

9th

Internet Law

Discover the latest developments in online regulation

Speakers & Participating Organizations



Course Leader
Richard F.D. Corley,
Goodmans LLP



Course Leader
J. Fraser Mann,
Mann Symons LLP



Fariba Anderson,
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Duncan C. Card,
Bennett Jones LLP



Michael Davenport,
The Bank of Nova Scotia



Christopher Harrs,
Spin Master Ltd.



Jonathan Lau,
TVO



Lisa R. Lifshitz,
Torkin Manes LLP



Lorenzo Lisi,
Aird & Berlis LLP



Carolyn Stamegna,
Goodmans LLP



Etienne de Villiers,
Dimock Stratton LLP

December 9 & 10, 2014, Toronto

Workshop Included:
Corporate Policies for the Use of Social Media and Technology in the Workplace

who should attend

In-house Legal Counsel; VPs & Directors of Legal Affairs; IP Directors; Privacy Officers; CIOs; IT Security Directors; Litigators; Lawyers in IP, Trademark & Contract Law practices

course highlights

- Hear about the latest copyright issues on the Web
- Learn how to protect your brand in cyberspace
- Gain an understanding of the challenges posed by Web 2.0 sites
- Examine methods for protecting corporate data
- Learn how to ensure your online contracts are enforceable
- Uncover the latest legal issues impacting open source software workplace

"A lot of the content delivered here went beyond a refresher, this is important to solidify knowledge of new material and strengthen understanding of the old."

"Great coverage. Terrific faculty."

Two-Day Event!

COURSE LEADERS

RICHARD F.D. CORLEY

Richard Corley is a Partner at **Goodmans LLP**. His practice focuses on the intersection of law and technology with a specific focus on CleanTech and information technology.

J. FRASER MANN

J. Fraser Mann is a Partner at **Mann Symons LLP**. He practises primarily in the areas of technology, procurement, e-health and intellectual property law.

DUNCAN C. CARD

Duncan Card is a Partner and National Co-Chair - Technology, Outsourcing & Procurement at **Bennett Jones LLP**. He is widely regarded as one of Canada's leading technology, outsourcing, and e Commerce lawyers.

MICHAEL DAVENPORT

Michael Davenport is Vice-President and Associate General Counsel at **The Bank of Nova Scotia** with responsibility for the Retail & Commercial Banking, Insurance and Electronic Banking divisions of the Bank both in Canada and internationally.

CHRISTOPHER HARRS

Christopher Hars is General Counsel at **Spin Master Ltd**. He has overseen numerous negotiations leading to commercial arrangements with inventors, toy companies and entertainment companies around the world.

JONATHAN LAU

Jonathan Lau is Senior Legal Counsel at **TVO**, Ontario's public educational media organization for mobile, on-line and television content.

LISA R. LIFSHITZ

Lisa R. Lifshitz is a Partner at **Torkin Manes LLP**. Her practice focuses on information technology and business law. She is the leader of the firm's Technology, Privacy and Data Management Group.

LORENZO LISI

Lorenzo Lisi is a Partner at **Aird & Berlis LLP**. He has practiced exclusively in the area of Labour and Employment Law for almost 25 years.

CAROLYN STAMEGNA

Carolyn Stamegna is a Partner at **Goodmans LLP**. Her business law practice focuses on domestic and international transactions within the film and television, media and technology sectors.

ETIENNE DE VILLIERS

Etienne de Villiers is a Partner at **Dimock Stratton LLP**. His legal practice has focused on patent litigation and patent prosecution in the mechanical, electrical and high technology fields.

CO-LECTURERS

FARIBA ANDERSON

Fariba Anderson is Chief Information Officer at **Municipal Property Assessment Corporation (MPAC)**. She is the single point of accountability for all technology enabled investments and services.

SHELDON BURSSTEIN

Sheldon Burshtein is a Partner at **Blake, Cassels & Graydon LLP**. He exclusively practises IP and technology law. He has been certified by The Law Society of Upper Canada as a specialist in IP law.

COURSE PROGRAM

UNDERSTANDING THE DOCUMENTATION FOR CLOUD COMPUTING AGREEMENTS

This discussion details key documentation issues associated with cloud computing agreements, including master agreements, service level agreements, acceptable use policies and privacy policies.

