

# **News Update on the U.S. Supreme Court Decision Affirming the Constitutionality of Inter Partes Reviews**

News Update 4.25.18

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## **Defend Trade Secrets Act Augments Silicon Valley Companies' Tools to Protect Trade Secrets**

If your company is like most technology companies, trade secrets comprise the bulk of your intellectual property and you have probably long been frustrated with the minimal resources available to you to protect them from misappropriation. Congress has just taken action to assist your effort by passing the Defend Trade Secrets Act of 2016. The Silicon Valley IP Licensing Law Blog explores the significance of the new law in the following blogpost:

<http://www.siliconvalleyiplicensinglaw.com/passage-of-defend-trade-secrets-act-provides-silicon-valley-companies-new-trade-secret-enforcement-tools/>

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# **The Prinz Law Office Launches New Copyright Law Meetup Group**

The Prinz Law Office has launched a new copyright law meetup group in conjunction with the High Tech Section of the Santa Clara County Bar Association, as is further discussed in the link below:

<http://www.siliconvalleyiplicensinglaw.com/the-prinz-law-office-launches-new-copyright-law-meetup-group/>

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# **Supreme Court Decision Reached on Case Dealing with Patent Invalidity Defense to Induced Patent Infringement**

The U.S. Supreme Court has issued an opinion in the case of *Commil USA v. Cisco Systems* finding that patent invalidity is no defense to a claim of induced infringement. The Court's decision is discussed in the following blog posting by the Silicon Valley IP Licensing Law Blog:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-rules-patent-invalidity-is-not-a-defense-to-induced-patent->

## **Taking Time to Date Before Pursuing an IP Acquisition “Marriage”**

How do you choose the right acquisition partner? The Silicon Valley IP Licensing Law Blog evaluated this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/taking-time-to-date-before-pursuing-an-ip-acquisition-marriage/>

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## **Should You Follow This Start-up’s Lead if Approached by a Patent Troll?**

Should you take a combative approach if approached by a patent troll? The Silicon Valley IP Licensing Law Blog evaluates the response by one start-up in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-you-follow-the-advice-of-this-start-up-if-approached-with-a-demand-letter-by-a-so-called-patent-troll/>

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# Congress Considers Copyright Reform Bill

Copyright reform is back on the table in Congress, as the Silicon Valley IP Licensing Law Blog discussed in its recent blogpost:

<http://www.siliconvalleyiplicensinglaw.com/copyright-reform-on-the-table-in-congress-songwriter-equity-act-of-2015-introduced-in-the-house-of-representatives/>.

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# Lessons from the Copyright Infringement Verdict Against Robin Thicke and Pharrell Williams

The Silicon Valley IP Licensing Law Blog recently looked at the copyright infringement verdict against Robin Thicke and Pharrell Williams and explored some of the lessons to be taken away from the verdict in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/lessons-from-the-copyright-infringement-verdict-against-robin-thicke-and-pharrell-williams/>

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# **Pitfalls in Negotiating and Drafting Exclusive Licensing Deals: Lessons from Macy's Dispute with JcPenneys over the Martha Stewart Product Line**

Entering into an exclusive licensing deal can be a business decision that you may live to regret, as the Silicon Valley IP Licensing Law Blog explored in the case of the dispute between Macy's and JcPenneys over the Martha Stewart product line in the link below:

<http://www.siliconvalleyiplicensinglaw.com/pitfalls-in-negotiating-and-drafting-exclusive-licensing-deals-lessons-from-macys-dispute-with-jcpenneys-over-its-martha-stewart-product-line/>

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## **How to Choose Your Start-up's Name**

What issues should you consider when choosing the name of your start-up? The Silicon Valley IP Licensing Law Blog looked at this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/practical-tips-on-choosing-your-start-ups-name/>

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## **World Trademark Review Interviews Silicon Valley Trademark Lawyer Kristie Prinz**

The World Trademark Review recently interviewed Silicon Valley Trademark Lawyer Kristie Prinz. A blog post linking to the story is below:

<http://www.siliconvalleyiplicensinglaw.com/recent-interview-kristie-prinz-for-world-trademark-review/>

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## **Challenges of Negotiating Licenses with Start-ups**

