

FTC Proposing New Rules to Protect Children's Online Privacy

FTC has announced that it is proposing an amendment to the Children's Online Privacy Protection Rule ("COPPA"). The Silicon Valley Software Law Blog discussed the proposed changes as well as the pros and cons of potential implementation in its blog posting linked below:

<http://www.siliconvalleysoftwarelaw.com/ftc-proposing-new-rules-to-protect-childrens-online-privacy>

Google to Factor DMCA Notices into Website Ranking

Google has announced that it will now be factoring the number of "valid" DMCA notices that it receives on a particular website into how it ranks that website in its search results, as is further discussed by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/google-announces-controversial-decision-to-factor-2/>