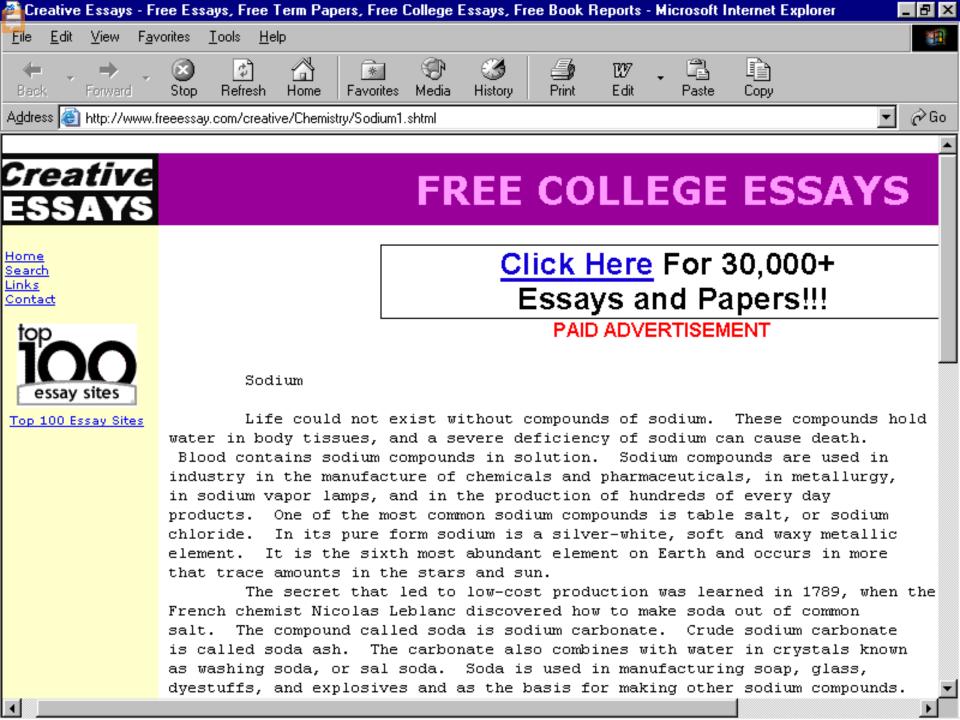
## **Stopping Piracy**

## Trademark and Copyright Enforcement on the Internet

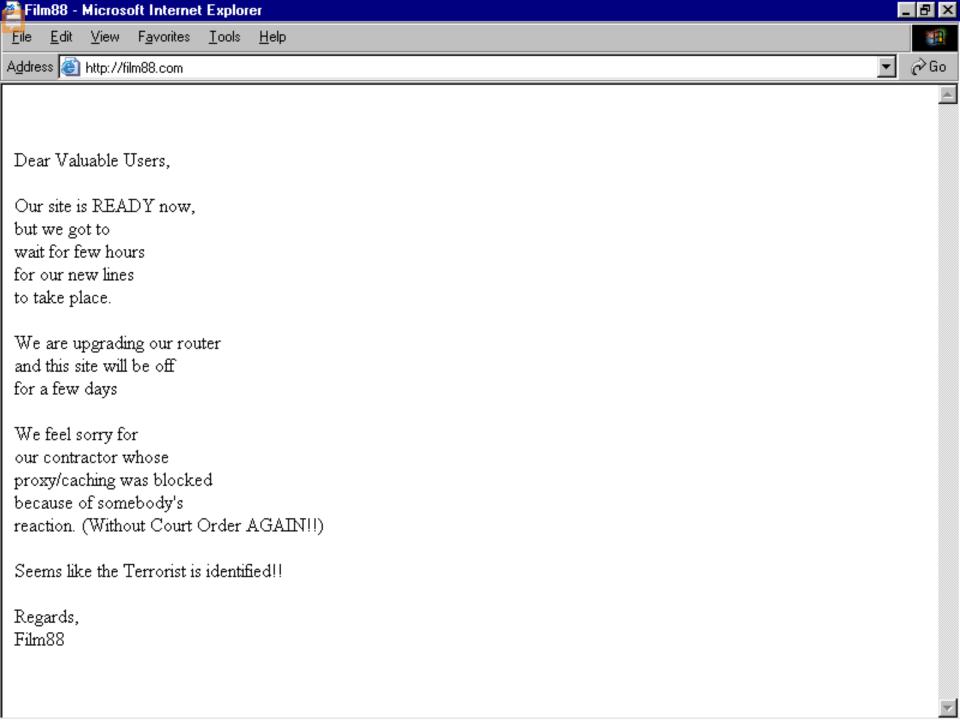
William J. Bowe
Executive Vice President and General Counsel
Encyclopaedia Britannica, Inc.
AIPLA Mid-Winter 2002 Program
Pointe South Mountain Resort, Phoenix, Arizona
January 25, 2002











Edit View

Favorites Tools

Help



#### X-SLUTS

A new amateur site on the scene that has received great reviews. They specialize in home video feeds, 1000's of movies in addition to 250 personal video cams. The girls vary from college students to lonely housewives in need.



#### LEZ BABES

One of the most Hardcore Lesbian sites out there. Lez Babes hosts a huge library of lesbian action to include xxx videos, live sex shows,



#### TEEN ANAL

Brand new site site that gets raw talent at it's finest moment, it's younger years. Teen Anal is pack with tight cornhole pumping movies, feeds, and quality pictures. If you like them young and submissive then this is your site.



#### EBONY PEARLS

Oh My!! Take a look at these adult sized pearls!! They have landed, and you are here to greet them. Black women are wild tonight. Taste these pearls for yourself.



#### SICKO

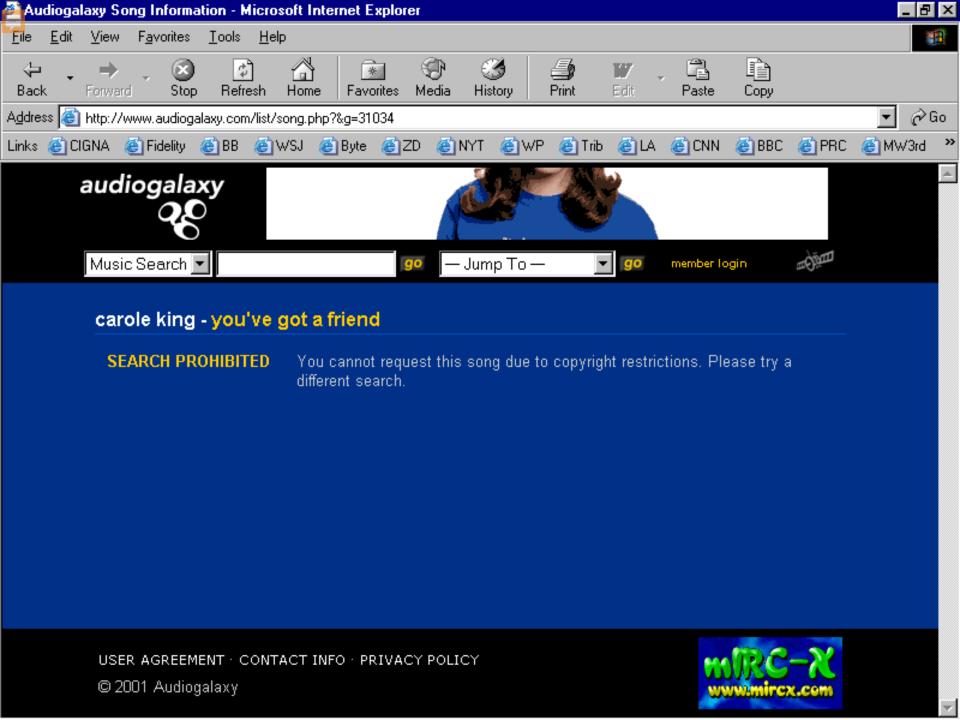
A new frontier for anal lovers. This site exemplifies the niche of anal sex with its growing list of anal movies and photos to include the

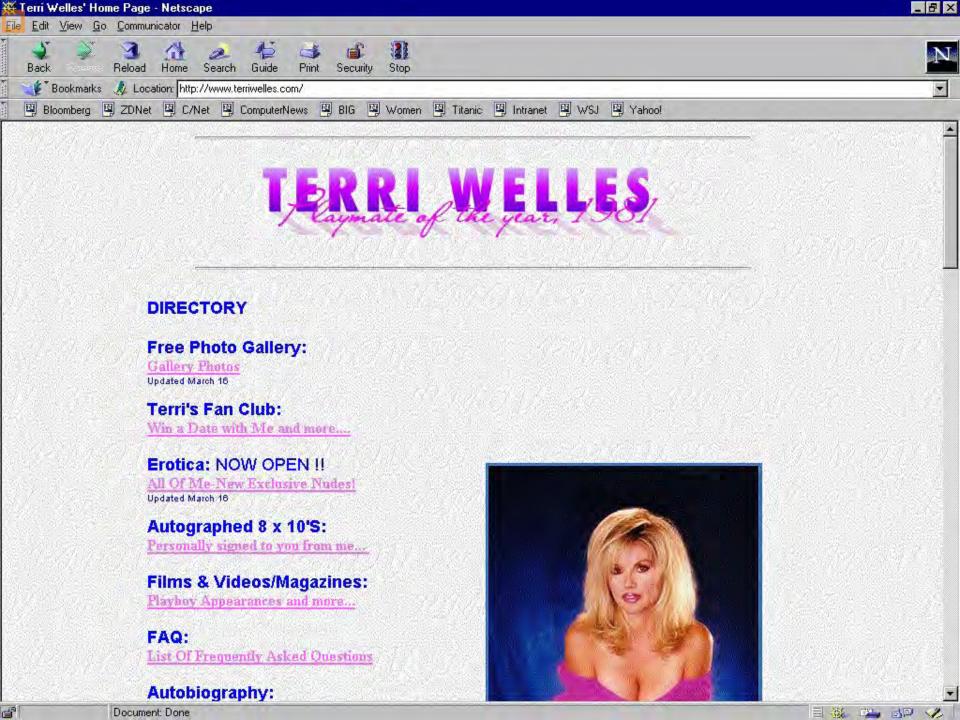


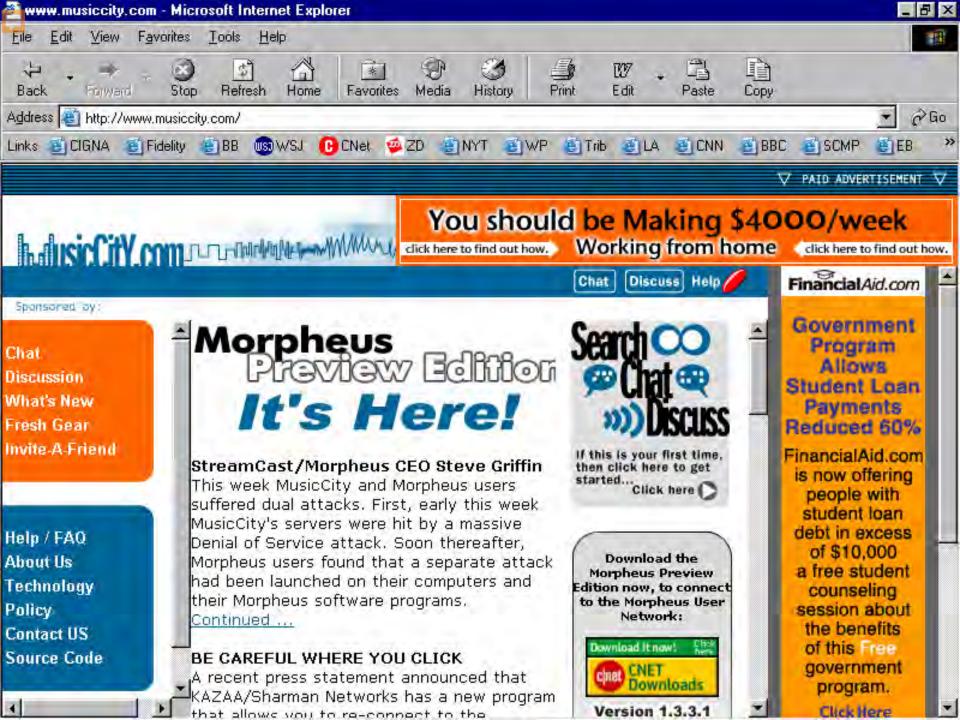
### SICKO

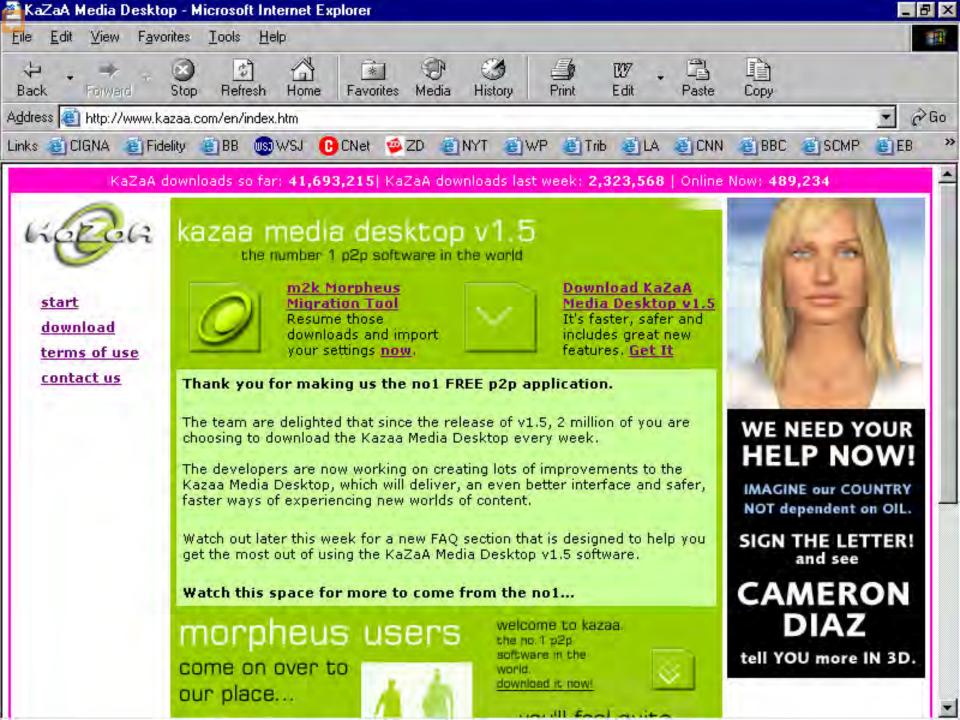
The extreme side of teens. Watch as they try to take it up the ass for the first time. Sicko Teens bring you footage from 1000's of teen