What are some of the challenges in negotiating a license with a start-up? The Silicon Valley IP Licensing Law Blog recently explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/challenges-of-negotiating-a-licensing-deal-with-a-start-up/>

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# How to Manage Intellectual Property Disputes as a Start-up

How do you manage intellectual property disputes as a start-up with limited resources? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/successfully-managing-intellectual-property-disputes-as-an-early-stage-start-up/>

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# Trademark Commissioner Resigns over Allegations of Nepotism Law Violations

Trademark Commissioner Deborah Cohn recently resigned after a controversy arose over allegations of a nepotism law violation, as was reported by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/trademark-commissioner-resigns-over-allegations-of-nepotism-law-violations/>

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# **Getty Images Copyright Dispute Against Microsoft to Challenge Legality of Recently Released Widget**

Getty Images recently initiated litigation against Microsoft, alleging that its new widget was resulting in the infringement of its copyrights, as was further discussed by the Silicon Valley IP Licensing Law Blog in its recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/getty-images-copyright-dispute-against-microsoft-to-challenge-legality-of-recently-released-widget/>

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# **Twitpic's Abrupt Announcement to Shut Down over Trademark Dispute: Convenient Excuse or Full Story?**

Twitpic has announced that it will be shutting down over a trademark dispute with Twitter regarding the use of the name "twitpic." The Silicon Valley IP Licensing Law Blog looked at this issue and questioned whether the reasons for the shutdown in the attached blog post:



<http://www.siliconvalleyiplicensinglaw.com/twitpics-abrupt-announcement-to-shut-down-over-trademark-dispute-convenient-excuse-or-full-story/>

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## **Supreme Court Ruling on Who Bears the Burden of Proving Infringement in a Licensing Dispute**

The Supreme Court has held that a patent owner has the burden of proving infringement when the licensee files a declaratory judgment action in a patent licensing dispute in the case of *Medtronic Inc. v. Mirowski Family Ventures, LLC*, as was further discussed by the Silicon Valley IP Licensing Law Blog in the following link:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-rules-that-patent-owner-bears/>

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## **Avoiding Marketing Traps Around Milestone Events**

Marketing around big events could result in a trademark dispute, as the Silicon IP Licensing Law Blog discussed in the

following blog post:

<http://www.siliconvalleyiplicensinglaw.com/steering-clear-of-marketing-traps-around-milestone-events/>

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## **Supreme Court to Hear Streaming TV Case**

The Supreme Court has agreed to hear the Aereo streaming TV case, as is further discussed by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-to-hear-streaming-tv-over-the-internet-case/>

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## **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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## **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-co>

## **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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## **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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# **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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# **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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# **What does Patent Reform Mean for Silicon Valley?**

The Silicon Valley IP Licensing Law Blog discussed the passage of the Patent Reform Bill and explored its significance to Silicon Valley in the following blog post link below:

<http://www.siliconvalleyiplicensinglaw.com/what-does-patent-reform-mean-for-silicon-valley-entrepreneurs/>

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# **The Prinz Law Office Launches the Silicon Valley Software Law Blog**

The Prinz Law Office announced the launch of the Silicon Valley Software Law Blog in the following link:

<http://www.siliconvalleyiplicensinglaw.com/the-prinz-law-office-launches-the-silicon-valley-software-law-blog/>

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# **Apple Signals New Approach to Enforcing Royalty Policies on App Store**

Amazon, Google, and the Wall Street Journal have all now modified their applications on the Apple App Store in response to signals by Apple that it will be stepping up enforcement of its royalty policies, as was discussed by the Silicon Valley IP Licensing Law Blog in its recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/amazon-google-wall-street-journal-move-to-modify-applications-on-apple-app-store/>

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# How Does an Entrepreneur Protect His or Her Ideas for Launching a New Start-Up?

How do you protect your ideas for launching a new start-up? The Silicon Valley IP Licensing Law Blog addressed this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/how-does-an-entrepreneur-protect-his-or-her-ideas-for-launching-a-new-start-up/>

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# Don't Forget the Copyright Assignment

One of the most common mistakes business owners and entrepreneurs make when they hire someone to create something for their business is that they fail to obtain a copyright assignment from the person hired, which is a problem as the Silicon Valley IP Licensing Law Blog explained in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/hiring-a-third-party-to-create-for-you-dont-forget-the-copyright-assignment/>

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# Trying to Save Money by Handling Your Own Trademark Filings?

