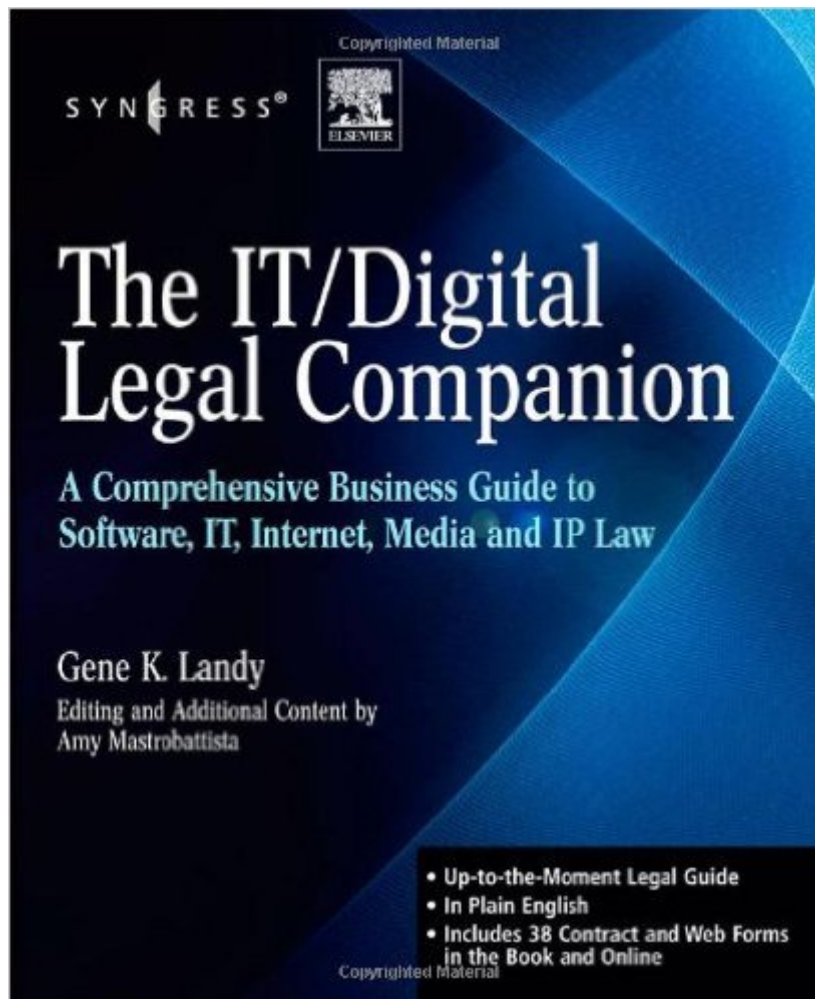# The IT / Digital Legal Companion: A Comprehensive Business Guide To Software, IT, Internet, Media And IP Law

Synopsis

To compete effectively in digital business markets, you need to understand how the law affects your digital technology business. The contents include detailed plain English business and legal guidance on:* Securing Intellectual Property for Digital Business* Digital Contract Fundamentals* Open Source Rules and Strategies* Development, Consulting and Outsourcing* Software as a Service* Business Software Licensing, Partnering and Distribution* Web and Internet Agreements* Privacy on the Internet* Digital Multimedia Content Clearance and Distribution* IT Standards* Web and Mobile Technology and Content Deals* Video Game Development Deals* International Distribution* User-Created Content, Mash-ups, MMOGs and Web Widgets* And Much More Comprehensive Business and Legal Guidance including* Securing Intellectual Property for Digital Business* Digital Contract Fundamentals* Open Source Rules and Strategies* Development, Consulting and Outsourcing* Software as a Service* Business Software Licensing, Partnering, and Distribution* Web and Internet Agreements* Privacy on the Internet* Digital Multimedia Content Clearance and Distribution* IT Standards* Video Game Development and Content Deals* International Distribution* User-Created Content, Mash-Ups, MMOGs, and Web Widgets* And Much MoreKey Features:* Up-to-the-Moment Legal Guide* In Plain English* Includes 38 Contract and Web Forms in the Book and Online

Book Information

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Customer Reviews

If you are a digital media focused contractor/consultant/freelancer, an entrepreneur across any

industry, or above the director-level within your organization's IT/IS group, this book needs to be on your desk!Since the mid-90s I have been working within the digital world. I currently head the digital practice for an advertising agency with regional, national, and global clients.Since I picked this book up over a month ago, I have referenced it at least 3-5 times per week.I have used it for:- guidance (web and mobile deal making)- reference (open source licensing and usage)- direction (~40 sample agreements and a critical section around beta-testing agreements)- education/learning (clearing content for applications and legal rules for mashups)- curiosity (the entire video game deals chapter)- enlightenment ("clickwrap" verse "browserwrap" agreements)If you have ever:- googled for example legal agreements- reused someone elses website T&C, privacy statement, etc.- thought about creating a site/app that utilizes user generated content, scraping, mash ups, syndication, social media distribution, etc.- engaged with a company as a vendor or used technology vendors- worked with global-focused businesses, trademarks, or digital properties- looked into patenting an idea/invention- started your own digital-based company- (and I could go on and on and on)... then get this book!! It is a companion. It is a reference. It is a critical resource to have in your office.-------------------------Random learning: It is legal to use a competitors trademarked brand names within the meta-tags of your site.

The law is the law, and you are far better off knowing the laws as it applies to IT about copyright, trademarks, domain names, software patents, trade secrets, NDA's, NCA's, open source licenses, consulting agreements, SLA's, beta test agreements, EULA's, SaaS TOS, commercial distribution agreements, privacy, digital content agreements, videogame publishing agreements, foreign distribution agreements, and what happens if you try to sell your encryption software to a Denied Person.Oh my aching head!Fortunately, Gene Landy has summarized all the above and more into language understandable by people not attorney's, added 38 juicy contracts and forms and authored a book you need, now: "The IT / Digital Legal Companion: A Comprehensive Business Guide to Software, IT, Internet, Media and IP Law".I've been reading up on Software as a Service, chapter 13, and in 24 pages Gene did an excellent job of summarizing what you need to know about SaaS from a legal point of view. This book, published in June, is very up to date, logically organized and includes the seasoned judgment of a practicing IT attorney.If you are in the IT industry, you have no excuse for not owning this book.

I need this book for my class the campus bookstore wanted over 200 dollars for this book while it a pretty detailed and sizable book and very worth 200 dollars. I was thrilled to find it here on for under

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As a corporate paralegal for an IT business, I refer to this book several times a week. The layout is great. I appreciate books that make it easy for me to extract the specific information that I need at any given time. The book comes with an online code that gives you access to both PDF and Word versions of the forms. I bought the book in used condition. It was well worth the $10.

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