

"Confirmed some of my knowledge but also taught me about internet issues that I knew nothing about before."

"Engaging presentations!"

"Well presented and up-to-date. The expertise of the speakers was evident!"

"Very helpful!"



March 3 & 4, 2011, Calgary Two-Day Event!

Workshop Included: Legal Considerations for Cloud Computing

participating organizations

Bennett Jones LLP	Davis LLP
Blake, Cassels & Graydon LLP	Fraser Milner Casgrain LLP
Burnet, Duckworth & Palmer LLP	iStockphoto
Canadian Pacific	Lang Michener LLP
Clark Wilson LLP	Macleod Dixon LLP
Critical Mass Inc.	

who should attend

In-house Legal Counsels; Vice-Presidents & Directors of Legal Affairs; Intellectual Property 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

Course Leader
Martin P.J. Kratz,
Bennett Jones
LLP



Course Leader
Anthony A.
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Monica Sharma,
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FACULTY

COURSE LEADERS

MARTIN P.J. KRATZ

Martin Kratz, leads the Intellectual Property Practice Group and co-leads the ecommerce practice as a Partner at **Bennett Jones LLP**. He is internationally recognized as a leading lawyer in Internet and e-Commerce law.

ANTHONY A. MORRIS

Anthony A. Morris is a Partner at **Macleod Dixon LLP**. He assists technology clients in structuring, negotiating and implementing technology-related corporate and commercial transactions.

CO-LECTURERS

JAMES M. BOND

James M. Bond is a Partner at **Lang Michener LLP**. He practices primarily in the areas of intellectual property protection and licensing, corporate transactions and privacy.

SHELDON BURSSTEIN

Sheldon Burshtein is a Partner at **Blake, Cassels & Graydon LLP**, and he is a member of the IP, IT, Life Sciences, Sports & Entertainment and Franchising Groups.

KJELTI KELLOUGH

Kjelti Wilkes Kellough is Senior Director, Operations & Corporate Counsel at **iStockphoto**.

ROBERT D. MCDONALD

Robert D. McDonald is a Partner at **Fraser Milner Casgrain LLP**, practising in intellectual property protection, licensing and litigation.

KENNETH R. MCKINNON

Kenneth R. McKinnon is Vice President, Legal Affairs & General Counsel at **Critical Mass Inc.**

CASSANDRA P. QUACH

Cassandra P. Quach is a legal counsel at **Canadian Pacific**.

ROBERT A. RAKOCHEY

Robert A. Rakochev, a Partner at **Macleod Dixon LLP**, practices in the area of dispute resolution (arbitration, litigation and mediation).

DAVID SPATLEY

David Spratley practises in **Davis LLP**'s intellectual property, technology and video game law groups.

JAMES T. SWANSON

James T. Swanson is a Partner at **Burnet, Duckworth & Palmer LLP**, experienced in the protection, licensing and commercialization of intellectual property rights

JEFFREY VICQ

Jeffrey Vicq is a member of the Technology and Intellectual Property Groups at Clark Wilson LLP.

MONICA SHARMA

Monica Sharma is a partner at **Blake, Cassels & Graydon LLP**.

COURSE PROGRAM

LEGAL ISSUES FOR WEB 2.0 SITES AND INTERACTIVE INTERNET APPLICATIONS

The amazing growth of Web 2.0 sites and interactive Internet applications has not only increased the ease with which people can communicate online, but also the legal risks posed by the Internet. The manner in which users can interact online has led to mounting challenges for IP and privacy laws. This session will examine the emerging issues in this area and the laws impacting social networks.

- Copyright issues raised by Web 2.0 sites
- Potential liability of web site owners and Internet service providers
- Legal issues posed by: user generated content, distributed databases, blogs
- Social networking sites and the use of content for which rights have not been cleared
- Potential for defamatory postings on your site
- Where is it all heading: what to expect in laws

- impacting social networks
- Privacy in the age of social networks

THE LAW OF DEFAMATION AND THE INTERNET

The Internet, with its ability to give any anonymous person a worldwide stage to express their opinions and beliefs or make claims whether true or not, has brought the law of defamation under renewed scrutiny. This presentation will examine the state of the law and how it is being applied in situations involving the Internet.

- The current state of the law
- The risks involved in third party postings
- Defences to claims of online defamation
- Damages for defamation online
- Defamation issues: blogging and chat rooms
- Choosing the proper forum for Internet defamation cases: jurisdiction issues

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 Technology Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge Technology topics as delivered at our many recent Technology conferences and courses.



Attendance at this program can be reported as 13.0 hours of Continuing Professional Development (CPD) to the Law Society of B.C.

ENFORCEABILITY OF ONLINE AGREEMENTS

The law governing online contracting remains unsettled. This session will examine the latest developments and recent cases addressing the enforceability of electronic contract, providing best practices for enhancing the enforceability of contracts made online.

- Ensuring that online contracts are enforceable
- The current state of the law governing online contracts across Canada
- Relevant case law
- Contract formation issues
- Enforceability of click-through agreements
- Key provisions to include to improve enforceability
- The use of electronic signatures and digital signatures

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
- Differences between various open source licensing schemes
- Concerns/risks for users of open source
- Common contract provisions relating to open source
- Recent developments relating to open source

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. Learn about the latest threats and how to deal with them.

