

SEMINAR

Doing Business Online

Anticipating and managing evolving and unique challenges in the digital era

Doing business online—whether the business is digitally native, or has an online presence to complement its offline one—presents unique challenges and opportunities. Now that almost every type of business needs an online presence in order to thrive, every business lawyer needs to anticipate and identify these issues. In this program you learn about the risks and opportunities deriving from an online business presence—the protection of and risks relating to intellectual property rights; use and storage of personally identifiable information; risks and benefits of distributed ledger technology; and complying with advertising regulations.

Proactively limiting risk and maximizing opportunities from doing business online requires counsel to be fluent in the interwoven—and sometimes competing—business, technical, and legal considerations. Understanding the regulatory and technical requirements of multiple privacy regimes applicable to the company can mitigate the client's liability for breaches and enforcement actions. Understanding how a client can protect and exploit its intellectual property online, and how it can use the intellectual property of others, can simplify enforcement actions, and avoid claims of infringement. Understanding advertising rules applicable to a client's industry can lead to compliant messaging and avoiding problems with regulatory authorities. Understanding how the law applies to blockchain technology can help clients navigate its challenges and reap its benefits. Understanding new methods of disseminating content digitally is imperative for advising clients on new media ventures.

Your clients cannot afford to operate without a digital presence; can you afford to practice without knowing the business, technical, and legal solutions?

Agenda

- Doing Business on the Blockchain: What Every Lawyer Needs to Know
- Privacy and Data Security Online: How to Apply the Myriad Laws to Your Client's Business
- Advertising on Social Media: How It Works, and Special Concerns for Regulated Industries
- Third Party Content on the Internet: Intellectual Property Licensing and Infringement
- Podcasts: Advising Clients on Production and Distribution
- "Ask the Experts" Q&A Session

Faculty

Amanda E. Schreyer, Esq., *Morse, Waltham*, Chair

Cansu Akalin, Esq., *Director, Business Legal Affairs, Studio71, Los Angeles, CA*

Tonya M. Evans, *Visiting Professor of Law, Penn State Dickinson Law School, Carlisle, PA*

Faith D. Kasparian, Esq., *Morse, Waltham*

Sonja J. Kim, Esq., *Associate General Counsel, Pandora + SiriusXM, Oakland, CA*

Shehla Syed, Esq., *West Hill Technology Counsel, Beverly*



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Dates & Location

LIVE WEBCAST

Tuesday, February 23, 2021
2:00 pm–5:00 pm

Register at www.mcle.org
Program Number: 2210188WBC

RECORDED WEBCAST

Tuesday, March 9, 2021
9:00 am–12:00 noon

Register at www.mcle.org
Program Number: 2210188RBC

Tuition *(includes written materials)*

- \$245
- \$220.50 MCLE Sponsor Members
- \$183.75 New Lawyers admitted to law practice after 2018, Pending Admittees, Law Students, and Paralegals

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Policies and Information

Register early!

For course agendas, hours, fees, and discounts, please refer to the respective seminar pages. The fee includes program instruction and all written materials unless otherwise noted.

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If your plans change

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 - 6-10 250
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 - 151-250 3,500
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