



Digital Business

A Legal and Regulatory Update

In association with:



9 November 2010

Osborne Clarke, One London Wall
EC2Y 5EB

C&I Fees:

C&I Member Fee: £265 + VAT

Non Member Fee: £345 + VAT

5 Hours CPD

This seminar will include guidance on the **Digital Economy Act**.

9.30 Registration and Refreshments

10.00 Introduction, and an Overview of Regulatory Trends

- Moving from an unregulated to a regulated world
- A comparison of regulatory regimes in the US, UK and EU

Mike Turner, Partner, Head of Digital Business

10.30 Internet Advertising - How the Technology Works

- Explaining the jargon - ad networks, cookies and web beacons
- Pros and cons of banner, contextual and targeted advertising
- The difference between deep packet inspection and cookie-based advertising

Phil Lee, Associate

11.05 Privacy: Latest Trends

- Enforcement: Latest trends:
 - Fines: the potential for exposure across Europe
 - Regulator audit rights
- Hiring service providers: what is expected of you?
- Collecting information online: guidance from the ICO
- Global operations and complying with Europe's data transfer laws

James Mullock, Head of Technology, Bristol

11.35 Refreshments

11.50 The Extended Remit of the Advertising Standards Authority

- The new scope covering website content
- Timetable for implementation
- Sanctions
- Key practical impacts

Anna Williams, Associate

12.25 Latest Developments in Competition Law

- Advertising and pricing - OFT market studies
- Impact of new EC verticals block exemption
- Enforcement priorities in digital business

Simon Neill, Partner

12.55 Lunch

1.55 Combating Digital Piracy under the Digital Economy Act

- The aims of the Digital Economy Act
- The Framework
- How the framework is being implemented and potential future developments
- Adapting your strategy to online piracy under the Digital Economy Act

Theo Savvides, Partner

2.25 Key Developments in IP

- Adwords - the latest position
- Liability of intermediaries for online infringement (*Google France v LVMH; L'Oreal v eBay and Twentieth Century Fox v Newzbin*)

Emily Devlin, Associate

2.55 Refreshments

3.10 Social Media and User Generated Content

- The e-Commerce Directive hosting defence
- Moderation issues
- Promotion pitfalls
- Astro-turfing, sock-puppetry and other risky practices

Nick Johnson, Partner, & Phil Lee, Associate

3.45 Perspectives on Emerging Technologies and their Impact on your Contracts

- Developments in cloud computing
- Augmented reality apps
- Interfacing and interoperability and open standards

Mark Webber, Partner

4.15 Questions and Discussion

4.30 Close

Experts from Osborne Clarke's highly regarded digital business team will provide practical insight and guidance on the key current and anticipated legal and regulatory developments, including the Digital Economy Act, that affect digital business.

Tear Here

Book online:
www.cigroup.org.uk

Booking form enclosed

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