

### MEMBERS

- Philip A. Bonomo
  - David S. Keir
  - Louis J. Levy
  - S. Jenell Trigg
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### ASSOCIATES

- Rebecca L. Neumann
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### RELATED PRACTICES

- Copyright and Trademark
  - Privacy & Data Security
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In addition to assisting and advising our traditional broadcast/cable and telecom clients as they adapt to emerging technologies, launch Internet web pages and stream broadcast programming, Lerman Senter is also active in the areas of Internet and cyberspace law as a separate specialty practice area. Given our global perspective of the telecommunications industry, we are able to provide essential knowledge of the technological and regulatory foundation of the Internet and to advise clients on a wide variety of legal and business issues involving the Internet and e-commerce. In this connection, we provide assistance to clients on (i) registration of new domain names, DMCA registrations, trademark searches, and filing and prosecution of trademark applications with the U.S. Patent and Trademark Office (ii) liability matters with respect to the use of electronic and computer-related communications; (iii) linking practices and copyright issues with respect to licensing audio and video content (including broadcast signals) for use on Internet websites, including drafting agreements between rights holders and web site owners; (iv) emerging standards and state and federal legislation and enforcement regarding online advertising practices (“adware”), with particular respect to the installation of unwanted computer software, robots and other electronic mechanisms on user computers (“spyware”) and related notice and consent requirements; and (v) domestic and foreign state and federal legislative matters affecting the Internet and e-commerce including taxation, consumer protection, privacy, content issues, and intellectual property rights.

In conjunction with these and other related efforts, we represent clients before the Federal Trade Commission, U.S. Patent and Trademark Office, U.S. Copyright Office, World Intellectual Property Organization, U.S. Department of Commerce and the Internet Corporation for Assigned Names and Numbers (ICANN).

### NEWS

- Lerman Senter Member S. Jenell Trigg Receives Distinguished Service Award from the Federal Communications Bar Association
- FTC Extends Date for Enforcement of Red Flag Rules to December 31, 2010
- Lerman Senter Partner Lou Levy Offers Guidance on Best Practices



## Internet & E-Commerce (Cont)

for Maintaining a Domain Name Portfolio in May 2010 Financial Manager Magazine

- The Six Steps to Streaming Music On the Internet
- Lerman Senter Co-Sponsors Conference on "Digital Democracy"
- Sally Buckman Speaks at Conference on "The 2008 'You Tube' Election?"
- Use of Keyword Triggers Can Trigger Problems for "Contextual Marketing" - By Lou Levy