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PATENTS, TRADEMARKS, COPYRIGHTS

## For Immediate Release

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## Seminar Presents Broad Range of Internet Legal Issues

### *Scully Scott Highlights Inconsistent Interpretation of Domain Name Rules*

**Garden City, NY** -- Scully, Scott, Murphy & Presser has announced that two of its attorneys presented a broad range of Internet Law topics at a recent National Business Institute seminar in Plainview, New York. The sessions were approved in accordance with the requirements of the Continuing Legal Education Board. With the enormous expansion of Internet users, disputes relating to intellectual property and commercial activity have exploded, and controversies have upset established legal principles -- prompting the invention of new theories and precedents. A case in point is that rules governing the selection and use of domain names on the Internet are not always interpreted in the same way. This leads to uncertainty in the protection offered by copyright laws.

"The rapid adoption of the Internet by so many consumers and businesses, and the explosion in the number of domain names in use has lead to uncertainties in the rules governing domain names," said Paul Esatto, Senior Partner at Scully, Scott, Murphy & Presser. "There is no single entity with complete jurisdiction over domain names and some rulings by authoritative bodies are inconsistent."

Rules governing the selection and use of domain names are published by organizations with varied jurisdictions and they sometimes differ in their interpretations. For example, the World Intellectual Property Organization (WIPO) -- a specialized agency of the United Nations -- is an international organization with 179 member countries that publishes rules relating to intellectual property on the Internet. Another organization, the Internet Corporation for Assigned Names and Numbers (ICANN) is a non-profit corporation that was formed to assume responsibility for the management of the domain name system previously performed under U.S. Government contract. Rules published by each of these organizations are sometimes inconsistent with each other and with U.S. federal laws as well.

The agenda of the Internet Law Seminar included sessions on Intellectual Property on the Internet, Electronic Commerce, and Internet Essentials, among others. The presentation on trademarks included discussions relating to metatags, hyperlinks, framing, keywords, and content

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rights issues. The presentation on copyrights included discussions relating to copying design elements, temporary caching of Web elements, copyright infringement, and the Digital Millennium Copyright Act. The presentation on electronic commerce included discussions relating to digital signatures, encryption and authentication, clickwrap licensing, and the Uniform Computer Information Transactions Act (UCITA).

### ***About Scully, Scott, Murphy & Presser***

Founded in 1973, Garden City-based Scully, Scott, Murphy & Presser is one of Long Island's largest and most preeminent law firms exclusively dedicated to Intellectual Property. Comprised of highly skilled attorneys with highly technical backgrounds, SSMP confidently sits at the crossroads of cutting edge science, technology and law where it offers detailed, bankable opinions and secures, protects and enforces intellectual property for its clients. For more information, visit Web site <http://www.ssmp.com>.

### ***About National Business Institute***

National Business Institute (NBI) serves the continuing education needs of attorneys, accountants, and other business professionals. The firm offers the widest variety of continuing education seminars and reference manuals with easy on-line access. Most of its seminars receive approval for Continuing Legal Education (CLE) and Continuing Professional Education (CPE) credits. For more information, visit Web site <http://www.nbi-sems.com>.

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