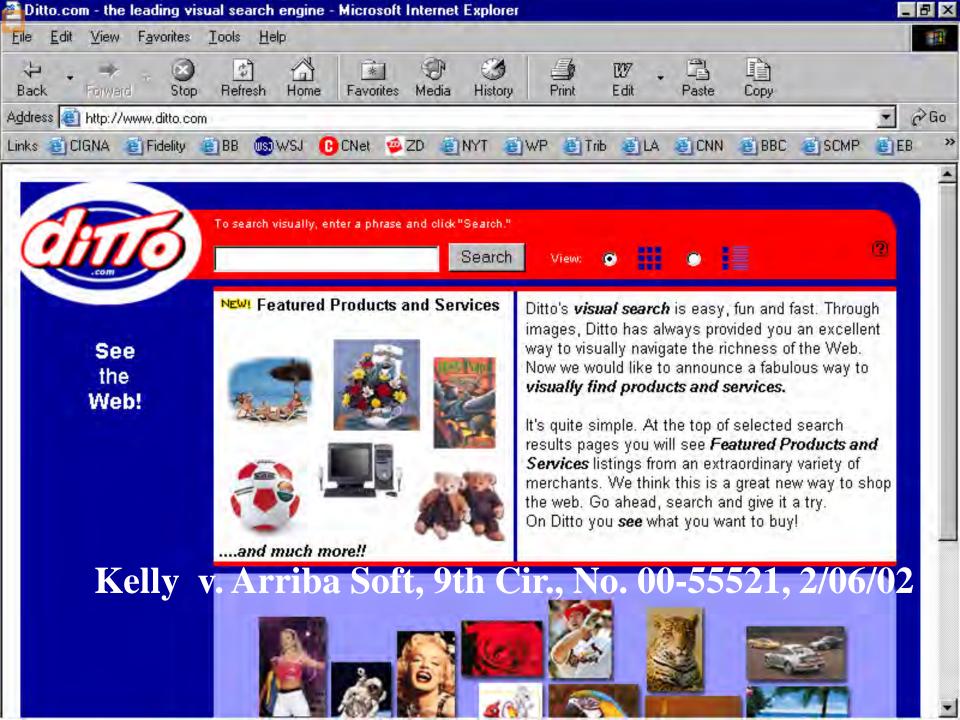




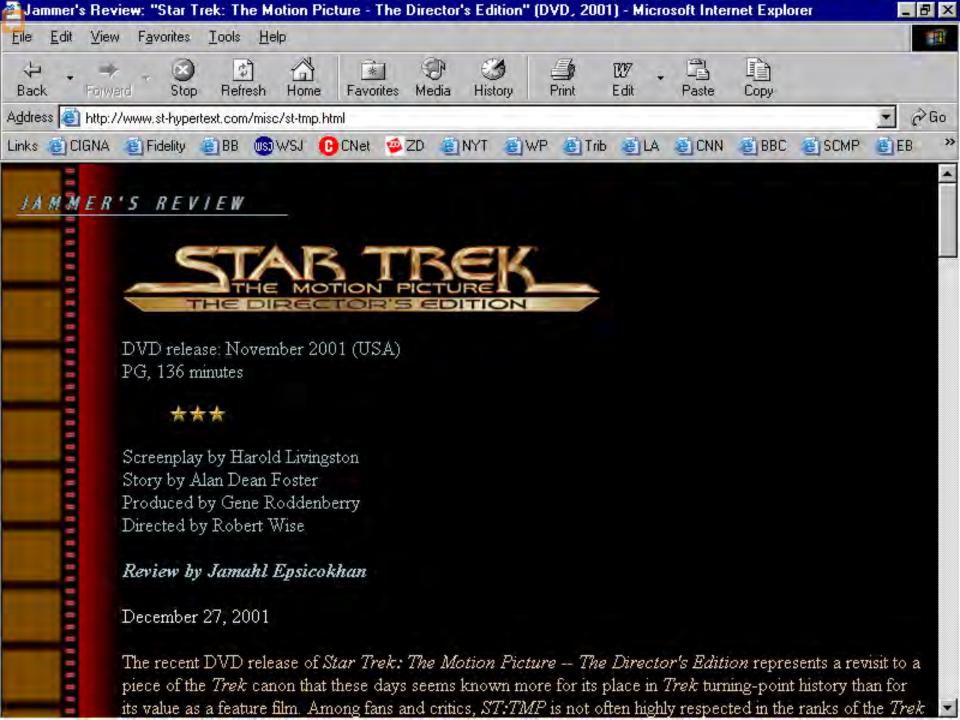


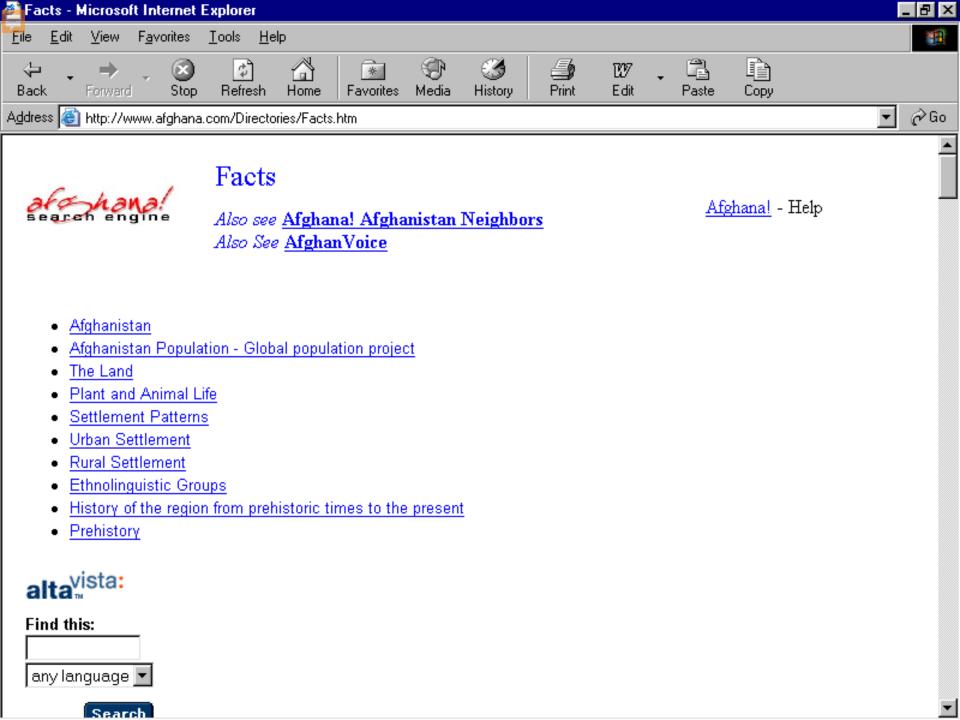


















#### 24 I done date i Treparado

A Faunistic Catalogue of the Butterflies of Jordan

#### **Brief Information**

The Hashemite Kingdom of Jordan (al-Mamlakah al-Urdunniyah al-Hashimiyah), an Arab state of Southwest Asia, is a young nation that occupies an ancient land associated with the civilizations of antiquity. It is bounded to the north by Syria, to the east by Iraq, to the southeast and south by Saudi Arabia, and to the west by Israel and the West Bank. (In 1988 Jordan renounced its claims to the West Bank, which had been under its rule from 1948 to 1967.) Jordan has 12 miles



A landscape of North Jordan (Photo: Prof. Dr. Inci Koçak)





- "Body Solutions" Compared to "Calorad"
   You've heard the radio commercials, now decide for
   yourself. View a chart comparing the ingredients and
   features of "Calorad" and "Body Solutions."
   www.slimstore.com (Cost to advertiser: \$0.08)
- Body Solutions
   The truth about "Body Solutions." Plus, 100 diet reviews. www.chasefreedom.com
   (Cost to advertiser: \$0.06)

## **Stopping Piracy**

Trademark and Copyright

Enforcement on the Internet

William J. Bowe
Executive Vice President and General Counsel
Encyclopaedia Britannica, Inc.
AIPLA Mid-Winter 2002 Program
Pointe South Mountain Resort, Phoenix, Arizona
January 25, 2002



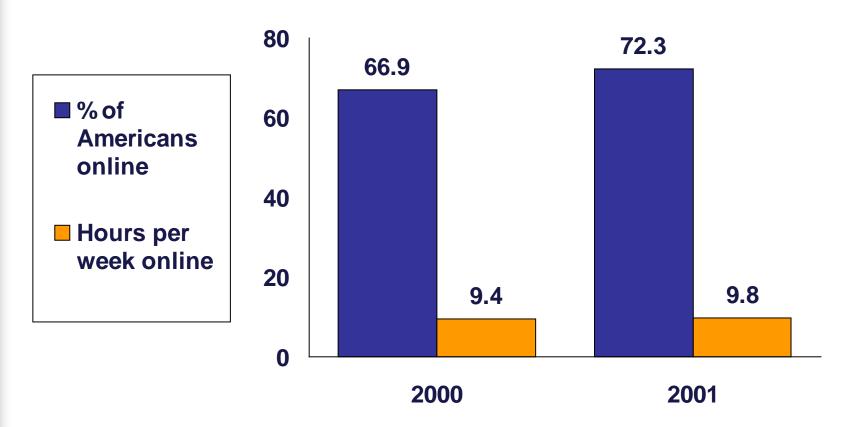
### Introduction

- Internet trends affecting intellectual property
- n Trademark protection
- Copyright enforcement

## n Internet trends affetællegtual property

### F

## **UCLA Internet Project**

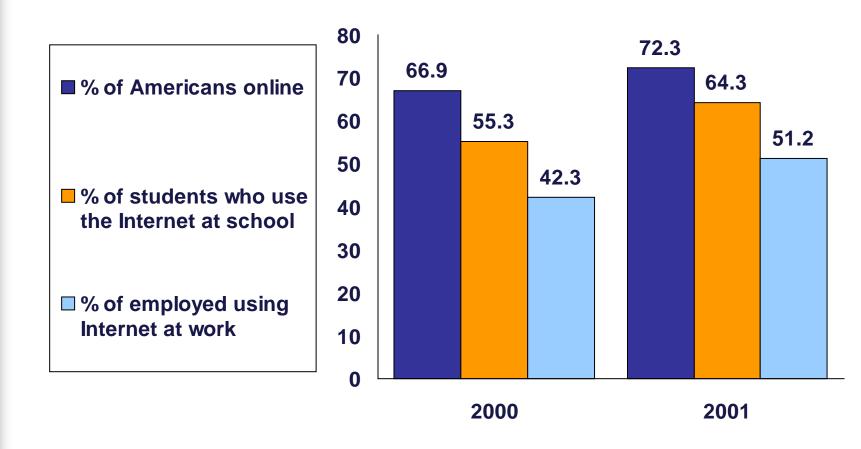


The just published 2001 UCLA Internet Project leaves little doubt that the Internet is now a mainstream activity in American life that continues to spread among people across all age groups, education levels and incomes.

