



LADAS & PARRY LLP
NEW YORK · CHICAGO · LOS ANGELES · LONDON · MUNICH

Internet & E-Commerce

- ◆ Internet & Information Technology
- ◆ Computer Law
- ◆ Software Protection and Licensing
- ◆ Online Advertising & Consumer Protection
- ◆ Online Privacy



Ladas & Parry Internet & E-Commerce Practice Group

As an IP firm serving its clients for over 90 years, Ladas & Parry is uniquely qualified to handle the most sophisticated, complex and important e-commerce and online transactions in this era of converging technologies. The Internet & E-Commerce Practice Group has evolved as a natural extension of the firm's core IP practice groups in assisting and counseling clients with respect to their IP assets used on or relating to the Internet. Our firm clients range from start-up companies with spin-off technologies having new and untried inventions to large research-oriented universities, corporations and hospitals to private individuals with creative ideas. In addition to legal counseling, we routinely keep our clients abreast of the latest developments in this rapidly evolving field of law.



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Internet & Information Technology Transactions



The Internet & E-Commerce Group has developed into a worldwide leader in counseling clients with respect to online transactions. It has been instrumental in negotiating and drafting agreements for e-commerce transactions, including preparation of agreements relating to intellectual property rights and multimedia

technology transfer, web page development, click-wrap and web-wrap agreements, content agreements with online service providers and multimedia production agreements, website development contracts, hosting agreements, link and deep-linking agreements and other Internet-related Agreements.

Computer Law

Our Practice Group routinely counsels, drafts and negotiates contracts relating to the supply of computer information, including software license and development agreements, mass-market transactions and compliance with the Uniform Computer Information Transactions Act (UCITA) and the Computer Fraud and Abuse Act.



Software Protection & Licensing

Our Practice Group counsels, drafts and negotiates license agreements relating to the acquisition and use of sophisticated software systems, development agreements for the creation of customized software systems, software distribution agreements, website maintenance agreements, "shrink-wrap", "per user" agreements, site licenses, escrow agreements, software, hardware patent and trade secret licenses.



Online Advertising & Consumer Protection

We counsel clients with respect to direct consumer Internet advertising and compliance with the Federal Trade Commission Act as well as with respect to conducting sweepstakes and other lottery-type electronic games over the Internet.



Online Privacy

The Practice Group assists clients in the development of standard industry privacy policies and terms of use conditions for their web sites. We also keep our clients informed of rapidly evolving federal and state legislation on this important issue.

The Ladas & Parry Advantage

The Ladas & Parry Internet & E-Commerce Group was established to serve our client's 21st century business needs and is a natural extension of our firm's intellectual property practice. It is comprised of experienced attorneys who take pride in remaining at the forefront of this rapidly evolving field of law. Whether negotiating complex multi-



media technology agreements or counseling our clients with respect to the various legal and regulatory schemes surrounding online advertising, the Ladas & Parry Internet & E-Commerce Group possesses the technological sophistication and legal expertise to give our clients a competitive advantage... the Ladas & Parry Advantage!

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