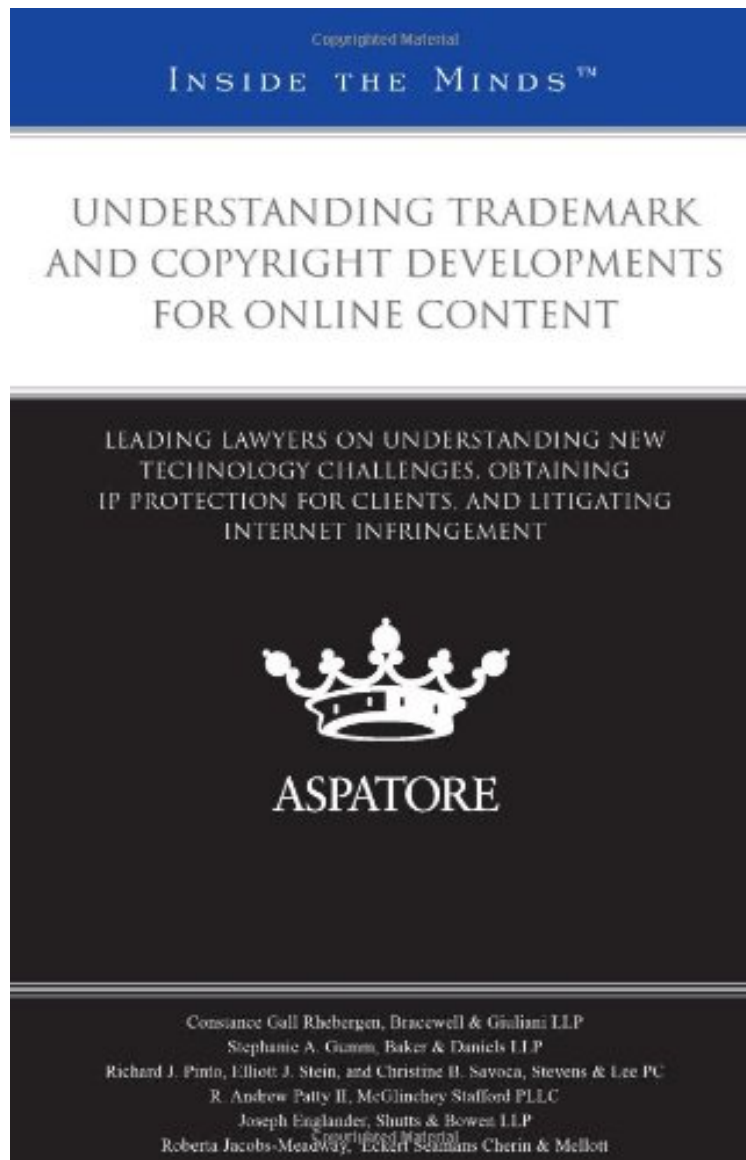


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Understanding Trademark and Copyright Developments for Online Content provides an authoritative, insider's perspective on analyzing and responding to new technological advances that impact effective IP protection. Featuring partners and shareholders from some of the nation's leading law firms, these experts guide the reader through the new types of online content infringement emerging in intellectual property law and the key strategies for protecting clients ownership rights and litigating infringement claims. From blogs and social media sites to keywords, metatags, and AdWords, these leaders review the new types of copyrighted content and trademarks available on the Internet and the challenges of greater distribution of and easier access to all published materials. The authors also highlight new, non-traditional forms of content being litigated for infringement, including billing codes and architectural plans. Additionally, these attorneys discuss recent legislation intended to protect online content, such as the Communications Decency Act and Digital Millennium Copyright Act, and offer advice on helping clients employ protective measures prior to launching a new brand. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to success within this technologically advanced area of law. Inside the Minds provides readers with proven business intelligence from C-Level executives and lawyers (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies and firms nationwide. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is heading and the most important issues for the future. Each author has been selected based upon their experience and C-level standing within the professional community. Chapters Include: 1. Constance Gall Rhebergen, Partner, Bracewell Giuliani LLP- "Applying Old Methods to New Intellectual Property Challenges" 2. Stephanie A. Gumm, Partner, Baker Daniels LLP- "UDRP: A Viable Option for Trademark Owners in the Fight Against Cybersquatters" 3. Richard J. Pinto, Elliott J. Stein, and Christine B. Savoca; Shareholders and Of Counsel, Stevens Lee PC- "Recent Developments in Trademark and Copyright Law" 4. R. Andrew Patty II, Member, McGlinchey Stafford PLLC- "Intellectual Property Concerns in the Digital Age" 5. Joseph Englander, Partner, Shutts Bowen LLP- "Protecting Online IP Content for the Client: The Web Site Owner and the IP Owner" 6. Roberta Jacobs-Meadway, Member, Eckert Seamans Cherin Mellott- "Meeting New Challenges: Emerging Trends and Issues in Online Content Infringement" Appendix: Online Content Development Checklist