

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 2-14
D. Electronic Service of Process	I 2-33
E. Electronic Payment Systems	I 2-38
F. Tax Law	I 2-41

G. Encryption and Digital Signatures..... I 2-45
H. Looking Ahead: Upcoming Developments in Internet Commerce I 2-54

Checklist

I 3 Contracts

A. Introduction I 3-1
B. “Shrinkwrap” or End-User License Contracts I 3-1
C. Other “Wrap” Contracts I 3-3
D. Forum Selection and Choice of Law Clauses: A Special Situation I 3-10
E. Mobile Contracts I 3-13
F. Adhesion Contracts and Unconscionability: Negotiating Contracts Online I 3-14
G. Modifying Online Contracts:
Notifying Customers of Changes to an Agreement I 3-18
H. The Uniform Computer Information Transactions Act..... I 3-21
I. The Uniform Electronic Transactions Act I 3-22
J. The Electronic Signatures in Global and National Commerce Act..... I 3-24
K. Sales and Uniform Commercial Code Issues I 3-35

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. The Concept of At-Will Employment I 6-7

D. Privacy of Employee Email and Other Internet Communications I 6-9

E. Employment Contracts and Noncompetition Agreements I 6-22

F. Liability of Employers to Third Parties..... I 6-25

G. Independent Contractors..... I 6-32

H. Blogging and Social Media I 6-35

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 7-8

D. Problems with Agency in Cyberspace..... I 7-20

E. Looking Ahead I 7-22

Checklists

I 8 Torts

A. Introduction I 8-1

B. What Is a Tort?..... I 8-2

C. Torts Online: Mapping the Parameters..... I 8-3

D. Injuries to Property: Trespass..... I 8-5

E. Injuries to the Person I 8-19

F. Conclusion..... I 8-46

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 Statutes 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. What is a Patent? II 1-1
 C. What is Patentable? II 1-2
 D. Obtaining a Patent II 1-11
 E. Patent Infringement II 1-14
 F. The America Invents Act..... II 1-18
 G. The Future of Patent Law Applied to the Internet..... II 1-21

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 2-17
 D. Protecting Trade Secrets..... II 2-18
 E. Misappropriation and Remedies..... II 2-29
 F. Conclusion II 2-36

Checklist

II 3 Copyright

A. The Copyright Act of 1976..... II 3-1
 B. Copyright Infringement II 3-12
 C. Internet Service Providers and the Digital Millennium Copyright Act..... II 3-40
 D. Avoiding Copyright Infringement II 3-60
 E. Protecting a Copyright..... II 3-61

Checklists

II 4 Domain Names and Trademarks

A. Introduction	II 4-1
B. Domain Names	II 4-2
C. Trademark Law	II 4-5
D. The Intersection of Domain Name and Trademark Law	II 4-17
E. Protecting Your Business from Trademark and Domain Name Disputes.....	II 4-24
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 1-3

C. Content Regulation..... IV 1-8

D. Free Speech in Special Settings..... IV 1-23

E. Conclusion IV 1-29

Checklist

IV 2 Online Privacy

A. Introduction IV 2-1

B. Federal Law IV 2-3

C. State Law IV 2-29

D. International Issues..... IV 2-34

Checklists

IV 3 Children’s Access to Pornography

A. Introduction IV 3-1

B. Obscenity, Indecency, and Pornography IV 3-1

C. Legislated Controls..... IV 3-2

D. Other Controls IV 3-24

E. Conclusion..... IV 3-27

IV 4 Cyberbullying and Online Harassment

A. Introduction IV 4-1

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

C. Cyberbullying and the First Amendment IV 4-4

D. Laws Prohibiting Bullying and Cyberbullying..... IV 4-6

E. Preventing Cyberbullying..... IV 4-29

Checklist