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.”
FACULTY

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

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.

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 Simmons LLP. He practices primarily in the areas of technology, procurement, e-health and intellectual property law.

SHELDON BURSHTEIN
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.

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 DAVENTPORT
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.

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.

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.

CHRISTOPHER HARRS
Christopher Harrs 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.

ETAHNE 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.

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.

J. FRASER MANN
J. Fraser Mann is a Partner at Mann Simmons LLP. He has been certified by The Law Society of Upper Canada. Please note that these CPD hours are not accredited for the New Member Requirement.
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 organizations 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

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
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 Technologies

- Charles S. Morgan, McCarthy Tetrault LLP
- Consumer Generated Content
- Jessica Fingersh, 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 Stratley, 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 Kopaeef, 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. Rakochey, Macleod Dixon LLP
- Anatomy of a Digital Content License
- Michelle Marselus, 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
- Social Media Licensing Transactions
- Andrew Jones, Sim & McBurney / Sim, Lowman, Ashton & McKay LLP

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

TO REGISTER FOR 5TH INTERNET LAW

Name ___________________________ Department ___________________________

Approving Manager Name ___________________________ Title ___________________________

Organization ___________________________ Address ___________________________

City ___________________________ Province ___________________________ Postal Code ___________________________

Telephone ___________________________ Fax ___________________________ e-mail ___________________________

Please bill my credit card: □ AMEX □ VISA □ Mastercard

# ___________ Expiration date: _____ / _____

Signature: ___________________________

Payment enclosed: □ Please invoice. PO Number: ___________________________

WHEN CALLING, PLEASE MENTION PRIORITY CODE: ILT1412/E

Payment must be received prior to December 2, 2014.

Phone: 1-800-363-0722 Toronto: (416) 665-6688 Fax: (416) 665-7733

NOTE: Please add 13% HST to all prices.

Proceedings will be available 60 days after the course takes place.

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

GST Reg. # R101755163
PBN#101755163PG0001
For additional delegates please duplicate this form and follow the normal registration process.

CANCELLATION

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.

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

REGISTRATION COSTS

<table>
<thead>
<tr>
<th>NUMBER OF PARTICIPANTS</th>
<th>COURSE</th>
<th>WEBCAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1975</td>
<td>$1575*</td>
</tr>
<tr>
<td>2</td>
<td>$1575</td>
<td>$1275*</td>
</tr>
<tr>
<td>3-25</td>
<td>$1175</td>
<td>$975*</td>
</tr>
<tr>
<td>26-49</td>
<td>$1075</td>
<td>$875*</td>
</tr>
<tr>
<td>50-99</td>
<td>$975</td>
<td>$775*</td>
</tr>
<tr>
<td>100+</td>
<td>$975</td>
<td>$775*</td>
</tr>
</tbody>
</table>

* One user licence

COURSE + PROCEEDINGS:

$1975 + $299 = $2274

WEBCAST + PROCEEDINGS: $1874

PROCEEDINGS: $799*

* One user licence