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# Intro to IP / Info Law 2008

Class 1 – September 5, 2008

SI 519/PubPol 688

Bryce Pilz

Fall 2008

# Course Intro

I. What is IP Law?

I. What is Info Law?

I. Why does IP / Info Law matter to you?

IV. The Course

# Course Intro

I. What is IP Law?

I. What is Info Law?

I. Why does IP / Info Law matter to you?

IV. The Course

**Patents**

Inventions



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**Copyrights**

Original expression



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**Trademarks**

Goodwill from use of mark

Google

**Trade Secrets**

Valuable and protected secrets



**Use Restrictions**

Terms of use

**I Agree**

# Course Intro

I. What is IP Law?

I. **What is Info Law?**

I. Why does IP / Info Law matter to you?

IV. The Course

# What is Information Law?

- “What is Information Law? We see it as an obvious convergence of intellectual property doctrine, communications regulation, First Amendment norms, and new technology. As information becomes the most precious commodity of the 21st century, the law surrounding it will have to evolve. That’s what we want to talk and think about here — along with various related and not-so-related threads (hey, “information” covers a lot of ground!).”  
— <http://blogs.law.harvard.edu/infolaw/>

# What is Information Law?

- “Information law is both fascinating and at times frustrating. The principles are open-textured, and often in tension with one another. ...[T]hese tensions reflect underlying social issues. For instance, there is a perceived loss of trust in our political institutions: information law sees openness and transparency as a (partial) remedy. Rapid technological development evokes an extraordinary range of responses both positive and negative: information law has to mediate between our extremes of optimism and pessimism...”

Source: <http://northumbria.ac.uk/sd/academic/law/events/prof/>



# What is Information Law?

- “... We are ambivalent even about our own privacy: we value it, but seem willing to limit it in the interests of safety or convenience. Information law does not always offer clear cut answers, but it does provide a framework within which these important issues can be debated.”

Source: <http://northumbria.ac.uk/sd/academic/law/events/prof/>

# What is Information Law?

- 1996 - Judge Easterbrook – There's no more a law of cyberspace, than there is a law of a horse.



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- 2008: Almost all law schools have cyberlaw or information law
  - Legal issues concerning ownership and dissemination of information, especially involving the Internet, and including intellectual property, free speech, security, privacy, etc.

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I. What is Info Law?

**I. Why does IP / Info Law matter to you?**

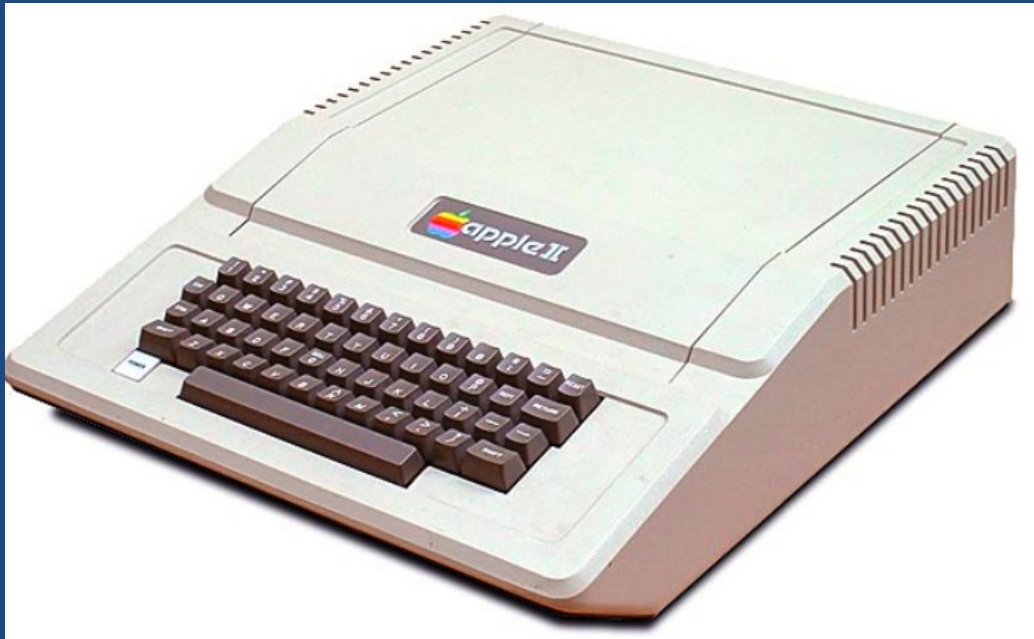
IV. The Course

# Why is IP & Info Law Important?

- 1) Effectively controlling IP and Info may mean \$\$\$\$ and power
  - Google brand = \$86B in 2008
  - Lucent won \$1.5B patent verdict against Microsoft (on appeal)
  - RIAA is willing to sue students to maintain their control over copyrighted music
  - Companies, organizations, candidates are actively compiling information about you

# Why is IP & Info Law Important?

- 2) Decisions about IP / Info control change the way we live?



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# Why is IP & Info Law Important?

- 3) Even if you don't care about it --- your boss does:



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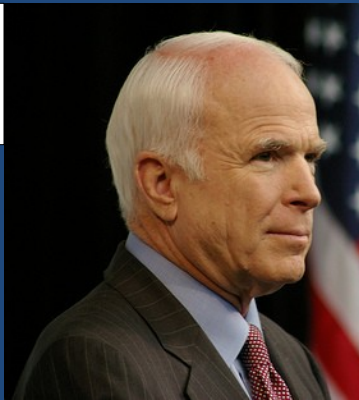



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# Why is IP & Info Law Important?

- 4) It's an election year.... And these guys care about it:

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- Positions on IP issues
- Electronic voting???
- Use of Internet/technology by campaigns

# Lives depend on it....

New book:

Heller, Michael. *The Gridlock Economy: How Too Much Ownership Wrecks Markets, Stops Innovation, and Costs Lives*. Perseus Books Group, 2008.

Patent rights motivate the innovation of life-saving drugs

Patents make it too costly to pursue R&D into life-saving drugs



# You are being watched...



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If you didn't know, and the information was never  
abused, would you still care?

It's not just the government anymore.....

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