

**Electronic Commerce Law (IT-830) Syllabus**  
**John Marshall Law School – Spring 2011 Syllabus**  
**Tuesdays, 5:30 to 9:00pm**

No	Date	Topic	Assignments
1	2/1/11	Introduction –Electronic Business	Anderson, Chris, "The Long Tail" <i>Wired Magazine</i> (available at: <a href="http://www.wired.com/wired/archive/12.10/tail.html">http://www.wired.com/wired/archive/12.10/tail.html</a> <i>will not be distributed in class, you must download and read before the first class!</i> ).  <b><u>Bring a list of your most-used websites with you to the first class.</u></b>
2	2/15/11 [NO CLASS 2/8/11]	Internet Jurisdiction –cross border issues, judgment enforcement, choice of laws	Written summary in handout materials (at Tab 1); <i>Zippo Manufacturing v. Zippo Dot Com, Inc.</i> ; <i>Yahoo! Inc. v. La Ligue Contre Le Racisme et L'Antisemitisme</i> ; <i>Gutnick v. Dow Jones</i> ; <i>Alteen v. Informix Corp</i> ; <i>Braintech Inc. v. Kostiuk</i>
3	2/22/11	Interactive Advertising, Behavioral Targeting; Data Privacy, and Ethical Issues Facing E-Commerce Companies	Written summary in handout materials (at Tab 1); Deceptive Trade Practices Act; FTC Dot Com Disclosures; FTC Fair Information Practice Principles; FTC Guides for Online Behavioral Advertising; Industry Self-Regulatory Principles for Online Behavioral Advertising  <b><u>Find a sample of an easy-to-understand privacy policy</u></b>
4	3/1/11	Social Networking and Search Engine Sites – Consumer Privacy Protections and the Ethics of Interacting with Children Online	Children's Online Privacy Protection Act; MySpace settlement with State AGs; Final Report of the Internet Safety Technical Task Force; EU Data Privacy Directive and Article 29 Working Party Opinion on Social Networking
5	3/8/11	Protecting the Electronic Company –the CDA and Trademark Liability	Communications Decency Act; Written summaries of CDA cases in handout materials (at Tab 1); <i>Fair Housing Board v. Roommates.com</i> ; written summary regarding shields from trademark liability (at Tab 1); <i>Tiffany v. eBay</i>
6	3/29/11 [NO CLASS 3/15 AND 3/22]	Protecting the Electronic Company – DMCA Liability Shield	Digital Millennium Copyright Act; Written summaries of DMCA and "additional protection" cases in handout materials (at Tab 1); <i>Io Group v. Veoh Networks</i>  <b><u>Find samples of user generated content rules</u></b>
7	4/5/11	Online intellectual property Infringement	<i>Playboy Enterprises, Inc. v. Netscape Communications Corp.</i> ; <i>U-Haul Int'l Inc. v. Whenu.com, Inc.</i> ; <i>Dluhos v. Strasberg</i> ; <i>Google v. American Blind and Wallpaper Co.</i> ; <i>Perfect 10 v. Google</i>
8	4/19/11	Electronic Contracting and Electronic Payments– ESign Act; Implementation, Validity of Digital Signatures and Electronic Contracts; Mail Order Rule; Stored Value cards (gift cards), and Internet Tax Issues	Written summaries of electronic signature cases in handout materials (at Tab 1); Uniform Electronic Transactions Act, <i>Comb v. PayPal, Inc.</i> Federal Gift Card Act; written summary of state gift card laws and cases (at Tab 1); <i>Federal Trade Commission v. Verity International, Ltd.</i>  <b><u>Find a sample of an online digital signature process</u></b>
9	4/26/11	HOLD FOR MAKE UP	

### **Grading and Assignments**

All readings will be distributed in the first class. To receive credit for this course, students must read the materials listed on this syllabus and find the samples as indicated in the syllabus *in advance of each class session*, and come prepared for and participate in **class discussions**, including completing the **special projects** highlighted in the syllabus above (25%). Completing the readings prior to class is critical, and missing more than two classes will result in a full grade reduction. Students will select and prepare a **case summary** of one or two of the cases read in class, distribute the summary to the class on the day the case is to be discussed, and provide the class with a short presentation on the case (25%). The **final project** will be discussed in class, and will consist of a ten-page client memorandum describing legal risks and requirements for an organization launching an online business (50%). The final project will be due by electronic mail to [lmthomas@winston.com](mailto:lmthomas@winston.com) as a Microsoft Word attachment **by 5pm CT on May 2, 2011.**

### **Contact Information**

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