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Facebook threatens to sue Mark Zuckerberg by Ritika Sharma

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Facebook has threatened to drag Mark Zuckerberg to court. Well, the Zuckerberg in question is not the Facebook founder, but Israeli entrepreneur Rotem Guez who legally changed his name to Mark Zuckerberg recently.

Though the name change is a recent episode, Facebook and the Israeli entrepreneur has been embroiled in a dispute since January this year. Earlier this year, the Facebook page of Indiana bankruptcy attorney Mark Zuckerberg was deleted because Facebook thought that someone had created a fake account.

It all started when Guez filed a lawsuit against Facebook for deleting his profile from the social networking site.

Later in September, Facebook sent Guez a threat for lawsuit, alleging that the Israeli entrepreneur's online marketing company 'Like Store' has breached Facebook's Terms of Service. The social networking giant claims that Like Store is illegally using its 'Like' feature.

"The idea was, if only "Mark Zuckerberg" is allowed to sell likes, then for that matter, i'm "Mark Zuckerberg"." - Israeli entrepreneur Rotem Guez

Just recently on Dec. 14, the Palo Alto, California-based company again threated to sue Zuckerberg II for the still existing Like Store.

Zuckerberg II's take on the issue:- Guez's Like Store is a social marketing company that sells 'Likes' to companies for their brand pages.

The sites pages (translated) reads, "You are sad because no one came to visit your Facebook page? We have the solution. We get them to 1000 likes. We get them to 10000 likes."

It further adds, "Build all types of pages on Facebook, from a landing page and contact form to special applications or applications that will compete for your page to be viral and get maximum exposure."

Zuckerberg II has admitted that he has violated Facebook's term of use, but he added many U.S. companies offer similar services.

In fact, in an email to Huffington Post, the Israeli clarified, "Likes" come from real users who want to receive our content, and instead of paying us with money, they pay us with "Likes"."

Offering explanation for his changed name, he added, "The idea was, if only "Mark Zuckerberg" is allowed to sell likes, then for that matter, i'm "Mark Zuckerberg".

Another Zuckerberg in Indiana:- Well, this is not the first time that Facebook is dealing with another Zuckerberg.

Earlier this year, the Facebook page of Indiana bankruptcy attorney Mark Zuckerberg was deleted because Facebook thought that someone had created a fake account. Zuckerberg II has admitted that he has violated Facebook's term of use, but he added many U.S. companies offer similar services. The sites pages reads, "You are sad because no one came to visit your Facebook page?

We have the solution. We get them to 1000 likes. We get them to 10000 likes."

"Other than the name, and our Jewish upbringing, the two of us have little else in common. He was born in Dobbs Ferry, NY at about the same time that I was graduating from Indiana University," the Indiana Zuckerberg wrote on his website.

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