December 11 & 12, 2012, Toronto

Discover the latest developments in online regulation

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
The dramatic rise of social media use and interactive Internet applications has increased the forms of communication now possible online, but it has also heightened the level of legal risks. With these inherent legal and business risks, it is essential that you develop social media governance strategy, policies and protocols to mitigate such risks in the context of your broader business goals and objectives. This session will examine the emerging issues in this area and the laws impacting social media.

- Key legal risks associated with social media use: increasing and evolving legal risks
- Major liability & litigation threats and methods of mitigating them
- Where social media law is heading
- Types of lawsuits that are being launched
- Legal implications of content presented on social media sites

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

- Evolution of electronic contracts: shrink wrap, click wrap and browse wrap contracts
- Electronic Commerce Acts
- Electronic contract formation rules and risks
- Enforceability of electronic agreements: case law developments
- Compliance with statutory formalities: consumer protection laws, privacy laws, anti-spam laws
- Security and compliance with financial transaction rules

SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers’ papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the Legal Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge Legal topics as delivered at our many recent Legal conferences and courses.
PROTECTING YOUR BRANDS IN CYBERSPACE

With the anonymity of the Internet, the reliance on brands increases, and so does the need to protect those brands. This session will examine the latest threats and how to deal with them.

• Protecting against and responding to an online attack on your reputation
• Keyword searching, initial interest confusion
• Cybersquatting, typosquatting, linking, framing, metatagging, pop-up advertising, cybergripping
• Criticism sites, scraping, parking, tasting, frontrunning, phishing, pharming,
• Social media usernames and numerous other social media issues

CONSUMER-GENERATED CONTENT

User generated content (“UGC”) is becoming as popular as traditional, professionally developed content. However, incorporating UGC in a marketing campaign or transmitting UGC across a software platform could expose the sponsor or provider to various risks, including IP infringement and risks posed to brand and reputation. This session will look at the legal implications of utilizing user generated content.

• Practical and legal implications of consumer generated content
• Monitoring user generated content appearing on your web site
• Identifying the risks of using UGC
• Liability for content posted on your web site
• Controlling third-party personal information in user-generated content

PANEL: 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 what cloud computing is, various cloud computing service models and the related legal and compliance issues. This panel will discuss:

• Key legal issues for businesses engaging in cloud computing
• Private vs. public clouds
• Key contractual issues in the terms of service
• Developing licensing and service agreements
• Privacy and security risks of data within the cloud
• Termination issues
• Framework for analyzing legal jurisdictional challenges
• Protecting IP in the cloud environment

CORPORATE POLICIES FOR INTERNET AND TECHNOLOGY USE IN THE WORKPLACE

There is no way to protect employers from all risks associated with the Internet and new technologies. But educating employees about the nature of social media and setting out clear expectations and guidelines can be effective in mitigating these risks. This session will explore establishing effective internal corporate policies related to the Internet and new technologies.

• Social Media In The Workplace: A Whole New Ball game
• Developing A Social Media Policy: Educating employees on the risks, policies and acceptable behaviours
• Termination of employment issues: just cause & dismissal for improper use, post-employment protection of information
• New tort: intrusion on seclusion and the protection of personal employment information

ONLINE PRIVACY AND SECURITY

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

• Privacy and security issues in cloud computing and e-mail/Internet communications
• Methods for protecting corporate data
• Privacy and security of personal profile information
• Requirements of PIPEDA as it applies to the Internet

LEGAL RISKS WHEN MARKETING VIA THE INTERNET & SOCIAL MEDIA

While marketing using social media and the Internet can be effective and almost mandatory 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 provide practical guidance on 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: keyword advertising
• Protecting and managing domain names

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

COPYRIGHT ISSUES ON THE WEB

New technology is constantly challenging the law of copyright. This interactive workshop will take a close look at the impact of the Internet on copyright issues, touching on key elements that arise daily in an online environment with customers, vendors, competitors and the public.

• Enforcing rights and defending against infringement claims
• The latest developments and trends on the protection of intellectual property online
• Copyright liability for search engine implementation and use
Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

Legal Considerations for Cloud Computing
James T. Swanson
Burnet, Duckworth & Palmer LLP

Bill C-28
David Crane
McCarthy Tétrault LLP

Online Multimedia Material Rights
David Spratley
Davis LLP

Online Privacy & Security
Monica Sharma
Blake, Cassels & Graydon 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

Panel Discussion: Legal Issues for Web 2.0 Sites and Interactive Applications
Kenneth R. McKinnon
Critical Mass Inc.

Canadian Copyright Reform and Web Copyright Issues
Martin P.J. Kratz, Q.C.
Bennett Jones LLP

Law of Defamation & the Internet
Robert A. Rakochey
Macleod Dixon LLP

Legal Issues Impacting Open Source Software
Martin P.J. Kratz, Q.C.
Bennett Jones LLP

Enforceability of Online Agreements
Jeffrey Vicq
Clark Wilson LLP

Canadian Copyright Reform
Afshan Ali
Torys LLP

Consumer-Generated Content
Leonard Glickman
Cassels Brock & Blackwell LLP

Corporate Policies for Internet Technology Use in the Workplace
Lisa K. Abe
Fasken Martineau DuMoulin LLP

The Law of Defamation & the Internet
Adrienne Rutherford
Barrister & Solicitor

Web 2.0 Copyright Issues
Jill Jarvis Tonus
Bereznik & Parr

Legal Issues in Financing An Internet Company
Ronald G. Murray
Farris, Vaughan, Wills & Murphy LLP

Legal Issues for Web 2.0 Sites and Interactive Internet Applications
Chris Bennett
Davis LLP

Litigating Online Disputes
Damir Karaturovic
Miller Thomson LLP

Online Contracting: Enforceability of Online Agreements
Jeffery E. Wittmann
Studio B Productions Inc.

Online Multimedia Material Rights: Clearing Rights
David Spratley
Vancouver Coastal Health Authority

Internet E-Business Security & Privacy Issues
George C. Eyre
George C. Eyre, Law Office

E-Tail: Internet Retail Legal Issues
Rochard K. S. Beharry
Bennett Jones LLP

Internet Defamation
Sue Gaudi
The Globe and Mail

Risks Associated with Employees’ Use of Social Media
Michael T. Gray, MIR
Durham Catholic District School Board

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 Marriot 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. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

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 4:00 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 will be provided upon cancellation in writing received prior to November 27, 2012. No refunds will be issued after this date.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to December 4, 2012
Phone: 1-800-363-0722    Toronto: (416) 665-6868    Fax: (416) 665-7733

TO REGISTER FOR INTERNET LAW

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WHEN CALLING, PLEASE MENTION PRIORITY CODE: 7ILT1212/E

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:

COURSE: $1975

COURSE + PROCEEDINGS CD-ROM:

$1975 + $175 = $2150

PROCEEDINGS CD-ROM: $599

NOTE: Please add 13% HST to all prices.

Proceedings CD-ROM will be available 60 days after the course takes place

Enclose your cheque payable to Federated Press in the amount of:

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For additional delegates please duplicate this form and follow the normal registration process.