

## PRACTICE CONTACT

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# INTERNET AND E-COMMERCE

Our attorneys advise and help our clients harness the internet and technologies to seek new business opportunities on the internet and on mobile applications, to increase productivity, to distribute their content, products and services, and to enhance brand names. We regularly counsel clients in retail, banking, manufacturing, consumer products, B2B e-commerce, advertising networks, internet service providers, online and mobile distributors of content, product and services, consumer e-commerce services and service industries on online, internet, mobile and e-commerce issues. Our attorneys have experience in multi-channel sales, just-in-time manufacturing, global data communications, mobile distribution platforms, social network platforms and new approaches to B2C relationships.

We work to identify the emerging legal issues and compliance requirements that are material to our clients' internet or mobile business operations and to advise our clients on practical methods to minimize the risks presented by conducting business in cyberspace or by mobile applications – 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 communications and the other opportunities offered by the internet and mobile applications.

Our attorneys have assisted clients in the following:

- Credit card processing needs, payment gateways, and merchant acquiring bank relationships
- Encryption, data security and data transfer
- Website development and website design
- Website hosting
- Website disclosure requirements and website policies
- Online purchasing and supplier auctions, clickwraps, and EDI
- Obtaining technology for direct-to-consumer (D2C) e-commerce platforms
- Consumer personalization
- Advertising on the web and on mobile applications
- Online content sharing
- Distribution through mobile applications
- Online and mobile advertising networks
- Social networks, blogs, widgets and gadgets