If you are like many small businesses and start-ups and are trying to save money by handling your own trademark filings, you may end up spending more money than you save as the Silicon Valley IP Licensing Law Blog discussed in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/trying-to-save-money-with-do-it-yourself-trademark-filings-how-to-avoid-creating-a-more-expensive-headache-for-yourself/>

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# Start-ups Should Consider Collaboration Agreements as an Option to the Equity Agreement

If you are like many start-ups, you are probably contemplating hiring contractors on an equity basis because you don't have cash to pay them for their services. But is this really a good idea? The Silicon Valley IP Licensing Law Blog looked at this issue and the collaboration agreement option in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/new-start-ups-should-consider-collaboration-agreement-as-alternative-to-equity->

## **Silicon Valley IP Licensing Law Blog Author Kristie Prinz Profiled in the SciTechLawyer**

The SciTechLawyer interviewed Silicon Valley IP Law Blog Author Kristie Prinz, as discussed in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/silicon-valley-ip-licensing-law-blog-author-kristie-prinz-profiled-in-thescitechlawyer/>

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## **Silicon Valley IP Licensing Law Blog Author Kristie Prinz Discusses Intellectual Property Licensing with IP Society's Patrick Reilly**

The Silicon Valley IP Licensing Law Blog reported on the interview by Patrick Reilly of blog author Kristie Prinz in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/kristie-prinz-discu>

# **Technology Transfer Tactics Interviews Silicon Valley Lawyer Kristie Prinz on Tech Transfer Commercialization Dilemma**

Silicon Valley IP Licensing Law Blog report on Technology Transfer Tactic's Interview of blog author Kristie Prinz at the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/technology-transfer-tactics-interviews-kristie-prinz-on-tech-transfer-commercialization-dilemma/>

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# **Seventh Circuit Court of Appeals Issues Ruling Which Affirms Rights in an**

# **Exclusive License to Joint Intellectual Property**

The Silicon Valley IP Licensing Law Blog reported on the decision reached by the Seventh Circuit Court of Appeals in the **Wisconsin Alumni Research Foundation v. Xenon Pharmaceuticals**, Appeal No. 08-1351 (7th Cir. 2010), affirming the licensor's rights in an exclusive license to joint intellectual property in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/seventh-circuit-court-of-appeals-issues-ruling-which-affirms-rights-in-an-exclusive-license-to-joint-intellectual-property/>

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## **FTC's Suit Against Intel: What Will Be the Impact on the Silicon Valley?**

The Silicon Valley IP Licensing Law Blog discussed the likely impact of the FTC's lawsuit against Intel on Silicon Valley in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/ftcs-suit-against-intel-what-will-be-the-impact-on-the-silicon-valley/>.

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# Prinz Law Announces Launch of Prinz Law Store

The Silicon Valley IP Licensing Law Blog announced the launch of the Prinz Law Store in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/the-prinz-law-store/>

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## Series on ALI Software Contract Principles: Clarify Rules on Implied and Express Warranties in Software Contracts

The Silicon Valley IP Licensing Law Blog discussed the ALI Software Contract Principles' treatment of implied and express warranties in software contracts in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/series-on-ali-software-contract-principles-clarify-rules-on-implied-and-express-warranties-in-software-contracts/>

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# **Electronic Frontier Foundation Launches New Site to Track Modifications to Online Terms and Conditions**

The Silicon Valley IP Licensing Law Blog reported on the launch by the Electronic Frontier Foundation (“EFF”) of a website to track modifications to online terms and conditions in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/electronic-frontier-foundation-launches-new-site-to-track-modifications-to-online-terms-and-conditions/>

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# **Supreme Court Agrees to Hear Bilski Case: Decision to Have Broad Implications for Silicon Valley Companies**

The Silicon Valley IP Licensing Law Blog looked at the Bilski Case and its potential implications for Silicon Valley in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-agrees-to-hear-bilski-case-decision-to-have-broad-implications-for-silicon-valley-companies/>

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# **Series on ALI Software Contract Principles: Changes Default Rule from Implied Warranty to Implied Indemnification**

