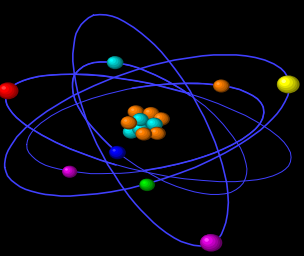


THINKING INFORMATION

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INFORMATION LAW CONTEXT

FIVE THEMES

- **CHANGE**

 - Change in source of value

 - Change in nature of companies

 - Change in perspective/ issue

 - What is “property” law?

 - Death of distance

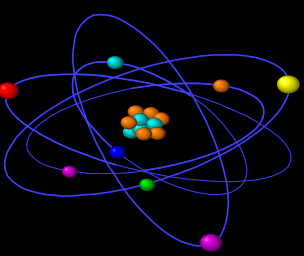
- **PROPERTY EXPANDS**

- **CONTRACT EXPANDS**

- **INDIVIDUAL ENABLEMENT GROWS**

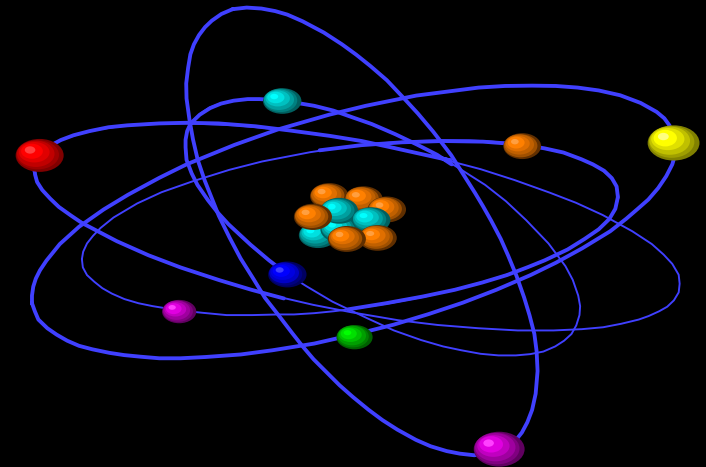
- **GLOBAL v. LOCAL LAW CONFLICT**

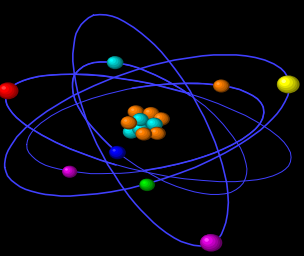




NATURE OF THE CONTEXT

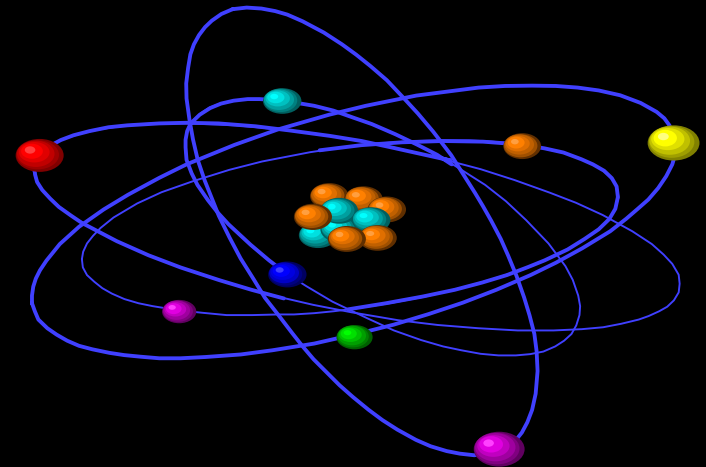
- **Services and information economy**
 - **Wild diversity**
 - **Everyone is a producer**
 - **Distribution made easier**
- **Law and value changes**
 - **Automated services**
 - **Mass customization**
- **Basic business lawyer perspective**
 - **Monitoring In-coming “value”**
 - **Assisting Internal growth**
 - **Supporting Out-going value**

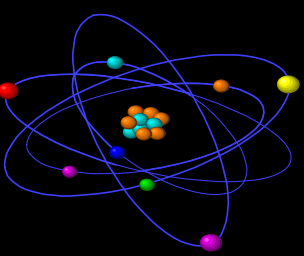




PROPERTY EXPANDS

- **Database protections**
- **Digital copies: copyright era**
 - **E-mails**
 - **Concept of a “fact”**
- **Privacy as property**
- **Business method patents**
 - **State Street Case**
 - **Any practical result**
 - **Tool for value**
 - **Source of risk**

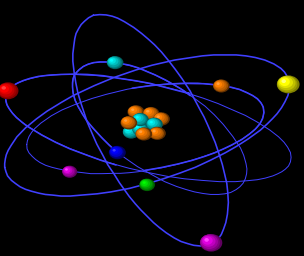




CONTRACT EXPANDS

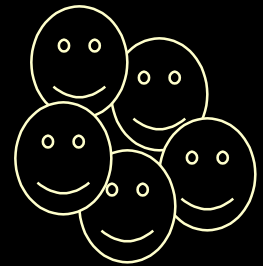
- **Incentives to Contract**
 - **Basic product differentiation**
 - **Liability in a new environment**
- **Changed techniques of contracting**
 - **Automated**
 - **Electronic**
- **What type of law applies - standards**
- **Conflict of perspective - forms**
- **E-Commerce legislation**
- **Different methods - antitrust etc.**

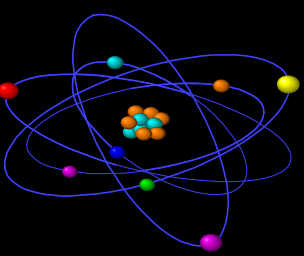




INDIVIDUAL ENABLEMENT GROWS

- **Why an issue?**
- **How manifested?**
- **Privacy law movement**
- **New consumer movement**
 - **Problem of spill over**
 - **E-commerce issue - ETA**
 - **Conspicuous is?**
- **Internet enablement**
 - **The Internet culture: sound bites**
 - **Defamation/ trade secrets**

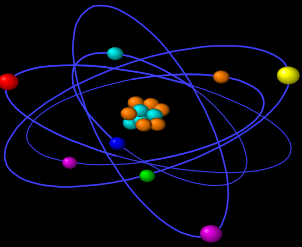




GLOBAL v. LOCAL LAW

- **Globalization - The Croatian Painting**
- **Mine - not yours**
- **Conflict of legal regimes**
 - **Race to the start**
 - **Privacy, E-commerce, Database, Distance sales, unfair terms, etc.**
- **National, conflicting regulations**
 - **Texas at the forefront?**
- **Choice of law confusion**
- **Jurisdictional confusion**
 - **Choice of forum terms**





MEANING FOR G.C.'s

- **E-mail policy; privacy policy; Internet policy; etc**
- **Monitor in-coming value**
 - **Ward off risk**
 - **Capitalize on opportunity**
- **Assisting Internal growth**
 - **The “old” IP management model**
 - **The new information management**
 - **Assess rights in**
 - **Organize protection and rights in**
 - **Develop exploitation modes**
- **Support out-going value**
 - **Services/ intangible components**
 - **Role of new law and contract**

