



Internet and E-Commerce

Our attorneys help our clients harness the Internet and cutting-edge technologies to seek new business opportunities on-line, to increase productivity, and to enhance brand names. We regularly counsel clients in retail, banking, manufacturing, consumer products, B2B e-commerce, and service industries on Internet and e-commerce issues. Our attorneys have experience in multi-channel sales, just-in-time manufacturing, global data communications, and new approaches to customer-vendor relationships.

We work to identify the emerging legal issues and compliance requirements that are material to our clients' internet business operations and to advise our clients on practical methods to minimize the risks presented by conducting business in cyberspace –whether those risks relate to internal company operations or to our clients' external relationships with suppliers and customers. Our attorneys strive to give our clients an understanding of how to protect their rights while still taking advantage of real-time communication on-line and the other opportunities offered by the Internet.

Our attorneys have assisted clients in structuring a number of different e-commerce initiatives, including the following:

- credit card processing needs, encryption, and data transfer
- website development and design
- website hosting
- website disclosure requirements
- on-line purchasing and supplier auctions, clickwraps, and EDI
- obtaining technology for direct-to-consumer e-commerce platforms
- consumer personalization
- advertising on the web
- on-line content sharing

RELATED PRACTICES

- Antitrust and Trade Regulation
- Counseling New, Emerging, and Mature Business Clients
- Data Privacy and Information Security
- Domain Names
- Financial Institutions
- Intellectual Property, Media, and Entertainment
- Workplace Technology Policies

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