- Cybersquatting, typosquatting, WHOIS, linking and framing
- Initial interest confusion, metatagging, pop-up advertising and keyword searching
- Frontrunning, parking, tasting and click fraud
- Cybergripping, criticism sites and blogging
- Slamming, spoofing, phishing and pharming
- Second life and other virtual worlds

CONSUMER-GENERATED CONTENT

User generated content is becoming as popular as traditional, professionally developed content, marking a shift from organizations creating online content to creating the facilities and framework for users to publish their own content. 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
- Liability for content posted on your web site
- Guarding against user generated comments that are defamatory, infringe copyright, or are obscene
- Controlling third-party personal information in user-generated content

CANADIAN COPYRIGHT REFORM

This presentation will examine the latest developments in Canadian copyright reform.

- Copyright reform issues in Canada: digital copyright reform; liability of ISPs; expanded fair use rights
- The liability of Internet service providers
- Uses of copyright material for private purposes

COPYRIGHT ISSUES ON THE WEB

New technology is constantly challenging the law of copyright. This presentation 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: keyword advertising

CORPORATE POLICIES FOR INTERNET AND TECHNOLOGY USE IN THE WORKPLACE

This session will provide an update on some of the new internal corporate policies that organizations should implement and will outline:

- Impact of technology: Internet, Intranets, e-mail, voicemail, texting, communicating on social networks, biometrics
- Vicarious liability of the employer for employee activities
- Legal risks associated with employee access to online content, open source software and development tools
- How to minimize loss of proprietary works, confidential information and trade secrets
- Web site and content administration
- Key terms for drafting corporate Internet and technology policies
- Monitoring and enforcement of the policies

ONLINE PRIVACY AND SECURITY

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

- Privacy and security issues in 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
- Privacy and misappropriation of personality

ONLINE MULTIMEDIA MATERIAL RIGHTS: CLEARING RIGHTS

When creating a multimedia work or building a web site that incorporates multimedia material, one of the most rigorous tasks to be completed involves clearing rights to all existing works utilized. This presentation will take you through the process of clearing these rights, from determining the rights that need to be cleared to defending those rights.

- Establishing the ownership of those rights
- Issues involved in acquiring intellectual property rights
- Protecting against personal injury lawsuits
- Developing appropriate license agreements
- Jurisdiction issues

WORKSHOP

LEGAL CONSIDERATIONS FOR CLOUD COMPUTING

Cloud computing has become a major trend in the IT service industry. While efficient and cost effective, it is crucial to be aware of the legal considerations of cloud computing for your organization. This session will discuss:

- Private vs. public clouds
- Key contractual issues in the terms of service: data ownership, representations and warranties, indemnities, jurisdiction, service levels
- Privacy and security issues
- Termination issues

MULTIMEDIA PRESENTATIONS

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 Issues for Web 2.0 Sites and Interactive Internet Applications

Chris Bennett,
Davis LLP

Legal Issues in Financing an Internet Company

Ronald G. Murray, Farris, Vaughan,
Wills & Murphy LLP

Issues Impacting Open Source Software

Bruce W. Stratton,
Dimock Stratton LLP

Current Guidelines Governing E-Discovery Procedures in Canada

Kathryn J. Manning,
Blake, Cassels & Graydon LLP

Copyright Issues on the Web

Martin P.J. Kratz,
Bennett Jones LLP

Manual Review and the Air Canada vs. West Jet Airlines Case

Marie-Andree Vermette,
WeirFoulds LLP

Managing Intellectual Property in Outsourced Transactions

Kari L. Becker,
Shell Canada Limited

Online Privacy & Security: Protecting Corporate Data

J. Fraser Mann,
Miller Thomson LLP

Online Multimedia Material Rights: Clearing Rights

David Spratley,
Vancouver Coastal Health Authority

Web Copyright Issues

Brian P. Isaac,
Smart & Biggar

Legal Issues Associated with the Open Source Movement

Michael R. Whitt, Q.C.,
Borden Ladner Gervais LLP

Enforceability of Online Agreements

Charles S. Morgan,
McCarthy Tetrault LLP

Online Privacy & Security: Protecting Corporate Data

J. Fraser Mann,
Miller Thomson LLP

E-tail: Internet Retail Legal Issues

Rochard K. S. Beharry,
Bennett Jones LLP

Online Contracting: Enforceability of Online Agreements

Jeffery E. Wittmann,
Studio B Productions Inc.

Web 2.0 Copyright Issues

Jill Jarvis-Tonus,
Bereskin & Parr

The Law of Defamation and the Internet

David Wotherspoon,
Fasken, Martineau, DuMoulin LLP

Protecting Your Brands in Cyberspace

Sheldon Burshtein,
Blake, Cassels & Graydon LLP

Legal Issues Impacting Open Source Software

Donald B. Johnston,
Aird & Berlis LLP

The Law of Defamation & the Internet

Adrienne Rurutherford,
Barrister & Solicitor

Corporate Policies for Internet Technology Use in the Workplace

Lisa K. Abe,
Fasken Martineau DuMoulin LLP

Legal Considerations for Cloud Computing

Lisa R. Lifshitz,
Gowling Lafleur Henderson LLP

Consumer-Generated Content

Leonard Glickman,
Cassels Brock & Blackwell LLP

Litigating Online Disputes

Damir Karaturovic,
Miller Thomson LLP

Online Behavioural Tracking: Legal Implications

James M. Bond,
Lang Michener 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: The Metropolitan Conference Centre, 333 Fourth Ave S.W., Calgary, AB, T2P 0H9

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 February 18, 2011. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

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 February 24, 2011

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TO REGISTER FOR INTERNET LAW

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COURSE: \$1975	
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NOTE: Please add 5% GST to all prices.	
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