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Domain Names - Strategies and Legal Aspects

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#5852410 in Books 2015-03-18Original language:English 9.57 x .55 x 6.34l, .81 #File Name:
0414039521110 pages | File size: 66.Mb

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1 of 1 people found the following review helpful. Must-haveBy Phillip Taylor MBEDOMAIN NAMES: TACKLING THE LEGAL ASPECTSA MUST-HAVE FOR PRACTITIONERSAn appreciation by Phillip Taylor MBE and Elizabeth Taylor of Richmond Green ChambersThink you know all about domain names? Think again. You may not. If youre a practitioner, the subject can be unexpectedly complicated. In which case this new title from Thomson Reuters Sweet Maxwell offers the guidance you need to help you provide informed advice to clients in the acquiring and handling of domain names including of course, the all-important legal aspects.The two authors bring a wealth of expertise to those who, while all too familiar with domain names, are perhaps only dimly aware of the possible legal hazards, especially intellectual property issues.Both authors are lawyers. Jeanette Soderlund Sause, a specialist in domain name law, is a well-known consultant in the industry and has handled many dispute resolution matters, both national and international, under dispute resolution procedures. Malin Edmar, an attorney in IP rights and e-commerce law, has worked at Microsoft in the US, providing legal services relating to product development and online services.The book addresses a number of areas of enquiry, from the basic to the complex. What, first of all, is a domain name? Indeed, what is the Internet? (We all use it, but how many of us really know the answer to that one?) Although complex (unless youre an IT expert) the answer is more complicated than you might have realized, but less difficult than you might think. But read the book and youll find that all is explained clearly yet in detail, complete with

diagrams wherever necessary. This is as clear and succinct an explanation of the inner workings of the Net as you'll find anywhere, including the mysteries of the search engines and SEO (Search Engine Optimization) and also the need, for example, to check whether a domain name has been penalized or possibly filtered by Google, or other search engines. Of prime importance of course are the legal aspects, including intellectual property rights. Trademarks, service marks, business names and so forth vis--vis domain names receive thorough coverage, with the differences between each discussed in detail, together with the legal ramifications. As the authors write in the preface, the book helps companies and individuals who are interested in owning or using domain names to navigate through rules and practices that are unfamiliar to most people. You are reminded here that domain names can constitute property. So how much should you pay for them -- and what happens in case of a dispute? This then is a handy, portable and compact work of reference produced as part of Sweet Maxwells Law in Practice series designed to help practitioners advise clients and/or prepare for court. But practitioner or not, if you are an internet user, you should find this book a fascinating and enlightening read. The publication date is cited as at 2015.

How does the domain name system work? How is a domain name different from a trade or service mark? What domain should I register, under which TLDs, where? How to detect and deal with TM infringements online? How can a company protect its rights? The book answers all these questions, helping practitioners understand and make the best use of domain names, whilst protecting their company or client online.