

SIXTH ANNUAL E-COMMERCE BEST PRACTICES CONFERENCE

SESSION DESCRIPTIONS

User-generated Content

- Copyright liability and the UGC principles
- Secondary trademark infringement
- Making sense of CDA case law
- International perspectives

Best Practices for US Internet Companies Establishing Online Stores in Other Jurisdictions.

- What variations of the regulatory regimes governing E-commerce outside the U.S do lawyers counseling Ecommerce businesses have to know?
- Under what circumstances does a U.S. company need to comply with foreign laws?
- Best practices for developing international practices: When is one policy sufficient and when do lawyers have to develop separate approaches for different parts of the world
- Geo-blocking and other strategies to exclude particular jurisdictions

Legal Issues Surrounding Minors' Online Activities

- Doing business with minors
- Complying with the Children's Online Privacy Protection Act (COPPA)
- Best practices regarding safety and security

Monetization of Social Media and User Generated Content

- Deals with partner websites
- Best practices regarding open APIs and terms governing relationships with third party application developers.
- Privacy concerns
- Virtual Worlds: in-world marketing, virtual currency issues, application of real-world law
- Mash-ups
- Syndication Deals
- Targeted Advertising

New Threats to Cybersecurity

- Hacks, scams and domain tasting
- Data security compliance for online businesses

Affiliate Marketing over the Internet

- How to deal with spam, adware, trademark bidding, cookie stuffing by affiliates
- Affiliate program management inhouse and/or in collaboration with outsourced program management providers

Ecommerce Patents

- Subject matter update
- Dealing with patent trolls
- New strategies: Re-exam, Multi District Litigation
- Licensing Models
- Strategies and best practices in the Eastern District of Texas

Content Aggregation and Trespass Issues

- Screen scraping and aggregation
- Relying on and negating implied licenses
- RSS feeds and attribution
- Fair use and the line between commercial and non-commercial uses
- Strategies and best practices for database and website owners and content aggregation

Best Practices for Drafting Terms of Use

- Drafting more user-friendly agreements
- Class action waivers, arbitration clauses, choice of law and forum
- Dealing with overlap in B2B arrangements
- Adapting Terms of Use to open source environments

Cutting-edge Litigation Strategies for Online Businesses

- Multi District Litigation
- Current issues surrounding e-discovery
- Strategies for dealing with novel legal claims

Doing Business in China

- Risks and rewards of doing business in China
- Protecting IP in China
- Building business relationships
- The role of government in the private sector

General Counsel Forum