The Silicon Valley IP Licensing Law Blog reported on the ALI Software Contract Principles on implied warranty and implied indemnification in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/series-on-ali-software-contract-principles-changes-default-rule-from-implied-warranty-to-implied-indemnification-against-infringement/>

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# **Associated Press Interview Offers Some Insight on its Plans to Police Blogosphere**

The Silicon Valley IP Licensing Law Blog reported on the Associated Press's plans to police the blogosphere in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/associated-press-in>

[terview-offers-some-insight-on-its-plans-to-police-blogsphere/](#)

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## **American Law Institute Approves Principles of the Law of Software Contracts**

The American Law Institute has approved the Principles of the Law of Software Contracts, as the Silicon Valley IP Licensing Law Blog reported in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/american-law-institute-approves-principles-of-the-law-of-software-contracts/>

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## **Copyright Office Issues Response to Backlog Reports**

The Copyright Office has responded to claims that the Copyright Office has been experiencing a backlog, as the Silicon Valley IP Licensing Law Blog reported in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/copyright-office-issues-response-to-backlog-reports/>



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# Copyright Office Announces Fee Increases

The Copyright Office has announced the adoption of new fees, as was reported by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/copyright-office-announces-fee-increases-effective-august-1-2009/>

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# Congress to Consider Patent Reform Bills

The Silicon Valley IP Licensing Law Blog compared and contrasted the Leahy-Hatch and Kyl Patent Reform Bills in the follow blog post linked below:

<http://www.siliconvalleyiplicensinglaw.com/congress-set-to-consider-leahy-hatch-kyl-patent-reform-bills/>

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# **Blogosphere Reacts to Kindle Publishing for Blogs Licensing Terms**

Amazon has published licensing terms for Kindle blog publishing, which terms have drawn some criticism in the blogosphere, as the Silicon Valley IP Licensing Law Blog explains in the following blog post link below:

<http://www.siliconvalleyiplicensinglaw.com/blogosphere-reacts-to-licensing-terms-for-amazons-new-kindle-publishing-for-blogs/>

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# **Backlog Issues No Longer Limited to USPTO; Copyright Office Also Experiencing Long Delays**

The backlog issues once limited to the Patent and Trademark Office have spilled over to the Copyright Office as well, as the Silicon Valley IP Licensing Law Blog reported in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/backlog-issues-no-longer-limited-to-uspto-copyright-office-also-experiencing-long-delays/>

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# **Trade Secret litigation On the Rise Against Laid Off Employees**

What is behind the recent increase of trade secret litigation against former employees, who have been let go from Silicon Valley companies? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post linked below:

<http://www.siliconvalleyiplicensinglaw.com/trade-secret-litigation-on-the-rise-against-laid-off-employees/>

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# **Copyright Infringement on the Web No Longer Limited to the Entertainment Industry**

Have you run searches lately on the Internet to verify that none of your company's works have been infringed? If you were to run such a search, you are likely to find infringement on the Internet, according to this blog posting by the Silicon Valley IP Licensing Law Blog linked below:

[http://www.siliconvalleyiplicensinglaw.com/copyright-infringement-on-the-internet-problem-is-no-longer-confined-to-entertainment-industry/.](http://www.siliconvalleyiplicensinglaw.com/copyright-infringement-on-the-internet-problem-is-no-longer-confined-to-entertainment-industry/)

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# Collaborating with Third Party Businesses Requires Appropriate Collaboration Agreements

Are you considering entering into a collaboration with another business? If this is something you are considering, you should get the right agreements in place before moving forward, as the Silicon Valley IP Licensing Law Blog explained in the following blog posting linked below:

<http://www.siliconvalleyiplicensinglaw.com/collaborating-can-create-legal-headaches-if-the-appropriate-ip-agreements-are-not-in-place/>

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# Decision Reached in Case that Challenged Patent Rulemaking Authority by USPTO

The Federal Circuit has reached a decision in *Tafas v. Doll*, which is a case that challenged the rulemaking authority of the USPTO, as the Silicon Valley IP Licensing Law Blog discussed in the following blog post linked below:

<http://www.siliconvalleyiplicensinglaw.com/decision-reached-in>

## **Facebook Adopts Townhall Format to Allow Users to Comment and Vote on New Statement of Rights and Responsibilities**