Source: UCLA Internet Report, Nov. 2001

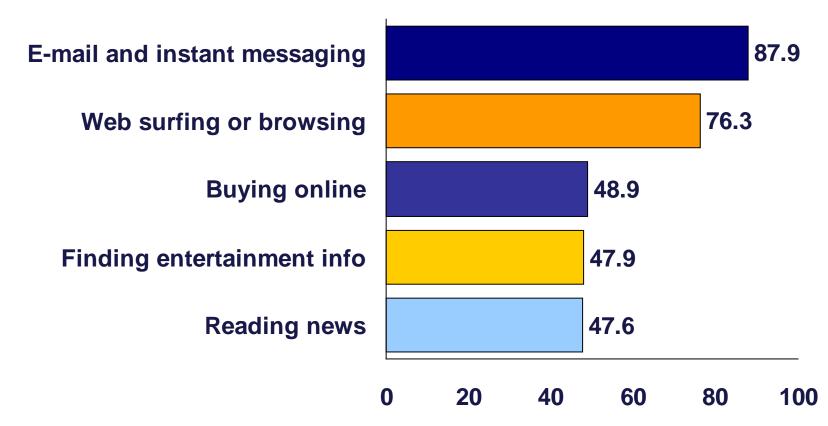


### **Internet Access**



# **Top Five Most Popular Internet Activities**

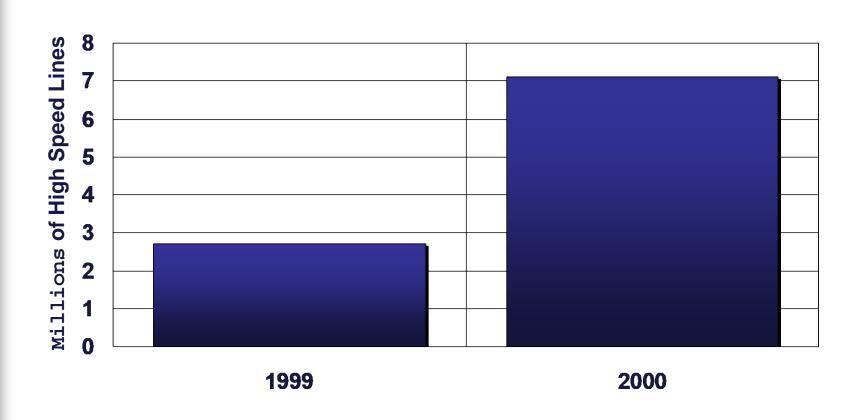
**Percent of Internet Users** 



Source: UCLA Internet Report, Nov. 2001



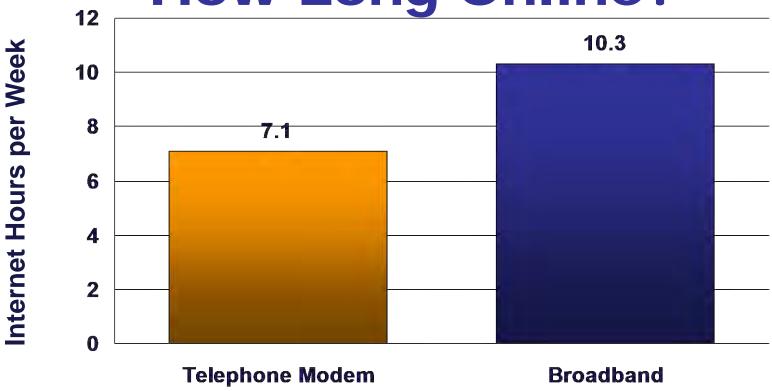
## **Broadband Ramp Up**



Estimated number of U.S. broadband connections (DSL, cable modem, data satellite or fixed wireless services)

Source: FCC Data quoted in PC Magazine,

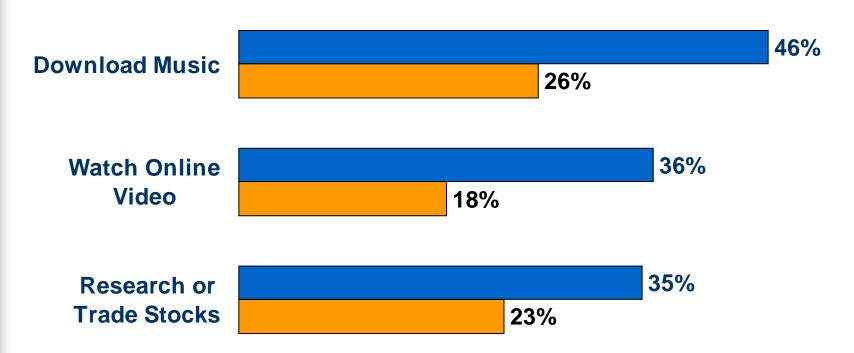
# Modem vs. Broadband: How Long Online?



Internet users with broadband at home go online 3.2 hours more per week than Internet users who connect with a modem.

## Dial-up v. Broadband Usage





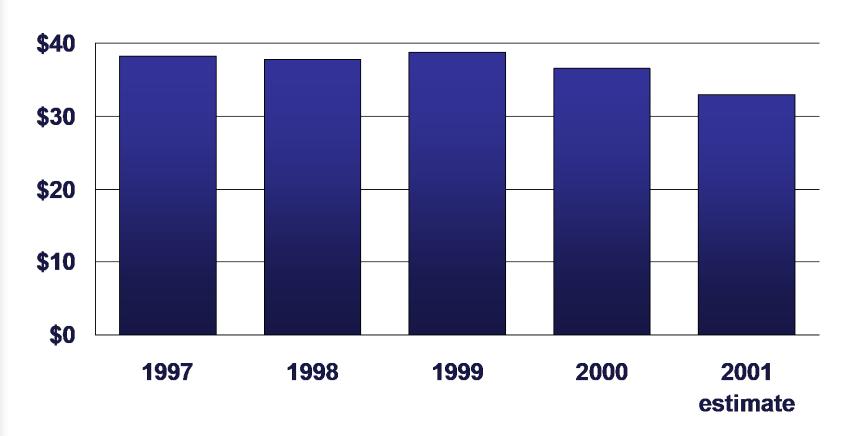
A survey of 3,150 people shows that broadband users run more entertainment and finance applications online than dial-up users.

Source: PC Magazine, Dec. 11, 2001 Jupiter Media Metrix, 2001



# Sinking World-Wide Record Sales

(in billions)



Sources: The Wall Street Journal, 11/29/01; IFPI; estimate from Merrill Lynch

## n Trademark protection

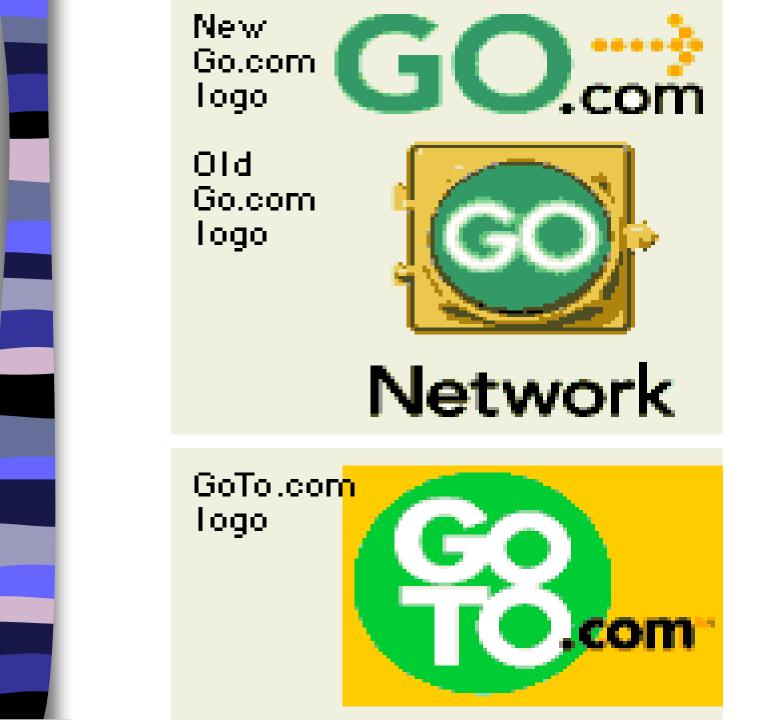


## **Domains for Dollars**

The typical large business:

- n spends an average of \$100,000 a year to acquire and maintain domain names
- n owns between 200 and 500 domain names:
  - n misspellings
  - n hyphenations
  - n derogatory variations











Thank You for Visiting!

目 张 🏙 🔊 🕢



# Domain Name Misspellings and Cybersquating

n conpaq.com

(Not "Compaq")

n britanica.com

(Not "Britannica")

n britannnica.com

(Not "Britannica")





## WOLEN IN AMERICAN HISTORY by/Encyclopædia Britannica

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INTRODUCTION

Early America 1600-1820

The Nineteenth Century 1820-1880

At the Crossroads 1880-1920

Modern America 1920-the Present





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Electric Librar

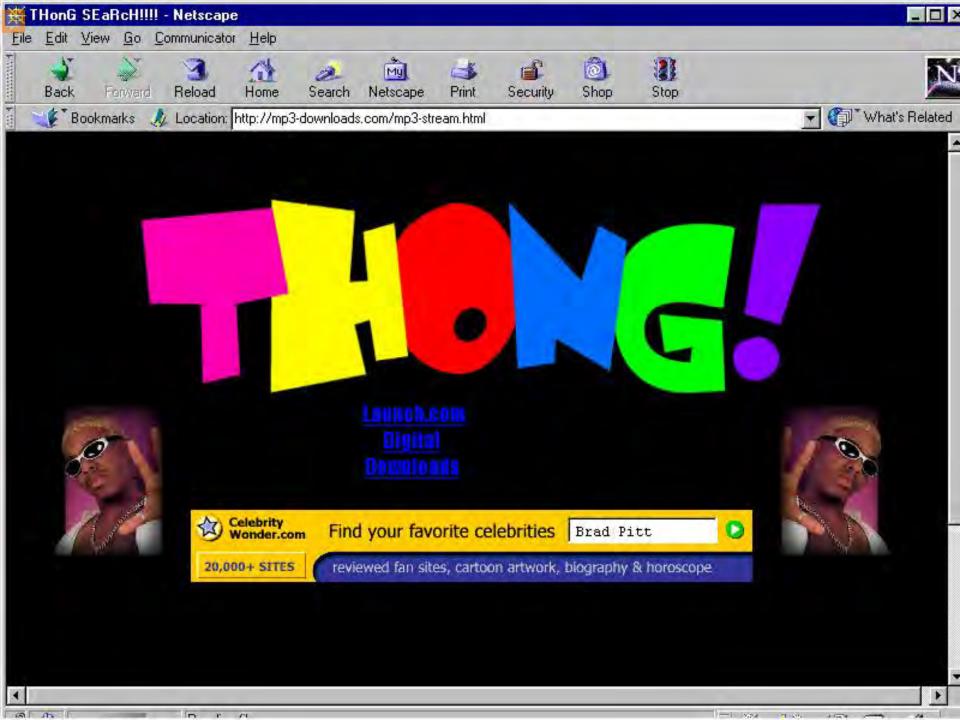


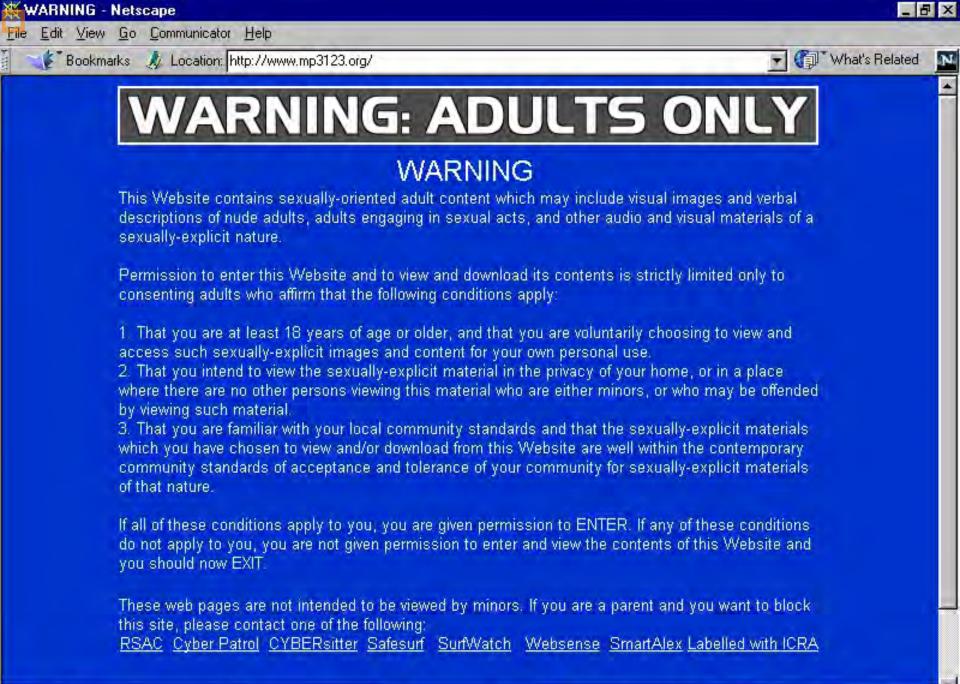




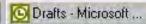








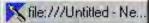


















## WIPO Domain Name Arbitration

## **Elements of Proof**

- n Domain name is identical or confusingly similar to a trademark or service mark
- No rights or legitimate interests with respect to the domain names in dispute
- n Registered and used the domain name in dispute in bad faith

