

6<sup>th</sup>

# Internet Law

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

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

*"Engaging presentations!"*

*"Very helpful!"*

Discover the latest developments in online regulation

APPLICABLE TOWARD CPD REQUIREMENT

## Workshop Included: Copyright Issues on the Web

### who should attend

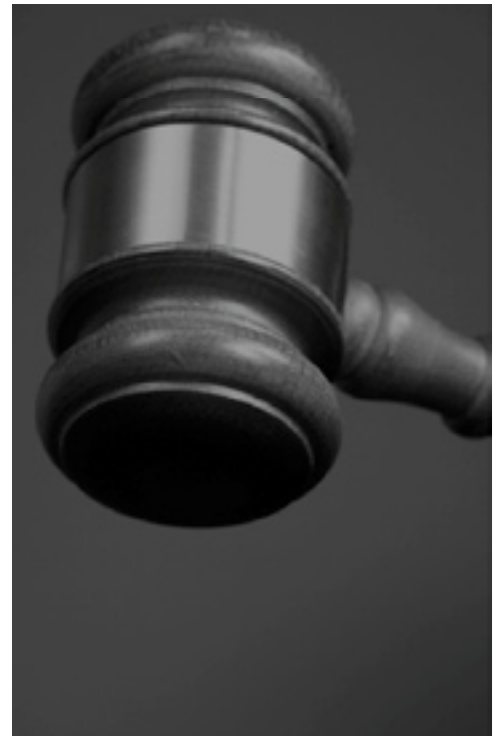
In-house Legal Counsel; VPs & Directors of Legal Affairs; IP Directors; Privacy Officers; CIOs; IT Security Directors; Litigators; Lawyers in IP, Trademark & Contract Law practices

### 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

### participating organizations

Aird & Berlis LLP	Gowling Lafleur Henderson LLP
Bank of Nova Scotia	Miller Thomson LLP
Bennett Jones LLP	Open Text Corporation
Blake, Cassels & Graydon LLP	Rogers Communications Inc.
Cassels Brock & Blackwell LLP	Smart & Biggar/Fetherstonhaugh LLP
Dimock Stratton LLP	



<b>Course Leader</b> Donald B. Johnston, Aird & Berlis LLP	<b>Course Leader</b> J. Fraser Mann, Miller Thomson LLP	Duncan C. Card, Bennett Jones LLP	Richard F.D. Corley, Blake, Cassels & Graydon LLP	Michael Davenport, Bank of Nova Scotia	Etienne de Villiers, Dimock Stratton LLP	Leonard Glickman, Cassels Brock & Blackwell LLP	Brian P. Issac, Smart & Biggar/ Fetherstonhaugh LLP	Lisa R. Lifshitz, Gowling Lafleur Henderson LLP	Bobby Singh, Rogers Communications Inc.	Sheldon Burshtein, Blake, Cassels & Graydon LLP
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as well as:  
Anna C. Forgione,  
Open Text Corporation

## FACULTY

### COURSE LEADERS

#### DONALD B. JOHNSTON

Donald B. Johnston is the leader of the Technology Industry Group at **Aird & Berlis LLP** in Toronto. He is also the general manager of ABTS Global LP, a procurement & IT consulting firm.

#### J. FRASER MANN

Fraser Mann of **Miller Thomson LLP** practises primarily in the areas of technology, procurement, e-health and IP law.

#### MICHAEL DAVENPORT

Michael Davenport is Associate General Counsel with **The Bank of Nova Scotia** with responsibility for the Retail & Commercial Banking, Insurance and Electronic Banking divisions.

#### ETIENNE DE VILLIERS

Etienne de Villiers is a partner at **Dimrock Stratton LLP**, whose practice is focused on patent litigation and patent prosecution in the mechanical, electrical and high technology fields. He is a registered patent agent and trademark agent.

#### ANNA C. FORGIONE

Anna Forgione is Vice-President, General Counsel at **Open Text Corporation**, an enterprise software company and leader in enterprise content management.

