



Information Technology Law Institute 2012:
Innovations in Apps, E-books, Cybersecurity,
Mobile Technology, Privacy and Social Media

San Francisco, April 3-4, 2012

Live Webcast, April 3-4, 2012 – www.pli.edu

New York City, April 19-20, 2012

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- Learn how to protect your organization from hacking and cybersecurity threats
- Get pointers on navigating the challenges in new “app”-based business models
- Obtain best practices for negotiating digital rights in e-books
- What you need to know about drafting and negotiating social media transactions with vendors, affiliates and agencies

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**Earn one
full hour
of ethics
credit**

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FACULTY



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What's on the Agenda?

E-books Change an Industry

- Apple and major publishers facing lawsuits over e-book price fixing
- Publishers' multimedia rights ownership vs. author livelihood

Contracting for Technology in the Modern Era: Development Platforms, Consumer Applications and Mobile Devices

- Legal steps to launching an "app" on a platform
- Negotiating deal terms for developers

Social Media Issues in Technology

- Developing and enforcing social media policies
- How to comply with FTC, FINRA, and SEC disclosure requirements

Cutting-Edge Developments in Litigation

- Do press shield laws protect bloggers and online periodicals?
- The reach of search warrants and subpoenas into cyberspace

Non-Practicing Entity (NPE) Patent Owners and the Developing Law

- Identifying the district courts with balanced rules that can aid defendants
- Implications of the 2011 America Invents Act

Legal Ethics in an Electronic World – Earn One Full Hour of Ethics Credit

- Use of work email and protecting the attorney-client privilege
- Mining social networking sites for information: dos and don'ts

Privacy Update

- Online behavioral advertising
- Mobile devices, applications and geo-location tracking

Managing the Risks in E-Discovery

- Unique problems associated with cloud computing
- Avoiding leaks of e-information

Computer Hacking – The Threat to Personal and Business Security

- Not all hackers are alike: the varying risks of foreign, domestic and amateur hackers
- Emerging trends – hacking and the theft of trade secrets and the convergence of hacking and piracy

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