## WIPO Domain Name Arbitration

## Procedures (1)

- Include the complaint transmittal coversheet: http://arbiter.wipo.int/domains
- original and four copies of the complaint must be sent via courier to WIPO at:

WIPO Arbitration and Mediation Center 34 Chemin des Colombettes 1211 Geneva 20 Switzerland

The complaint should also be emailed to WIPO at domain.disputes@wipo.int and faxed to WIPO at +41 22 740 3700



## WIPO Domain Name Arbitration

Procedures (2)

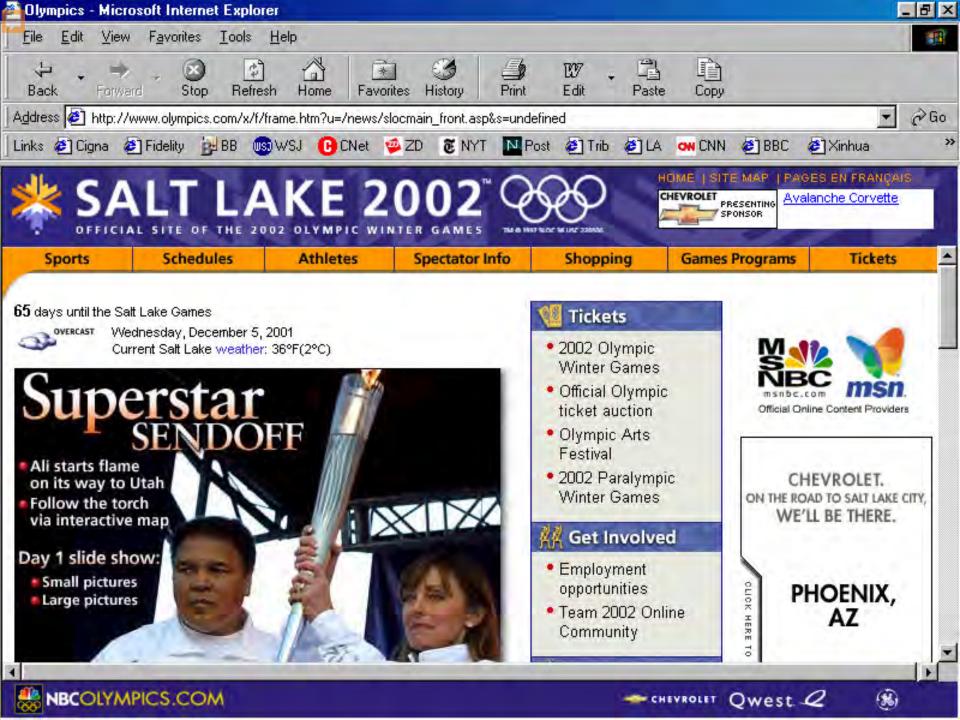
- Make all reasonable efforts to notify the registrar and respondent of the complaint's filing: courier, email and fax
- n ICANN Policy: http://www.icann.org/udrp/udrp-policy-24oct99.htm
- n ICANN Rules: http://www.icann.org/udrp/udrp-rules-24oct99.htm
- n Fee for filing an ICANN complaint is \$1,000 for one arbitrator



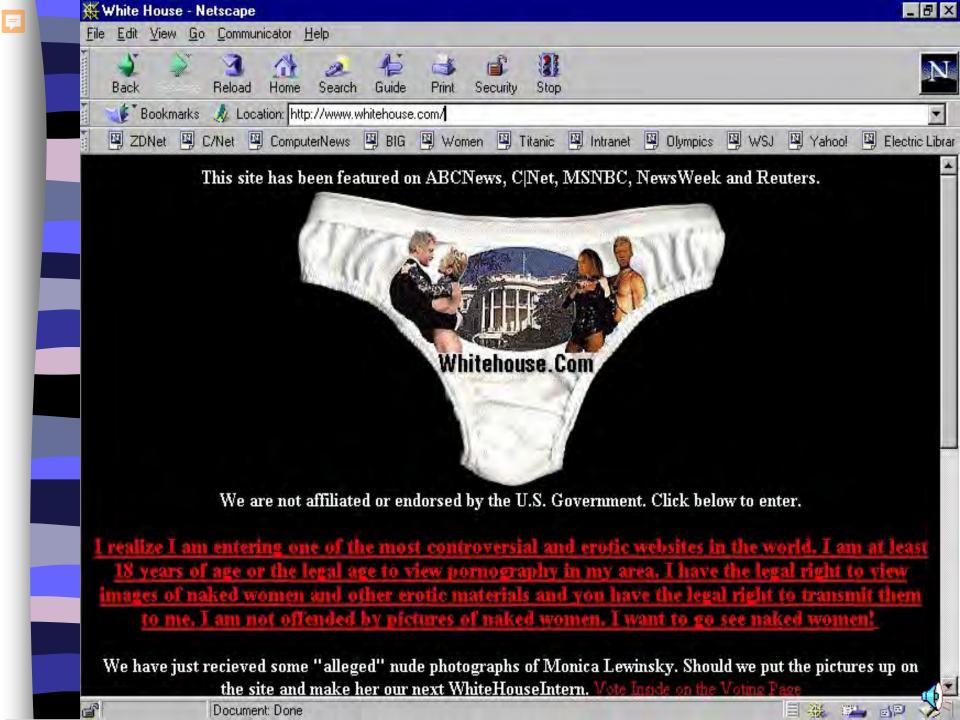
## Madonna.com

- n 275 companies have trademarked Madonna in their names
- n 75 federal and state trademarks in the United States and Canada alone
- n 87 web sites use Madonna in their addresses













## n Copyright Enforcement



## **Copyright Enforcement**

A Copyright Owner's Exclusive Rights under the Copyright Act of 1976:

- n Reproduce the work
- Create derivative works
- Distribute copies
- Perform the work publicly
- Display the work publicly



# Merriam-Webster Online Infringements

- n Electronic versions of Merriam Webster created for internal editing and publishing efficiencies
- n Academic research at universities
- n License restrictions
- Dictionaries in cyberspace





America's #1 Paperback Dictionary

Dictionar

The Merriam Webster Dictionary

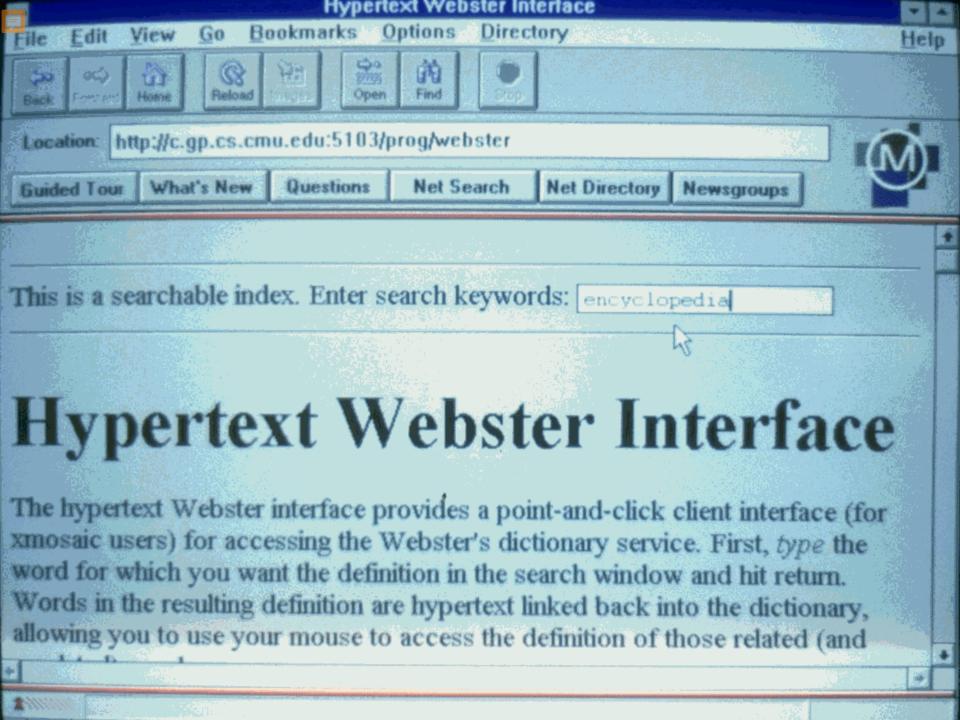
The Most Authoritative-Based on Webster's Third New International Dictionary, Unabridged

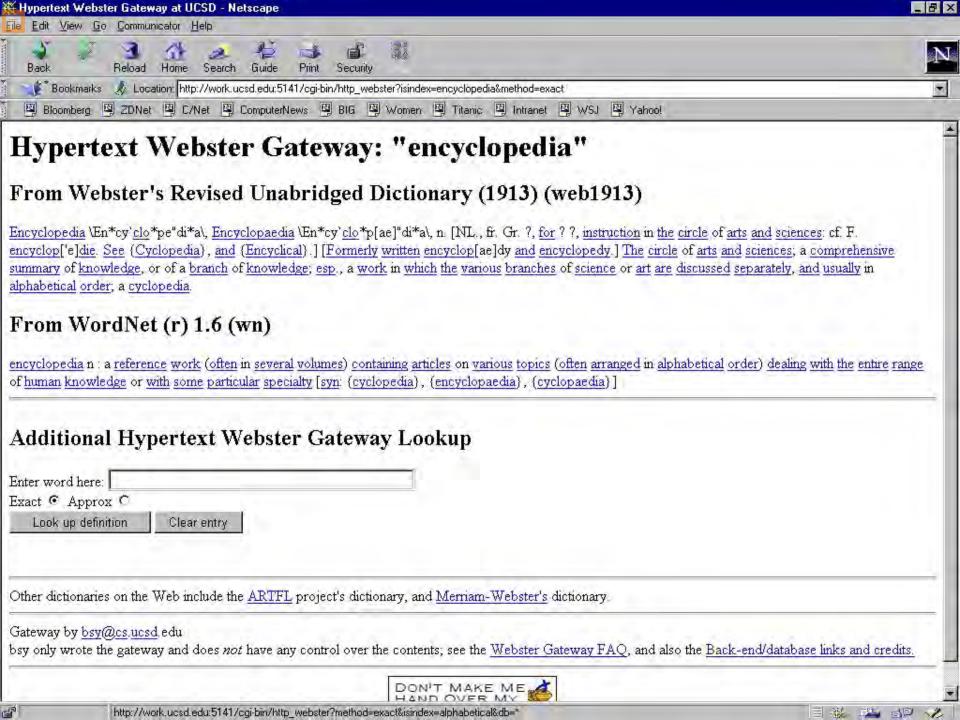
Today's Essential Vocabulary

Clear, Concise Definitions

Easy-to-read Type









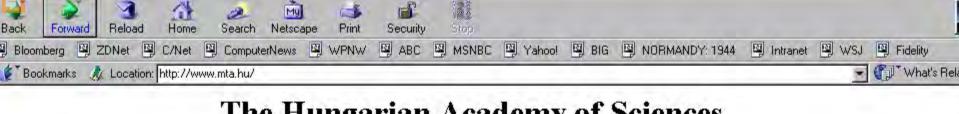


# Top 39 Merriam Internet Lookups

affect effect love paradigm genocide ubiquitous time matrix thesaurus serendipity mail gry millennium

ensure pedantic ethnic metaphor oxymoron etymology help pernicious good esoteric home web heuristic

work capricious integrity dog happy empathy html eclectic dictionary hubris autonomy obsequious



## The Hungarian Academy of Sciences



Edit View Go Communicator Help

- The Hungarian Academy of Sciences
- Actual news, tenders, awards, strategic researches
- Historical Overview
- The Structure of the Academy
   The High Officials of the Academy
- Scientific Sections
- Research Institutes
- Administration
- The Széchenyi Academy of Letters and Arts
- Library
- Computer and Networking Center

Magyar nyelvû változat

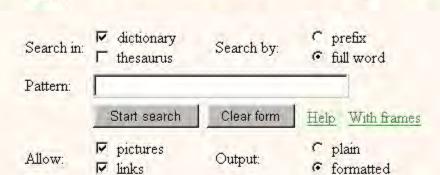
Data relate to 10 May, 1996
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Academies and Royal Societes of Broad Scope Hungarian Home Page





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Welcome to WWWebster, the World Wide Web edition of Webster's Ninth New Collegiate Dictionary. The WWWebster interface was written by Balázs Pataki (MTA SZTAKI Distributed Systems Department).