Facebook has decided to obtain user input on the terms and conditions comprising its new statement of rights and responsibilities, as the Silicon Valley IP Licensing Law Blog reported in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/facebook-adopts-townhall-format-to-allow-users-to-comment-and-vote-on-new-statement-of-rights-and-responsibilities/>

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## **Anticipating Likely Copyright Battle, Amazon Backs Down Over Kindle 2 Audio Feature**

Is the Kindle 2 audiobook text-to-speech feature infringing book author copyrights? The Silicon Valley IP Licensing Law Blog explored the controversy and Amazon's attempt at

resolving the issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/anticipating-likely-copyright-battle-amazon-backs-down-over-kindle-2-audio-feature/>

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## **Facebook Reverses Decision and Announces Temporary Return to Prior Terms and Conditions**

Facebook has reversed its unpopular decision to change its content licensing policy and other terms and conditions in response to pressure from users and commentators on the Internet, as the Silicon Valley IP Licensing Law Blog explained in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/facebook-reverses-decision-and-announces-temporary-return-to-prior-terms-and-conditions/>

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**Facebook**

**Licensing**

# Controversy Prompts Public to Take Closer Look at Social Networking Site Terms and Conditions

Facebook set off a controversy by amending its terms and conditions to permit broad commercialization of content on its website. The Silicon Valley IP Licensing Law Blog explored this controversy and the amended licensing terms in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/facebook-licensing-controversy-prompts-public-to-take-closer-look-at-social-networking-site-terms-and-conditions/>

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# Maintenance Agreements: How to Ensure Your Revenue Stream Continues Through the Recession

How do you preserve your maintenance agreement revenue stream in a bad economy? The Silicon Valley IP Licensing Law Blog looked at this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/maintenance-agreements-how-to-ensure-your-revenue-stream-continues-through-the-recession/>

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# **Should You Look to your Intellectual Property Portfolio to Carry You Through the Recession?**

While looking at cutting expenses is a natural business step in response to a recession, your company should also consider whether adopting a licensing strategy for the IP portfolio might be a more profitable solution to dealing with a recession, as the Silicon Valley IP Licensing Law Blog explains in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-you-look-to-your-intellectual-property-portfolio-to-get-through-this-recession/>.

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# **Associated Press Alleging Artist Stephen Fairey Infringed President Obama Photograph**

Did artist Stephen Fairey infringe a photograph of President Obama? The Silicon Valley IP Licensing Law Blog explored the allegations and controversy in the following blog post linked



below:

<http://www.siliconvalleyiplicensinglaw.com/associated-press-alleging-artist-stephen-fairey-infringed-president-obama-photograph/>

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## **The Value of Renegotiating Contracts in a Bad Economy**

Should you try to renegotiate your contracts in a bad economy? The Silicon Valley IP Licensing Law Blog has been exploring this issue and explains why you should consider renegotiation when the economy changes business conditions both parties are operating under in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/more-on-renegotiating-contracts-in-the-bad-economy/>

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## **Bad Economy Presents Opportunity to Renegotiate Contracts**

Should you consider renegotiating signed contracts in a recession or poor economy? The Silicon Valley IP Licensing Law Blog explores this issue and makes a case for why renegotiation should be a priority in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/bad-economy-presents-opportunity-to-renegotiate-contracts/>

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## **Is Your Business Infringing on the Intellectual Property in Other Companies' Logos?**

If you have third party logos posted on your website, have you ever considered whether or not you are infringing on the third party's intellectual property rights by displaying those logos on your site? If not, perhaps this is something you should consider, as the Silicon Valley IP Licensing Blog explains in the following blog post link:

<http://www.siliconvalleyiplicensinglaw.com/is-your-business-infringing-on-the-intellectual-property-in-other-companies-logos/>

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## **Should Your Business Conduct an IP Licensing Audit?**

The Silicon Valley IP Licensing Law Blog discussed why businesses should consider conducting periodic IP licensing audits and what they should be looking for in those audits in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-your-business>