- Confidentiality
- Representations and warranties
- Limitation of liability/indemnities
- Data ownership and protection
- Choosing your cloud provider
- Remedies for service failures
- Termination and exit clauses

ONLINE CONTRACTING: ENFORCEABILITY OF ONLINE AGREEMENTS

The law governing online contracting continues to evolve. This session will examine the latest developments and recent case law addressing the enforceability of e-contracts, discuss applicable statutory provisions and provide best practices for enhancing the enforceability of contracts made online.

- Evolution of e-contracts: shrink wrap, click wrap and browse wrap contracts
- Electronic Commerce Acts
- E-contract formation rules and risks
- Enforceability of e-agreements
- Compliance with consumer protection, privacy laws and anti-spam laws

webcast



While nothing compares to the experience of attending the live event, with its enhanced networking opportunities and direct contact with leading experts, for those unable to attend in person FP provides a convenient option to still benefit from this unsurpassed learning experience:

FP's live interactive Webcasts allow you to actively participate in events, from downloading all material distributed by lecturers to asking speakers questions.

- This program can be applied towards 9 of the 12 hours of annual Continuing Professional Development (CPD) required by the Law Society of Upper Canada. Please note that these CPD hours are not accredited for the New Member Requirement.
- For Alberta lawyers, consider including this course as a CPD learning activity in your mandatory annual Continuing Professional Development Plan as required by the Law Society of Alberta.
- Attendance at this course can be reported as 10 hours of Continuing Professional Development (CPD) to the Law Society of B.C.
- The Barreau du Québec automatically accredits training activities held outside the Province of Quebec and accredited by another Law Society which has adopted MCLE for its members

PROTECTING YOUR BRANDS IN CYBERSPACE

As the reliance on brands increases in social media and otherwise on the Internet, so does the need to protect those brands. This session will examine the latest threats and how to deal with them.

- Domain name universe expansion
- Keyword searching, initial interest confusion
- Cybersquatting, linking, framing, metatagging, pop-up advertising
- Criticism sites, cybergripping, review sites, scraping, parking, phishing, pharming
- Social media branding issues

LEGAL CONSIDERATIONS FOR CLOUD COMPUTING

While cloud computing gives business low-cost access to powerful computer resources, the process is not without its risks and legal pitfalls. This session will explore various cloud computing service models and the related legal and compliance issues.

- Key contractual issues in the terms of service
- Developing licensing and service agreements
- Privacy and security risks of data within the cloud
- Termination issues
- Protecting IP in the cloud environment

ONLINE PRIVACY AND SECURITY

What should businesses be doing to protect their privacy and secure corporate data? This discussion will address the following issues:

- Applying the principle of Privacy by Design to enable organization to use cloud technology
- Privacy and security issues in cloud computing and mobile/Internet communications
- Methods for protecting corporate data
- MPAC Gardner case study

LEGAL RISKS WHEN MARKETING VIA THE INTERNET & SOCIAL MEDIA

While marketing using social media and the Internet can be effective for success, it gives rise to new legal challenges and risks. This session will examine the key areas of risk involved in employing online and social media marketing initiatives and how to mitigate those risks.

- Existing advertising and marketing law framework for social media
- Liability risks for marketers using online social media tools
- Collecting personal information in a compliant manner
- False advertising and defamation risks in social media
- Liability for consumer-generated testimonials

LEGAL ISSUES IMPACTING OPEN SOURCE SOFTWARE

Open source software, programs whose source code is made available for use or modification by users, is usually developed as a public collaboration and made freely available. This session will examine the most recent developments affecting open source software.

- What is “open source”
- Open source licensing schemes
- Concerns/risks for users of open source
- Common contract provisions relating to open source

CYBER SECURITY: GOVERNANCE, COMPLIANCE AND RESPONSE POLICIES

The identification, management and monitoring of cyber-security risks has become an increasingly important component of corporate governance. Data security issues have become a major challenge for organizations as they increase their dependence on internet-based communications, online computing resources and web-enabled intelligent infrastructure. This session will explore the latest challenges and practices related to cyber security.