This WWW server is maintained by webmasten@sztaki.hu. Copyright @ 1998 MTA SZTAKI



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## **Deep Linking**

## Ticketmaster Corp v. Tickets.com Inc.

99CV7654 (C.D. Cal. Mar. 27, 2000)

- Copyright Infringement
- n Unfair competition
- n Passing Off
- n Reverse Passing Off
- n False Advertising
- n Breach of Contract

## **Trespass**

## eBay Inc v Bidders Edge Inc.

99CV21200 (N.D. Cal. Dec 10, 1999)

```
n Trademark
Infringement
Copyright
Infringement
```





### categorieS

Autos GM Charity Showcase!

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Collectibles (1113604)

Computers (124188)

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Great Collections NEW!

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Photo & Electronics (65445)

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(423001)

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New 108-Key Win98 Keyboard PS/2 \$9.95!

Purple Smoke Tree \*\* Very Unique!! \*\*

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New to eBay? How do I bid? How do I sell? Why eBay is safe Register, it's free!

#### fun stuff

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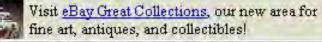


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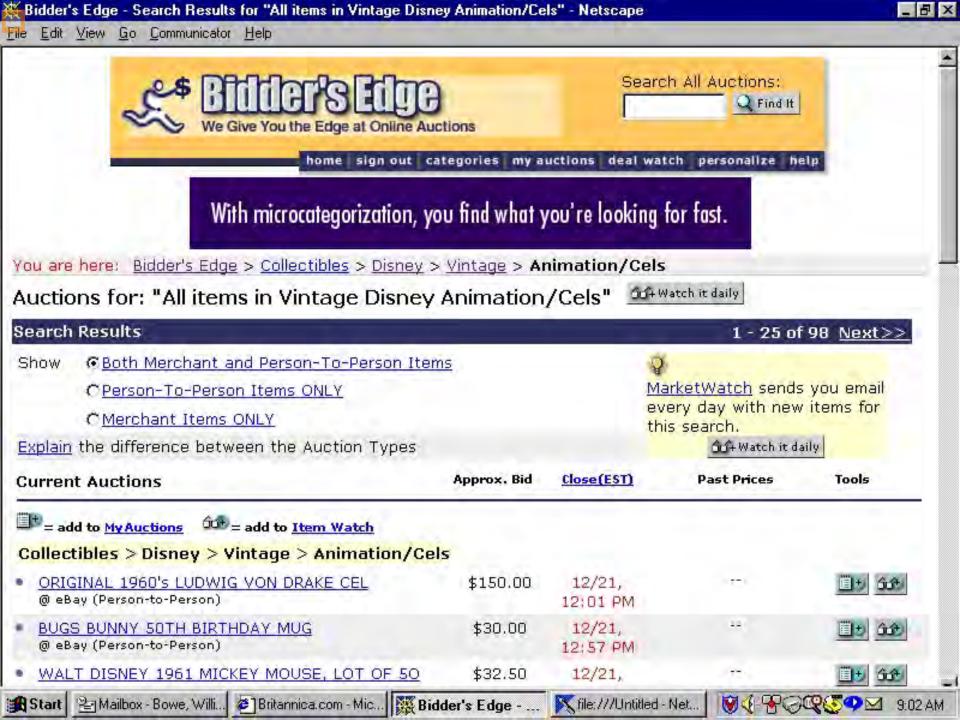
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Free Republic is an online gathering place for independent, grass-roots conservatism on the web. We're working to roll back decades of governmental largesse, to root out political fraud and corruption, and to champion causes which further conservatism in America. And we always have fun doing it. Hoo-vah!

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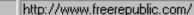
Most of the visitors to the Free Republic web site are attracted to our very popular (and, warning: addictive) conservative forum which can be found by clicking here or following any of the "Forum/Topics" or "In the Forum" links to the left.

#### Meet us in D.C.



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Miscellaneous Old Topic Files













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Stocks

### AOL, Time Warner Merging in Stock Deal

The \$166 billion deal would rank as the biggest corporate merger in U.S. history and raises the stakes in the media industry consolidation.

Stock quotes: Time Warner, AOL

#### Medicare's Future More Stable After Fraud Battle

Spending growth is at lowest level ever as a result of crackdown on deceit. If savings continue, program would stay solvent for years longer than is forecast.

#### Fewer Troops, More Missions Strain Military

Survey indicates stresses are undermining troops' confidence in leadership and stirring concern over



Monday, January 10, 2000 11:46 AM

Talks Winding Down Israeli Prime Minister Ehud Barak and U.S. Secretary of State Madeleine Albright tour the Civil War battlefied at Antietam, Maryland, Sunday during a break in Israel-Syria peace talks. Formal negotiations were expected to end today with a dialogue continuing. Reuters

#### Today's Times

- Gore Campaign Has "Fighter" in Its Corner
- Wanted: Schools' Savior; Must Be Fast
- Reno to Discuss Proposals to
- Bolster War on Cyber-Crime · Cultural Sensitivity on the Beat

more











# Los Angeles Times v. Free Republic

C.D. Cal., No. 98-7840 MMM (AJWx) 11/8/99

Religious Technology Center v. Netcom

923 F. Supp. 1231 (N.D. Calif. 1995)

n Harper & Row v. Nation

471 U.S. 539 (1985)

n Hustler v. Moral Majority

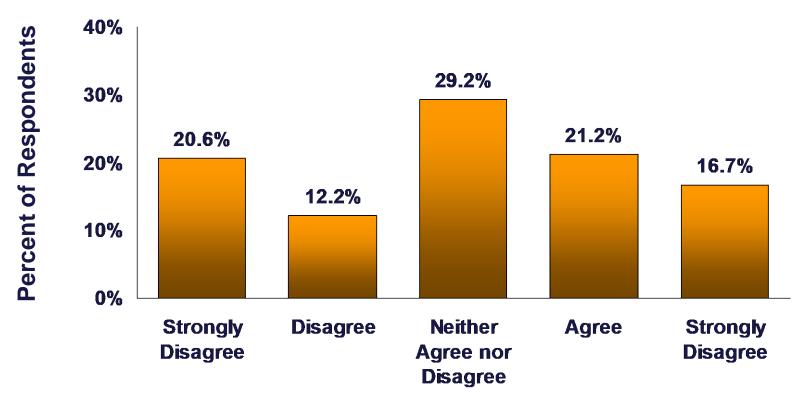
796 F. 2d 1148 (9th Cir. 1986)



## **Dealing with Infringers**

- Demand letter directly to infringing site
- Demand letter to Internet Service Provider
- Digital Millenium Copyright Act

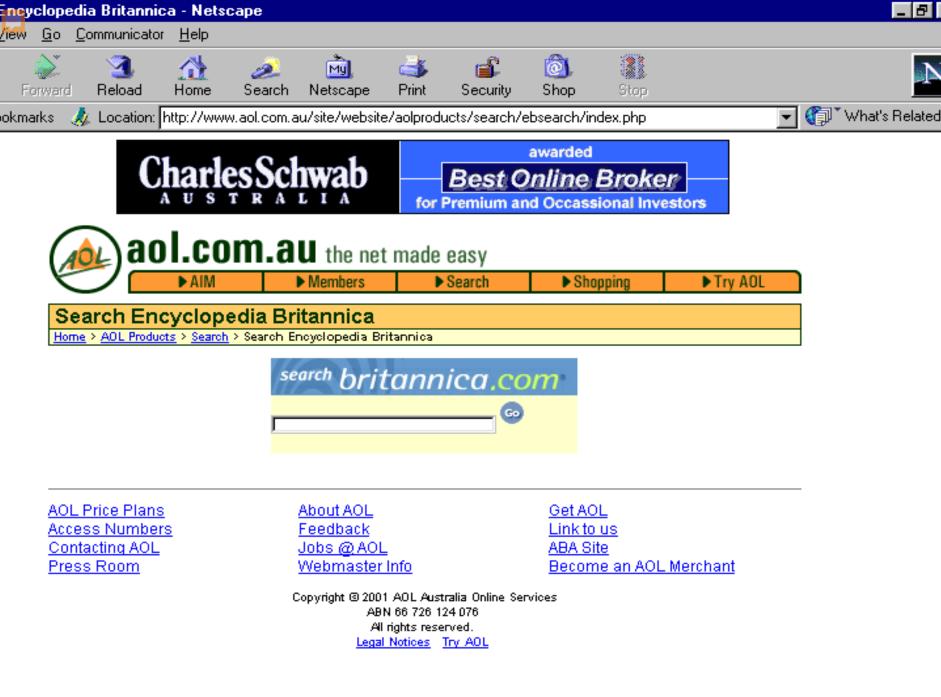
# Free Online Services: Will Internet Users Pay for Them?



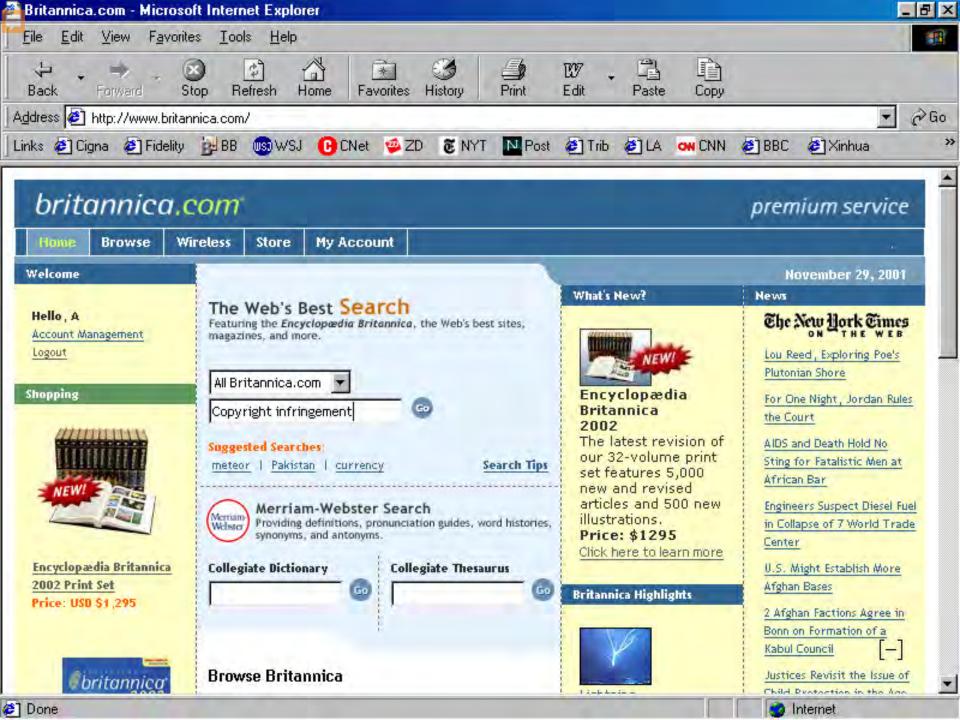
When Internet users are asked if they would be willing to pay a reasonable price for a free online service if it became a pay service, 37.9% agree or strongly agree, while 32.8% disagree or strongly disagree. Nearly 30% neither agree nor disagree.

