

# **Google Settles with Book Publishers in Copyright Infringement Dispute**

Google has reached a settlement with several major American publishing companies, including but not limited to McGraw-Hill, Pearson Education and Penguin, John Wiley & Sons and Simon & Schuster in a copyright infringement case challenging Google's decision to scan the book collections of many major universities. The Silicon Valley IP Licensing Law Blog looks at this case in a recent blog post linked below:

<http://www.siliconvalleyiplicensinglaw.com/google-reaches-settlement-with-book-publishers/>

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# **Copyright Office Seeking Comments to Proposed Change in Small Claims Remedies**

Should there be small claims remedies to copyright infringement? Congress has asked the Copyright Office to conduct a study on this issue, as is further discussed by the Silicon Valley IP Licensing Law Blog in a recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/copyright-office-seeking-comments-on-possible-change-to-small-claims-remedies/>

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# **\$163 Million Damage Award in Federal Case Against Scareware Software Company and Founders**

The U.S. District Court for the District of Maryland has awarded damages in excess of \$163 million in a FTC case against a “scareware” software company, Innovative Marketing, Inc. and its founders, as further discussed by the Silicon Valley Software Law Blog in the blog post link below:

<http://www.siliconvalleysoftwarelaw.com/federal-court-awards-163-million-judgment-against-scareware-software-company-in-ftc-case>

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# **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>

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## **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/>

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## **PayPal Advises E-Book Sellers to Remove Certain Content**

PayPal has advised e-book sellers that they must remove all erotica content off their websites. The Silicon Valley IP Licensing Law Blog discussed the PayPal decision and the controversy that resulted in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/paypal-launches-new-internet-controversy-over-decision-to-censor-erotica-content-sold-through-platform/>

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# **President Obama Announces The Consumer Privacy Bill of Rights**

President Obama has announced the Consumer Privacy Bill of Rights initiative, as further discussed by the Silicon Valley Software Law Blog in the following blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/president-obama-unveils-new-consumer-privacy-initiative-the-consumer-privacy-bill-of-rights>

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# **Apple Trademark Dispute With Proview Becomes Global Fight**

Apple's trademark dispute with Proview has become a two-front fight on both the local and international levels, as The Silicon Valley IP Licensing Law Blog explored in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/apple-trademark-dispute-with-proview-becomes-a-global-fight/>

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# **SOPA Blackout Protesters Succeed in Tabling SOPA and PIPA Bills**

SOPA Blackout protesters have succeeded in having tabling SOPA and its companion bill PIPA, as the Silicon Valley IP Licensing Law Blog discussed in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/sopa-blackout-protesters-succeed-in-tabling-sopa-and-pipa-bills/>

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# **Web-Based Companies Evaluate the OPEN Act Proposed as an Alternative to SOPA**

Is the Online Protection and Enforcement of the Digital Trade Act (“OPEN”) a better alternative to SOPA? The Silicon Valley Software Law Blog explored this question in the blog post linked below:

<http://www.siliconvalleysoftwarelaw.com/is-the-open-act-a-more-viable-alternative-to-sopa>

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# **Lessons for Silicon Valley Companies from Apple Trademark Dispute**

What are the lessons Silicon Valley companies should take away from Apple's trademark dispute over the use of the mark "iPad" in China? The Silicon Valley IP Licensing Law Blog looks at the dispute and the lessons to be learned from the dispute in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/lessons-for-silicon-valley-companies-in-apple-trademark-dispute/>

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# **IPO Outlook for Biotech Remains Dreary in 2012**

The California Biotech Law Blog reported that the outlook for biotech in 2012 was expected to remain dreary, and that companies would continue to focus on acquisitions over IPOs in the following blog post:

<http://californiabiotechlaw.com/archives/biotech-ipos/ipo-outlook-for-biotech-remains-dreary-in-2012/>

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# **Silicon Valley Prepares for the SOPA Blackout Day Observance**

Silicon Valley is preparing for the observance of SOPA Blackout Day, in which websites are to go black for at least twelve hours, as the Silicon Valley IP Licensing Law Blog explains in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/silicon-valley-sopa-blackout-day/>

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# **SOPA Blackout Day Set to be Observed by Prominent Websites**

A number of prominent websites are set to observe SOPA Blackout Day. The Silicon Valley Software Law Blog discussed the SOPA Blackout controversy in the following blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/websites-set-to-observe-sopa-blackout-day>

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# **The Prinz Law Office Announces New Rate Packages for 2012**

The Prinz Law Office has announced its new rate packages for 2012, including a new payment option that provides clients with a discount in exchange for maintaining an ongoing retainer balance with the firm at all times.

For information on the firm's new payment plans, please contact us at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).