# CONTENTS

## VOLUME 1

*Note: A summary table of contents is provided here. Detailed tables of contents precede each chapter.*


**About the Authors**

**List of Acronyms**

**Introduction**

A. Law and the Internet ..... Intro-1

B. Who Should Use this Guide ..... Intro-3

C. What You Will Find in this Guide ..... Intro-4

D. Why You Will Find this Guide Valuable ..... Intro-6

E. How to Use this Guide ..... Intro-6

F. Conclusion ..... Intro-7

◆ **PART I BUSINESS IN CYBERSPACE**

**I 1 Online Basics**

A. Introduction ..... I 1-1

B. Legal Issues and Electronic Communication ..... I 1-4

C. Legal Issues in Internet Research ..... I 1-7

D. Publishing Content Online ..... I 1-8

E. Buying and Selling Goods, Services, and Information Online ..... I 1-10

F. Web Tools ..... I 1-11

Checklists

**I 2 Commercial Law: General Issues**

A. Introduction ..... I 2-1

B. Sources of Government Regulation of Internet Business ..... I 2-1

C. Geography, the Internet, and Jurisdiction ..... I 2-15

D. Electronic Service of Process ..... I 2-35

E. Electronic Payment Systems ..... I 2-40

F. Tax Law ..... I 2-43

G. Encryption and Digital Signatures ..... I 2-48

H. Looking Ahead: Upcoming Developments in Internet Commerce ..... I 2-61

Checklist

**I 3 Contracts**

A. Introduction ..... I 3-1

B. "Shrinkwrap" or End-User License Contracts ..... I 3-1

C. "Clickwrap" and "Browse-wrap" Contracts ..... I 3-6

D. Adhesion Contracts and Unconscionability:
Negotiating Contracts Online ..... I 3-19

E. Sales and Uniform Commercial Code Issues ..... I 3-26*c*

F. The Uniform Computer Information Transactions Act ..... I 3-26*d*

G. The Uniform Electronic Transactions Act ..... I 3-26*f*

H. The Electronic Signatures in Global and
National Commerce Act ..... I 3-26*g*

Checklists

**I 4 Consumer Protection Law**

A. Introduction ..... I 4-1

B. Consumer Protection Laws Applicable to Online Commerce ..... I 4-1

C. Mail Order and Telephone Sales Rules ..... I 4-17

D. Telemarketing Laws ..... I 4-19

Checklists

**I 5 Specially Regulated Entities and Services**

A. Introduction ..... I 5-1

B. Entities: Formal Business Organization ..... I 5-1

C. Services ..... I 5-2

D. Franchises and Small Business Opportunity Ventures ..... I 5-3

E. Public Utility Regulation ..... I 5-6

F. Internet Gambling ..... I 5-7

Checklists

**I 6 Employment Law**

A. Introduction ..... I 6-1
B. Who Is an Employee? ..... I 6-1
C. Confidentiality of Employee E-mail and Other Internet Communications ..... I 6-6
D. Employment Contracts and Non-competition Agreements ..... I 6-18
E. Liability of Employers to Third Parties ..... I 6-21
F. Contractors ..... I 6-34
G. Blogging Policies in the Workplace ..... I 6-37
Checklists

**I 7 Agency Law**

A. Introduction ..... I 7-1
B. The Concept of Agency ..... I 7-1
C. The Concept of Electronic Agents ..... I 7-7
D. Problems with Agency in Cyberspace ..... I 7-20
E. Looking Ahead ..... I 7-23
Checklists

**I 8 Torts**

A. Introduction ..... I 8-1
B. What Is a Tort? ..... I 8-2
C. Torts Online: Mapping the Parameters ..... I 8-4
D. Injuries to Property: Trespass ..... I 8-6
E. Injuries to the Person ..... I 8-12*c*
F. Conclusion ..... I 8-33

**I 9 The Uniform Commercial Code**

A. Introduction ..... I 9-1
B. Applying the U.C.C. to Internet Commerce ..... I 9-3
C. Looking Ahead: The Other Articles of the Uniform Commercial Code ..... I 9-82
D. Conclusion and Recommendations ..... I 9-85
Checklists

**I 10 Antitrust Issues**

A. Introduction ..... I 10-1
B. Law Prohibiting Anticompetitive Activities ..... I 10-1
C. Antitrust Law in Cyberspace ..... I 10-3
D. Who Can Be Liable for Violating Antitrust Laws in Cyberspace? ..... I 10-11
E. Looking Ahead ..... I 10-13

**Volume 2**

**I 11 Unsolicited and Bulk Email**

A. Introduction ..... I 11-1
B. Emerging Legal Principles Regarding Unsolicited Email ..... I 11-3
C. Federal Statutes Prohibiting or Restricting Unsolicited Commercial Email ..... I 11-5
D. State Statures Prohibiting or Restricting Unsolicited Commercial Email ..... I 11-35
E. Avoiding Disputes Over Unsolicited Commercial Email ..... I 11-129
Checklists