Source: UCLA Internet Report, Nov. 2001





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## Britannica.com Infringements

- n Complete articles copied
- Maps, images and illustrations copied
- Copied material used as stand alone attraction or to supplement minimal original content on infringing Web sites
- Diverted traffic can reduce subscription, advertising or e-commerce revenue



## Locating Britannica.com Infringements

- Making periodic search engine queries:
  - "Britannica"
  - Frequently infringed article names

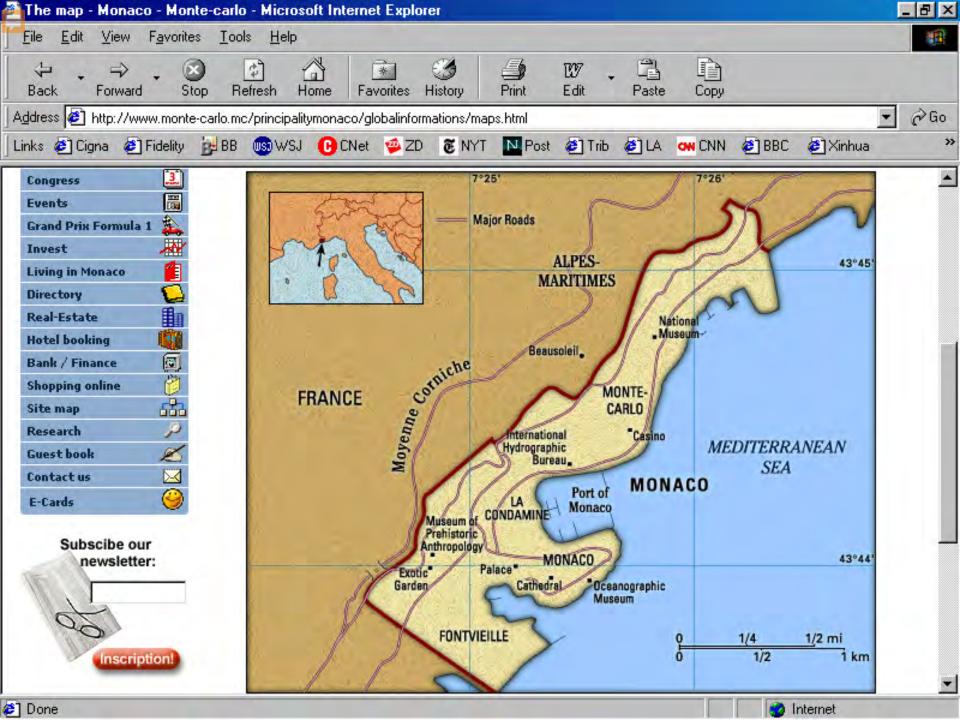
Tips from Britannica.com users

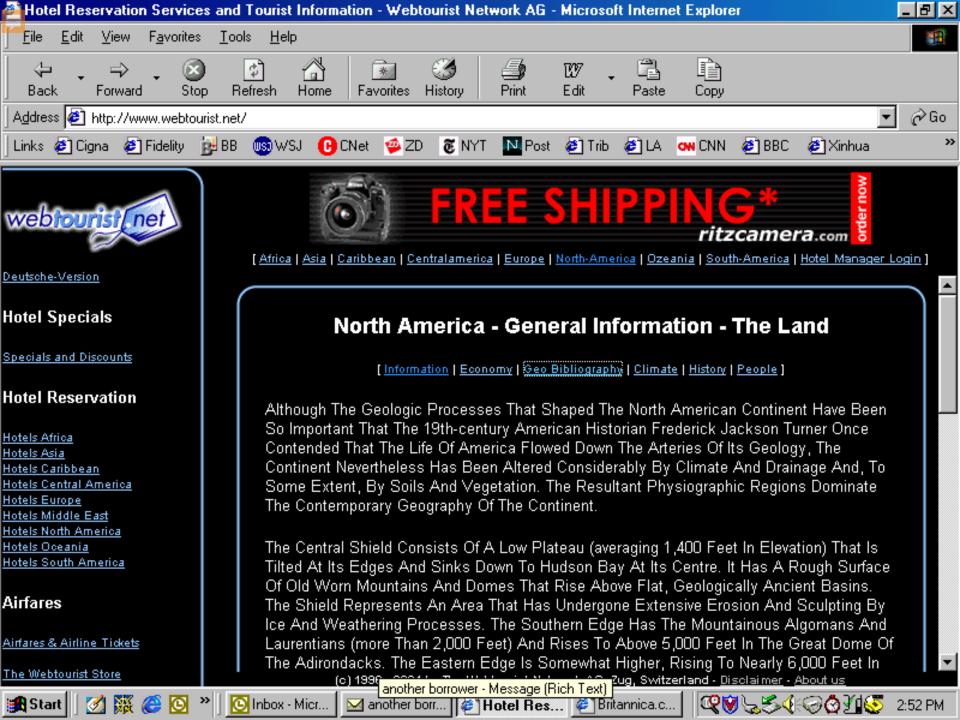
Tips from Britannica.com employees

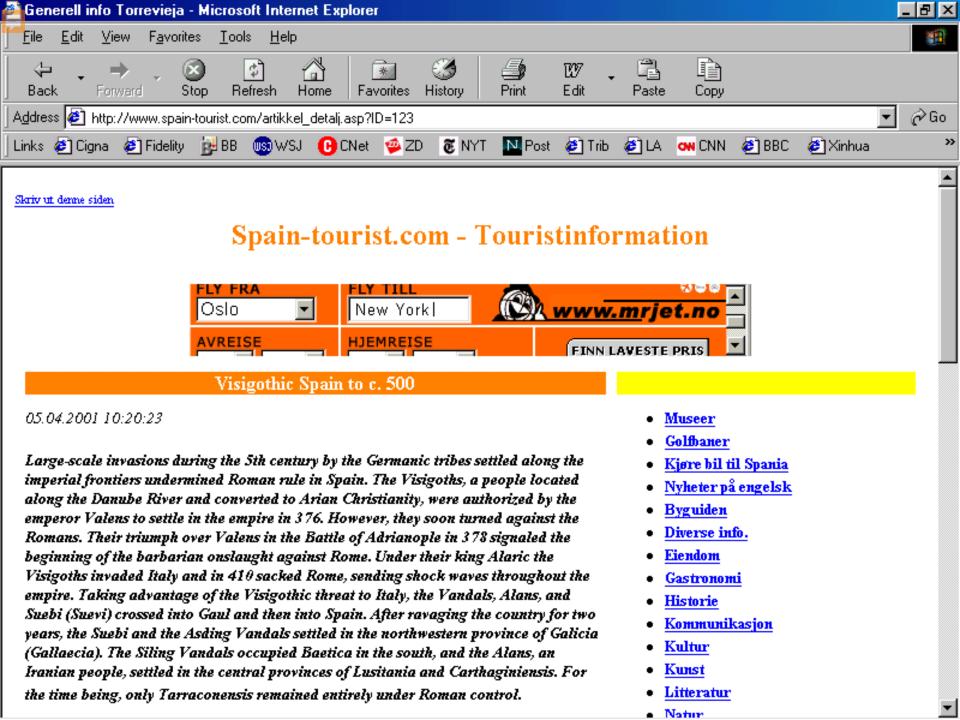
# Typical Infringement Sites

- n Travel
- n Governmental/Political
- n Academic
- n Commercial

### Travel Sites

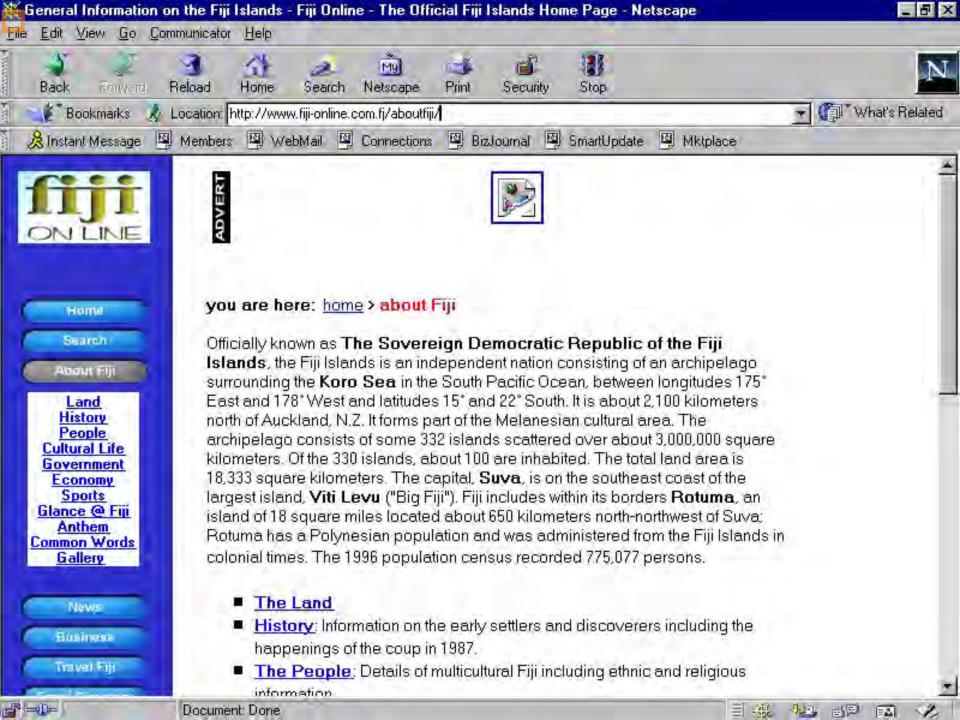


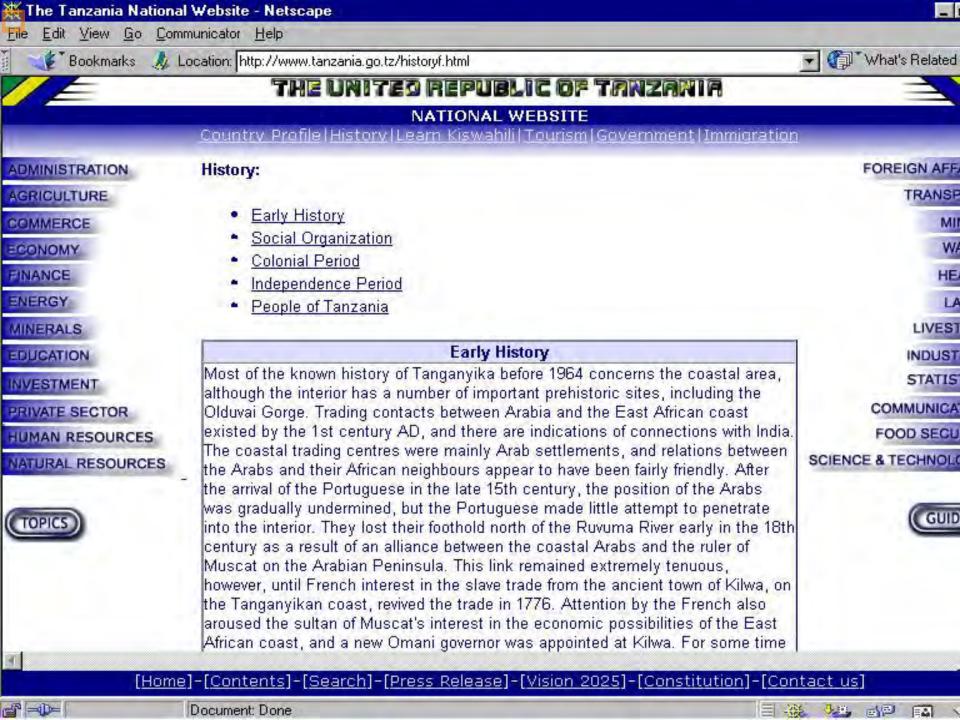






Governmental/Political



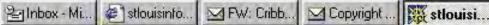






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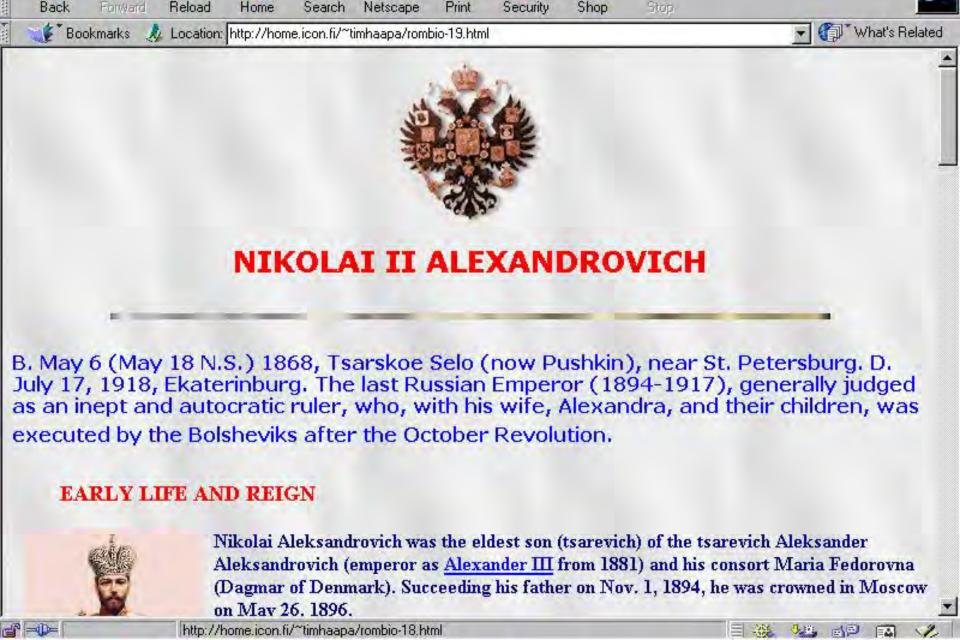




#### Historical Sites

Highly diversified industries include brewing, food processing, and the manufacture of aircraft, automobiles, shoes, chemicals,

railway cars, textiles, and electronic components.