# **Retired NFL Players Win Verdict Against Union For Failing to Include Them in Licensing Deals**

A verdict was reached in a case filed by retired NFL players against the players union for failing to include them in lucrative licensing deals involving video games and other sports products. The Silicon Valley IP Licensing Law Blog discussed the case and the verdict in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/retired-nfl-players-win-verdict-against-union-for-failing-to-include-them-in-licensing-deals/>

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# **Should the Blogosphere Adopt the Creative Commons**

# Licensing Model?

The Silicon Valley IP Licensing Law Blog explored the question of whether the blogosphere should adopt the creative commons licensing model in the following blog post link:

<http://www.siliconvalleyiplicensinglaw.com/should-the-blogosphere-adopt-the-creative-commons-licensing-model/>

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# Copyright Reform: Is it Time to Take Patent Reform Off the Table and Work on Copyright Reform?

The Silicon Valley IP Licensing Law Blog looked at this issue of whether copyright reform rather than patent reform should be on the table, and if so, why, in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/copyright-reform-is-it-time-to-take-patent-reform-off-the-table-and-work-on-copyright-reform/>

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# **Trade Secrets Case Provides Important Lesson to Employers and Employees on the Significance of Employment Agreements**

What are the lessons to be learned from the case of the ex-Intel Corporation employee accused of stealing trade secrets and giving them to his new employer, rival Advanced Micro Device? The Silicon Valley IP Licensing Law Blog looked at this issue in a recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/trade-secrets-case-provides-important-lesson-to-employers-and-employees-on-the-significance-of-employment-agreements/>

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# **Cutting Legal Costs by Investing in Good Templates**

Can companies save money on legal costs by investing in good legal templates? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/cutting-legal-costs-by-investing-in-good-templates/>

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# **Is Open Source Licensing a Viable Business Model**

The Silicon Valley IP Licensing Law Blog explored the issue of whether open source licensing is a viable business model in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/open-source-licensing-is-it-a-viable-business-model/>

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# **How Should License Grant Language Be Drafted?**

The Silicon Valley IP Licensing Law Blog examined the issue of how a license grant should be drafted in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/license-grant-language-how-should-it-be-drafted/>

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# **Is There a Market for Blog**

# Content Licensing?

The Silicon Valley IP Licensing Law Blog explored the issue of whether there is a market for blog content licensing in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/blog-content-licensing-is-there-a-market-for-it/>

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## Yahoo Music to Shut Down Service, Issue Refunds to Customers

Yahoo Music has advised its customers that it will be shutting down its digital rights management services and issuing refunds to customers, as reported by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/yahoo-music-to-shut-down-service-issue-refunds-to-customers/>

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## Consortia Licensing: Is this an ideal way to license

# **intellectual property?**

The Silicon Valley IP Licensing Law Blog examined the pros and cons of consortia licensing in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/consortia-licensing-is-this-an-ideal-way-to-license-intellectual-property/>

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# **iTunes Music License: Is it Really Enforceable?**

The Silicon Valley IP Licensing Law Blog explored the issue of the enforceability of the iTunes Music License in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/itunes-music-license-is-it-really-enforceable/>

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# **Blogosphere Reacts to Associated Press Attack on Fair Use Doctrine**

Should the Associated Press have the right to set its own standards as to how much quoting from an Associated Press article constitutes fair use and how much requires the payment of a royalty? The Silicon Valley IP Licensing Law Blog looked



at this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/blogosphere-reacts-to-associated-press-assault-on-fair-use-doctrine/>

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## **Supreme Court to Consider Fantasy Baseball Case: Do Players' Names and Statistics Constitute Major League Baseball Intellectual Property?**

The Supreme Court is considering whether to take a case which would address the issue of whether major league baseball players' names and statistics constitute the intellectual property of Major League Baseball, requiring the payment of a royalty fee. The Silicon Valley IP Licensing discuss this case in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-to-consider-fantasy-baseball-case-do-players-names-and-statistics-constitute-major-league-baseball-intellectual-property/>

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# **The Prinz Law Office Launches its New Silicon Valley IP Licensing Law Blog**

Visit the Silicon Valley Ip Licensing Law Blog at  
<http://www.siliconvalleyiplicensinglaw.com>

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## **California Lawyer Reporter Jeanette Borzo Interviews Internet Lawyer Kristie Prinz in “The Search for Intelligent Life in the Blogosphere”**

[Click here to read interview.](#)