted territory, but brands should be proactive and aware of what is happening on other platforms.”

To read the full article, please visit the [New York Law Journal website](#) (subscription required).

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