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👺 Nikolai II, Emperor of Russia 1894-1917 - Netscape

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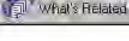
### Academic

Bookmarks



Location: http://www.english.upenn.edu/~afilreis/50s/hutchins-bio.html







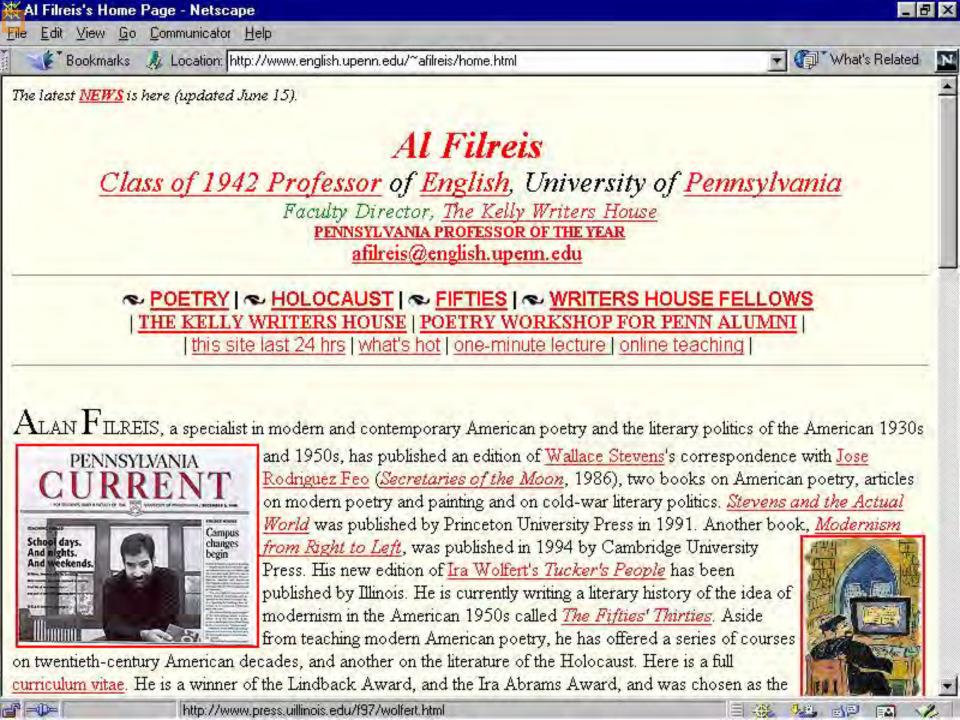
## Hutchins, Robert M(aynard)

Robert Maynard Hutchins (b. Jan. 17, 1899, Brooklyn, N.Y., U.S.-d. May 17, 1977, Santa Barbara, Calif.), American educator and university and foundation president, who criticized over-specialization and sought to balance the college curriculum and to maintain the Western intellectual tradition.

After attending Oberlin College in Ohio (1915-17), he served in the ambulance service of the U.S. and Italian armies during World War I. He was graduated from Yale University (A.B., 1921) and Yale Law School (LL.B., 1925), where he was named dean in 1927. Two years later, at the age of 30, he became president of the University of Chicago; he remained at Chicago until 1951, the last six years as chancellor. A controversial administrator, he attempted to reorganize the departments for undergraduate and graduate study at Chicago. His Chicago Plan for undergraduates encouraged liberal education at earlier ages and measured achievement by comprehensive examination, rather than by classroom time served. He introduced study of the Great Books. At the same time, **Hutchins** argued about the purposes of higher education, deploring undue emphasis on nonacademic pursuits (Chicago abandoned intercollegiate football in 1939) and criticizing the tendency toward specialization and vocationalism. The university abandoned most of his reforms, however, after his departure and returned to the educational practices of other major American universities.

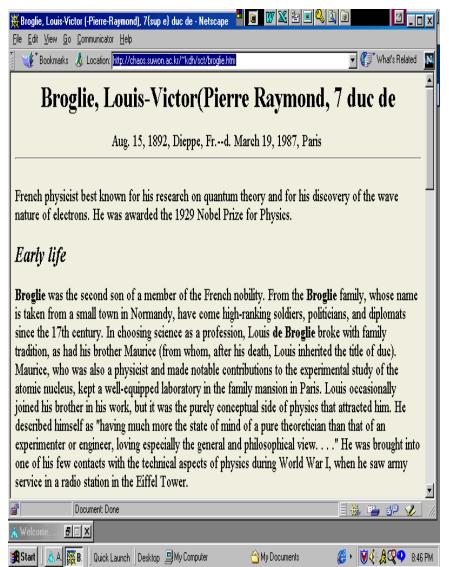
Hutchins was active in forming the Committee to Frame a World Constitution (1945), led the Commission on Freedom of the Press (1946), and vigorously defended academic freedom, opposing faculty loyalty oaths in the 1950s. After serving as associate director of the Ford Foundation (from 1951), he became president of the Fund for the Republic (1954) and in 1959 founded the Center for the Study of Democratic Institutions (Santa Barbara, Calif.) as the fund's main activity. The Center was an attempt to approach Hutchins' ideal of "a community of scholars" discussing a wide range of issues--individual freedom, international order, ecological imperatives, the rights of minorities and of women, and the nature of the good life, among others.

From 1943 until his retirement in 1974 Hutchins was chairman of the Board of Editors of Encyclopædia Britannica and a director for Encyclopædia Britannica, Inc. He was editor in chief of the 54-volume Great Books of the Western World



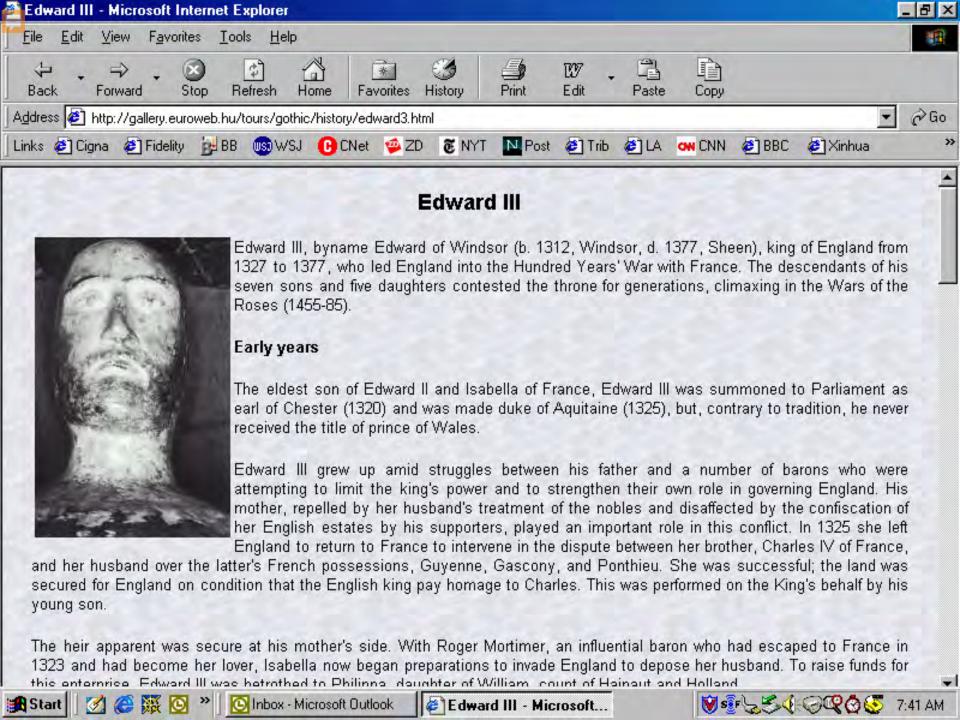




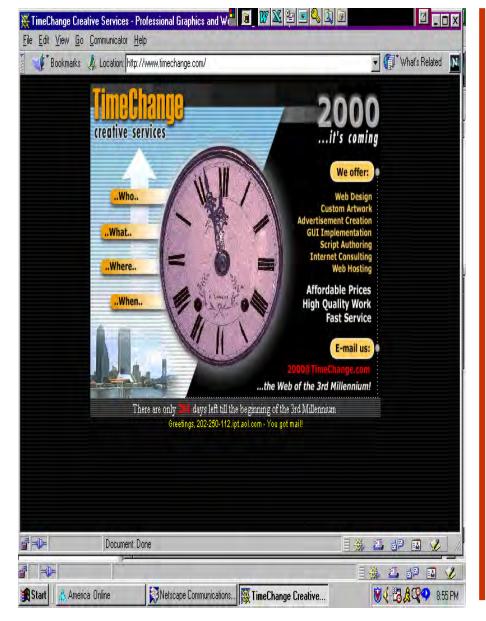


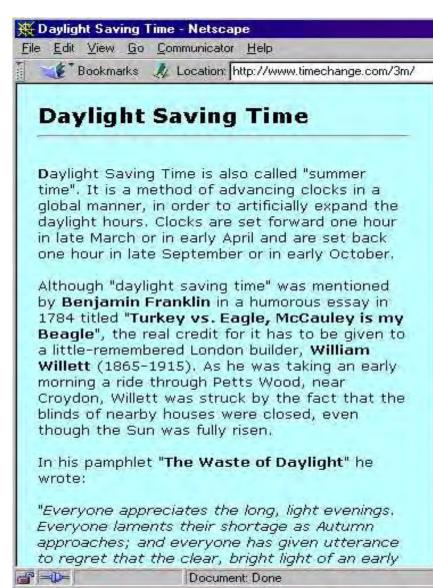
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## "Fair Use" or Infringement

## 17 USC § 107

- Purpose and character of use
- Nature of work used

- n Amount and substantiality of portion used
- n Economic effect of use



# "Fair Use" or Copyright Infringement

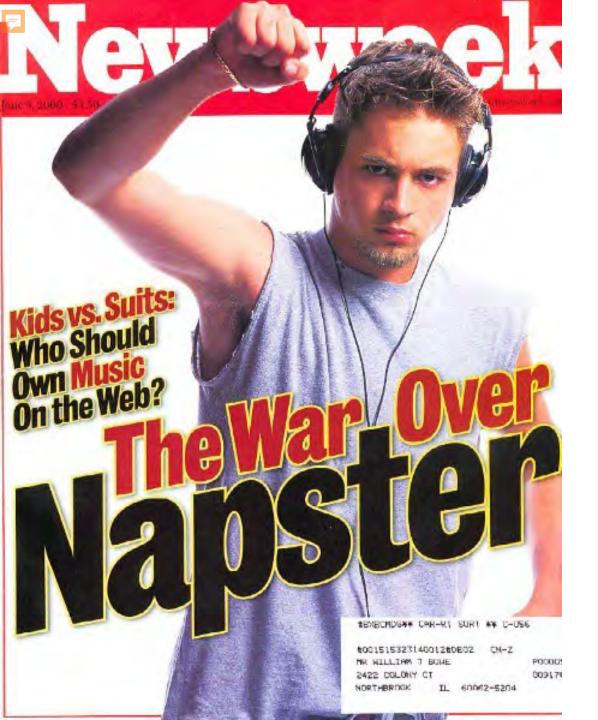
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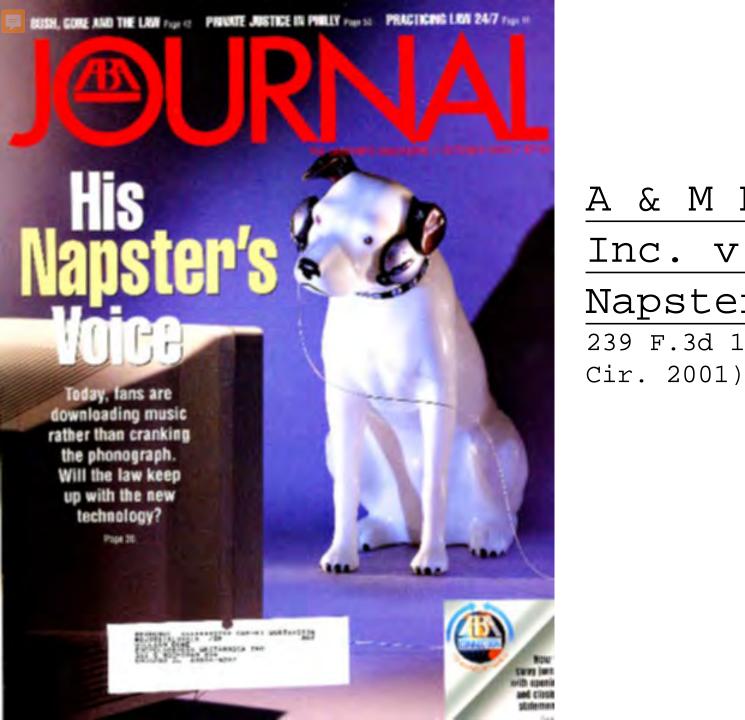
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- 4. Economic effect of use

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### "The Future Lies Ahead"