**I 12 Homeland Security**

A. Introduction ..... I 12-1
B. The USA PATRIOT Act ..... I 12-2
C. The Homeland Security Act of 2002 ..... I 12-9
D. Cyber Security Act of 2002 ..... I 12-13
E. Avoiding Electronic Commerce with Terrorists and Terrorist Entities ..... I 12-14
F. Conclusion ..... I 12-19
Checklists

**I 13 Social Media Law**

A. Introduction ..... I 13-1
B. Business Law ..... I 13-4
C. Intellectual Property ..... I 13-27
D. Social Media Use in Litigation ..... I 13-33
E. Disposition of Social Media Assets ..... I 13-36

F. Miscellaneous Issues ..... I 13-38
G. International Law ..... I 13-43
H. Looking Ahead: Upcoming Developments in Social Media ..... I 13-49
Checklists

◆ PART II INTELLECTUAL PROPERTY

**II 1 Patents**

A. Introduction ..... II 1-1
B. The America Invents Act ..... II 1-2
C. What is Patentable? ..... II 1-5
D. Obtaining a Patent ..... II 1-15
E. Patent Infringement ..... II 1-16
F. Patent Research on the Internet ..... II 1-21
G. The Future of Patent Law Applied to the Internet ..... II 1-22

**II 2 Trade Secrets**

A. Introduction ..... II 2-1
B. What Is a Trade Secret? ..... II 2-1
C. Special Risks Posed by the Internet ..... II 2-21
D. Protecting Trade Secrets ..... II 2-22*a*
E. Misappropriation and Infringement ..... II 2-33
F. Economic Espionage ..... II 2-41
G. Conclusion ..... II 2-45
Checklist

**II 3 Copyright**

A. The Copyright Act of 1976 ..... II 3-1
B. Copyright Infringement ..... II 3-9
C. Internet Service Providers and Copyright Infringement ..... II 3-35
D. Avoiding Copyright Infringement ..... II 3-61
E. Protecting a Copyright ..... II 3-63
Checklists

**II 4 Domain Names**

A. Introduction ..... II 4-1

B. Domain Names and Trademark Law ..... II 4-5

C. ICANN's Uniform Domain-Name Dispute-Resolution Policy ..... II 4-21

D. Protecting Yourself from Trademark and Domain Name Disputes ..... II 4-21

Checklist

◆ **PART III PRACTICING LAW IN CYBERSPACE**

**III 1 The Legal Profession Online: Professional Ethics and Technology**

A. Introduction ..... III 1-1

B. The Attorney-Client Relationship Online ..... III 1-2

C. Lawyer Advertising Online ..... III 1-13

D. Law Practice Development ..... III 1-16

E. Legal Research and Writing ..... III 1-19

F. Continuing Legal Education ..... III 1-24

**III 2 Alternative Dispute Resolution via the Internet**

A. What is Alternative Dispute Resolution? ..... III 2-1

B. Why ADR? ..... III 2-4

C. ADR at Work: Case Studies ..... III 2-11

D. Choosing an ADR Process: The Use of "Selection Factors" ..... III 2-19

E. Using the Internet to Facilitate ADR ..... III 2-20

F. Alternative Dispute Resolution Provisions in Contracts ..... III 2-22

G. Conclusion ..... III 2-22

Checklist

Appendix

## ◆ PART IV INDIVIDUAL RIGHTS

**IV 1 Freedom of Expression**

A. Introduction ..... IV 1-1
B. Time, Place, and Manner Regulations ..... IV 1-4
C. Content Regulation ..... IV 1-11
D. Free Speech in Special Settings ..... IV 1-44
E. Conclusion ..... IV 1-53
Checklist

**IV 2 Children's Privacy**

A. Introduction ..... IV 2-1
B. Definitions ..... IV 2-2
C. To Whom Does the COPP Rule Apply? ..... IV 2-5
D. Notice Requirements of the COPP Rule ..... IV 2-6
E. Verifiable Parental Consent ..... IV 2-10
F. Data Minimization, Data Retention, and Security ..... IV 2-14
G. Violations of COPPA ..... IV 2-14
H. "Safe Harbors" Created by Self-Regulation ..... IV 2-15
I. Conclusion ..... IV 2-18
Checklists
Appendices

**IV 3 Children's Access to Pornography**

A. Introduction ..... IV 3-1
B. Legislated Controls ..... IV 3-1
C. Other Controls ..... IV 3-33
D. Conclusion ..... IV 3-37

## IV 4 Cyberbullying

A. Introduction ..... IV 4-1

B. About Cyberbullying ..... IV 4-1

C. Laws Prohibiting Bullying and Cyberbullying ..... IV 4-3

D. Preventing Cyberbullying ..... IV 4-28

Checklist

Appendix