#### LEONARD GLICKMAN

Leonard Glickman of **Cassels Brock & Blackwell LLP** is a partner in the firm's Information, Communications & Entertainment Law Practice.

#### BRIAN P. ISSAC

Brian Isaac is a Partner in the law firm of **Smart & Biggar**. He has significant experience in IP and commercial litigation.

#### LISA R. LIFSHITZ

Lisa R. Lifshitz is a partner in **Gowlings'** Toronto office specializing in the areas of IT and life sciences. She has extensive experience in preparing and negotiating Internet and e-commerce-related contracts

#### BOBBY SINGH

Bobby Singh, Director of Information Security and Risk Management at **Rogers Communications**.

#### SHELDON BURSSTEIN

Sheldon Burshtein is a Partner in the Toronto office of **Blake, Cassels & Graydon LLP**. He practises exclusively in the fields of intellectual property and technology as a member of the IP, IT, Life Sciences, Sports & Entertainment, Franchising and Alternative Dispute Resolution Groups.

### CO-LECTURERS

#### DUNCAN C. CARD

Duncan Card of **Bennett Jones LLP** is one of Canada's leading IT, Internet and e-Business lawyers. His technology practice focuses on strategic technology transactions.

#### RICHARD F.D. CORLEY

Richard Corley's practice at **Blake, Cassels & Graydon LLP** is focused on the intersection of law and technology, with a specific focus on the clean technology and IT industries.

## 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. 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 for breach of IP and privacy laws
- Legal issues posed by user generated content, distributed databases, blogs
- Where is it all heading: what to expect in laws impacting social networks

### ONLINE CONTRACTING: 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
- Contract formation issues
- Enforceability of click-through agreements & the use of electronic signatures and digital signatures

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

- *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 12 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.*

### **CONDUCTING BUSINESS ONLINE: LEGAL & COMMERCIAL UPDATE 2012**

Conducting retail business online is one of the fastest growing and commercially important uses of the Internet. This session will review the important legal issues that online retailers must consider as best management and legal practices to sell goods and services, especially across borders.

- Cross border business complications of web business
- Contract enforcement issues: from making it binding to collecting
- E-tail corporate governance
- Security issues: from privacy to payment

### **LEGAL ISSUES IMPACTING OPEN SOURCE SOFTWARE**

Open Source Software, are 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

### **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

### **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
- Controlling third-party personal information in user-generated content

### **PANEL DISCUSSION: 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 panel will discuss:

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

### **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
- Monitoring and enforcement of the policies

### **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 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

## **WORKSHOP**

### **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 on-line 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

## MULTIMEDIA PRESENTATION

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

Charles S. Morgan,  
McCarthy Tetrault LLP

### Internet and Technology Use in the Workplace

Lorenzo Lisi,  
Sherrard Kuzz LLP

### Issues Impacting Open Source Software

Bruce W. Stratton,  
Dimock Stratton LLP

### Canadian Copyright Reform

Afshan Ali,  
Torys LLP

### Copyright Issues on the Web

Martin P.J. Kratz,  
Bennett Jones LLP

### Complying with Open Source Licenses: Their Impact in the Cloud

Michael Morgan,  
Labarge Weinstein Professional Corporation

### Privacy & Confidentiality in the Cloud

David B. Elder,  
Stikeman Elliott LLP

### Beware of the Emerging Patent Landscape in Cloud Computing

Scott Miller,  
MBM Intellectual Property Law 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

### Latest Developments in Copyright Reform

Gerald (Jay) Kerr-Wilson,  
Fasken Martineau DuMoulin LLP

### 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

### Allocating Risk in the Cloud: Copyright Law

Margot E. Patterson,  
Fraser Milner Casgrain LLP

### 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:** Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

**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 30, 2011. 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 5, 2011

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## TO REGISTER FOR INTERNET LAW

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Title \_\_\_\_\_ Department \_\_\_\_\_  
Approving Manager Name \_\_\_\_\_  
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## 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

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