---- Mayor Richard J. Daley



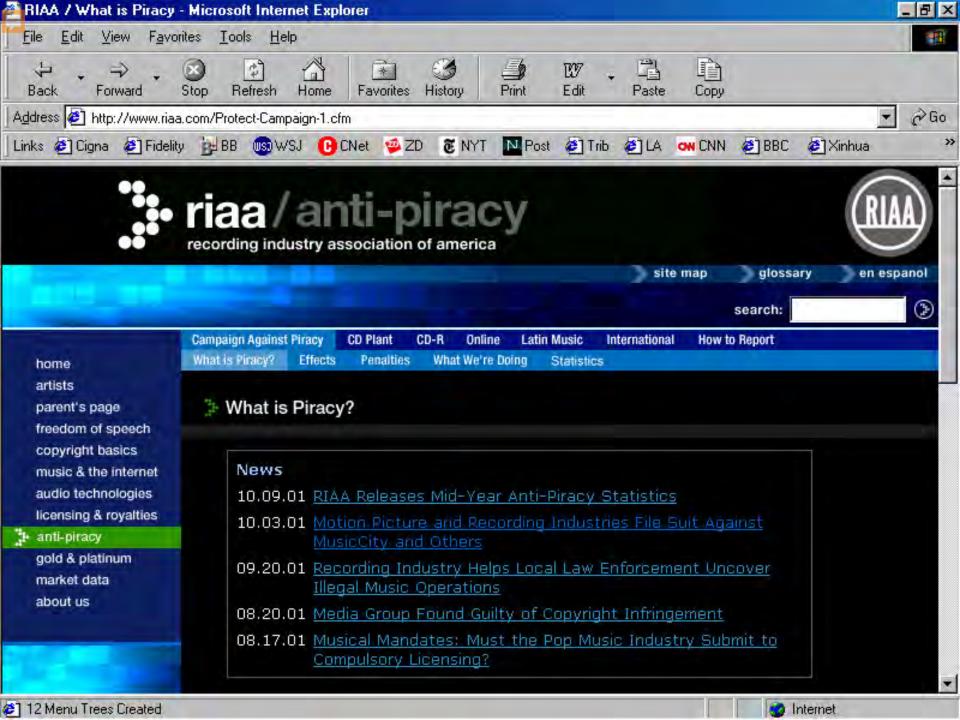


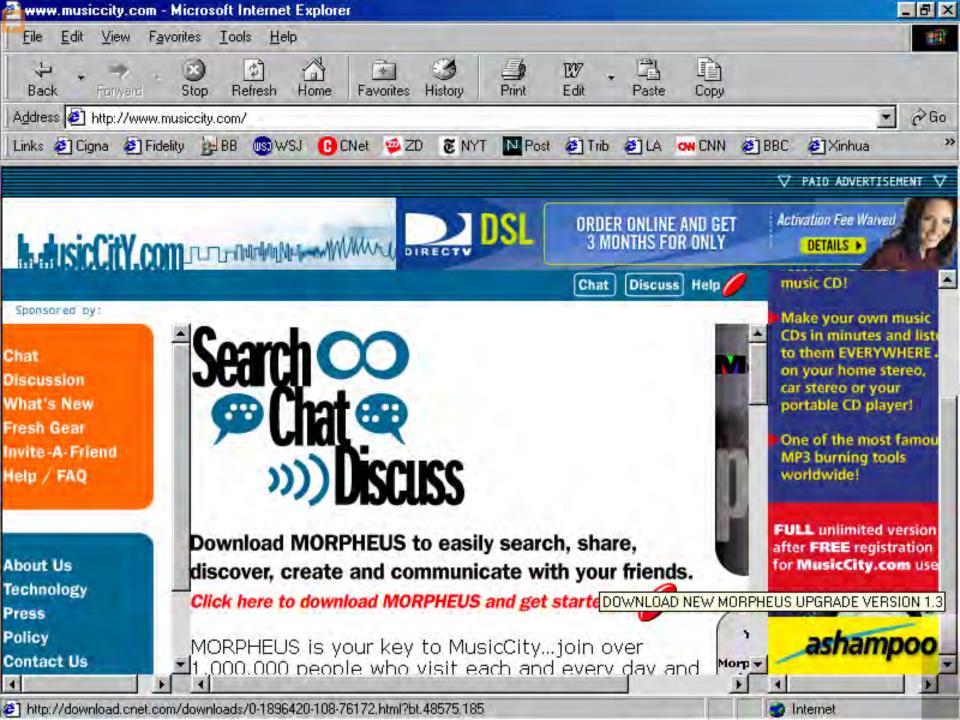
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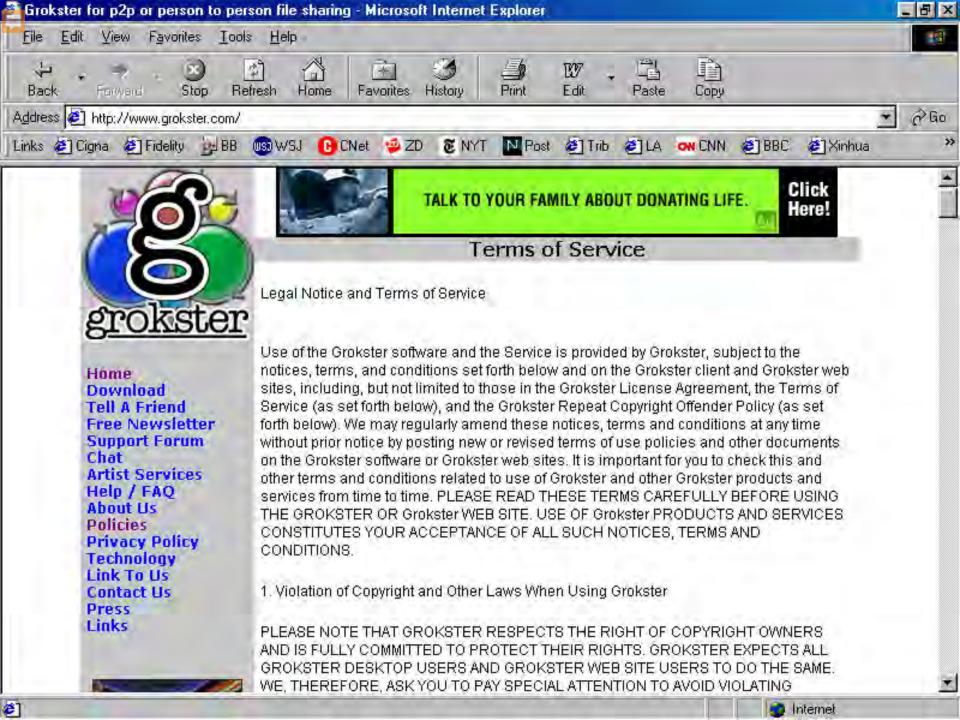
Inc. v.

Napster, Inc.,
239 F.3d 1004 (9th)

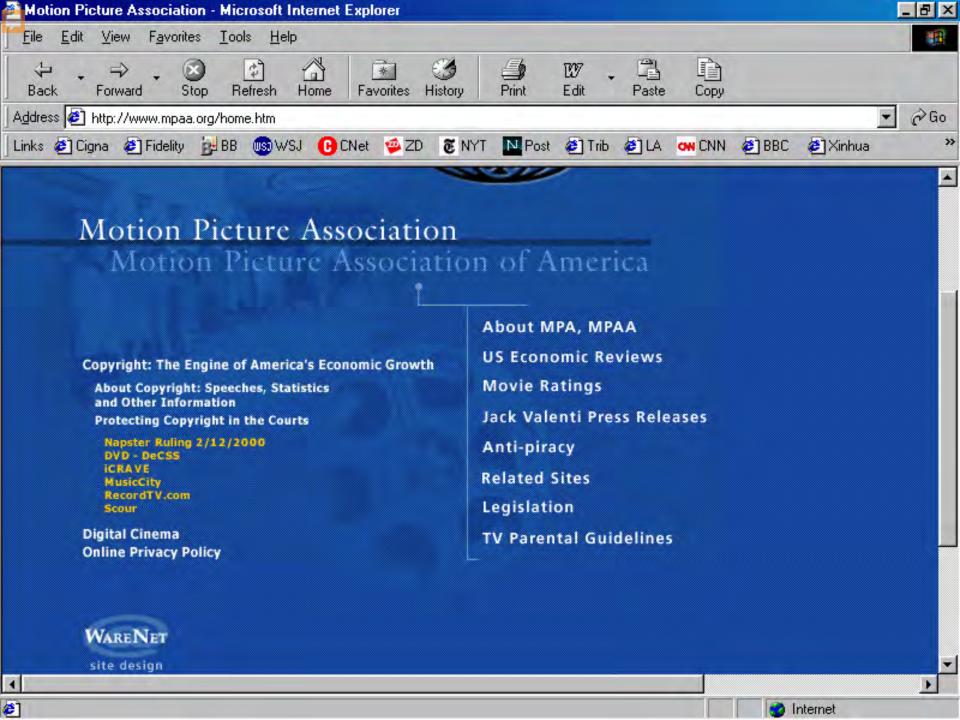




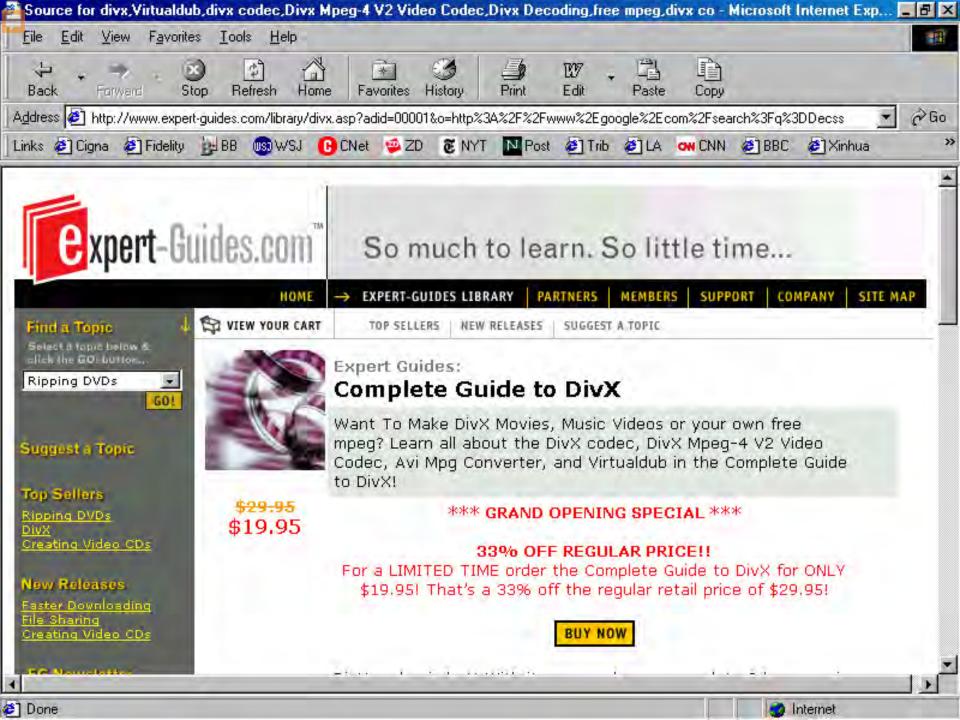


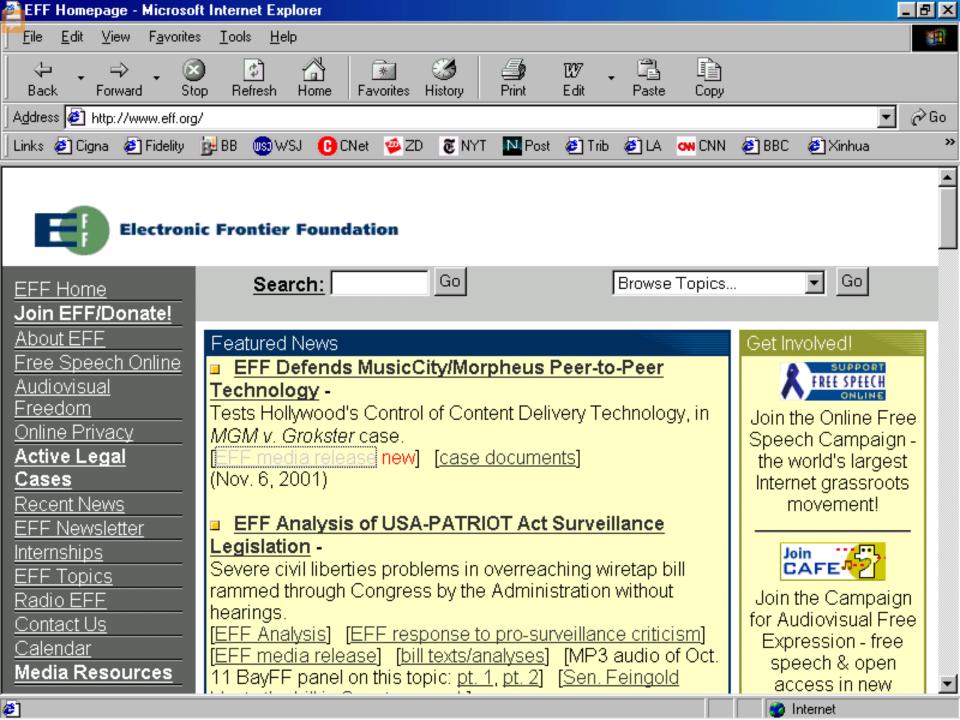












# **Stopping Piracy**

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William J. Bowe
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Encyclopaedia Britannica, Inc.
AIPLA Mid-Winter 2002 Program
Pointe South Mountain Resort, Phoenix, Arizona
January 25, 2002