- Cyber security governance best practices
- Assessment of current security practices being employed
- Cyber security preparedness and data breach readiness
- Mitigating the risk of cyber theft, sabotage, espionage and cyber attack
- Disclosing cyber security risks and incidents: compliance requirements

WORKSHOP

CORPORATE POLICIES FOR THE USE OF SOCIAL MEDIA AND TECHNOLOGY IN THE WORKPLACE

The availability of the social media platform has potential far reaching effects in the workplace. So setting out clear expectations and guidelines for the use of workplace technology and social media is critical in mitigating any risk. This workshop will explore establishing effective internal employment policies related to the Internet use and access to social media.

- Social media: assessing the risk
- Policy: establishing rules and acceptable use
- Recruitment: pre-hiring information
- Improper conduct: just cause, discipline and dismissal for improper use
- Post employment protection of information

PROCEEDINGS

The "Proceedings" is your Web repository of learning resources for this event. It includes:

- the recording of the lectures at the forthcoming event itself, including documentation, slides and audio-visual;
- 25 or more carefully selected additional lectures (below), which are intended as a recommended enrichment of the course content, with many additional topics covered.

The price of the Proceedings (one user licence) is \$299 if you are attending in person or by Webcast; or \$799 otherwise.

Legal Issues for Social Media and Interactive Internet Applications

Charles S. Morgan
McCarthy Tetrault LLP

Consumer Generated Content

Jessica Fingerhut
Cassels Brock & Blackwell LLP

Legal Considerations for Cloud Computing

Alan Gahtan
Gahtan Law Offices

Legal Risks When Marketing Via the Internet & Social Media

Anna C. Forgione
Open Text Corporation

Online Privacy and Security

Anna C. Forgione
Open Text Corporation

Online Multimedia Material Rights

David Spratley
Davis LLP

Protecting Your Brand in Cyberspace

Robert D. McDonald
Fraser Milner Casgrain LLP

Corporate Policies for Workplace Internet & Technology use

Anthony A. Morris
Macleod Dixon LLP

Social Media and Damage Control: Managing Threats, Maximizing Opportunities

Mike Spear
Genome Alberta

Protecting Your Brand and Reputation: Damage Control and Risk Mitigation Techniques

Reza Kopaei
Deloitte

Privacy Infringements and Security breaches

Elena V. Reshetnikova
Accenture

Best practices for developing & implementing Social Media Policies

C. Ian Kyer
Fasken Martineau DuMoulin LLP

IP Risks in Social Media: Protecting Your Valuable IP and Avoiding IP Infringement

Diana Mansour
Gardiner Roberts LLP

Law of Defamation & the Internet

Robert A. Rakochev
Macleod Dixon LLP

Anatomy of a Digital Content License

Michelle Marsellus
BCE Inc.

Managing IT & IP Disputes

P. Bradley Limpert
Rideout & Maybee LLP

Due Diligence for Complex IP and Technology Transactions

Colleen Spring Zimmerman
Fogler, Rubinoff LLP

Software Licensing Transactions

Andrew Jones
Sim & McBurney / Sim, Lowman, Ashton & McKay LLP

Developing Governance Strategy, Policies and Protocols to Manage Social Media Legal Risks

Giuliana Marinelli
Royal Bank of Canada

Understanding Cloud Computing: The Legal Risks and Components

Robert L. Percival
Norton Rose Canada LLP

Service Provider Selection, Service Levels & Business Continuity

David Ma
Blaney McMurtry LLP

Jurisdictional Issues in Cloud Computing: Dealing with Differences in Law

C. Ian Kyer
Fasken Martineau DuMoulin LLP

Complying with Open Source Licenses

Elena V. Reshetnikova
Accenture

Addressing E-Discovery and Litigation Issues

Stephen I. Selznick
Cassels Brock & Blackwell LLP

Cloud Computing and Copyright Law

C. Ian Kyer
Fasken Martineau DuMoulin LLP

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Courtyard by Marriott Downtown Toronto, 475 Yonge Street, Toronto, ON, M4Y 1X7

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 5:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee less 15% administration fee will be provided upon cancellation in writing received prior to November 21, 2014. No refunds will be issued after this date.

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