
Index

- A & M Records, Inc. v. Napster, Inc.* 120–122, 170–171, 178
- ABC v. Aereo* 163–164
- abstract idea exception 236, 237, 242, 244–247, 255
- access to digital assets *see* digital assets and fiduciaries
- account, definition 108
- actual knowledge 212, 214–215, 224–225
- ad exchanges 497
- Adobe Systems 15–16
- advertising networks 188, 201, 202, 205–207
- affinity/rewards programs 47
- Agence France Press 178–179
- Airtel Kenya 76
- Ajemian, John 97
- Akanoc Solutions 219–220
- algorithms, in predictive analytics 501
- Alice v. CLS Bank* 236, 237–240, 242–243, 248, 252, 255, 256
- see also* patent eligible subject matter, post-*Alice*
- Alito, Samuel 250, 582
- Allen v. Toronto Star* 152–153
- AllHeadline News 117
- Ally Financial, Inc. 313
- Alternative Community Living* (NLRB) 353, 358–359
- alternative dispute resolution 280
- see also* online dispute resolution (ODR)
- Amazon.com 1, 71
- Coins 52, 60
- Instant Video 122
- Look Inside the Book 129
- online dispute resolution 323–324
- Unbox 122
- “Amazon” laws 578–579, 582–583, 586
- Ameranth, Inc. v. Genesis Gaming Solutions, Inc.* 252
- American Arbitration Association (AAA) 193–195
- American Association of Independent Music (A2IM) 191
- American Express 202
- American Gaming Association 451, 457–458, 467–468
- American Law Institute 285
- America Online 184, 202
- anonymizer sites 583
- anti-money laundering laws 53–56
- antitrust laws 70–71
- APEC Data Privacy Pathfinder 375
- Apple, Inc. 71
- in-app purchases 397, 410, 411
- Facetime app 441
- free, use of term 409
- iPhone 70, 441
- iTunes 96, 122, 591
- Apple App Store 395–396, 397, 398, 399
- Apple Pay 62
- arbitration clauses 15, 20, 32, 33, 312, 318, 330
- Argentina
- taxation of online purchased imports 595
- Asia-Pacific Economic Cooperation (APEC) 372, 375
- AT&T 191, 420–421, 441, 442
- Audible Magic 197
- Australia
- ecommerce law 151, 162
- regional trade agreements 372–373, 374, 375, 376–377, 378, 381
- Authors Guild 124, 126, 129
- Authors Guild v. Google* 135–136
- autocomplete function, of search engines 199–200, 546
- AutoForm Engineering v. Engineering Technology Associates* 252
- Bancorp Services v. Sun Life Assurance* 243–245, 248
- Band, Jonathan 127, 130
- bank notes 41–45, 46, 58, 60
- Bank of the United States 41–43, 58, 60
- Bank Secrecy Act (1970) 53, 461, 462
- Barnes, Wayne 31
- Barnes & Noble 25
- Bauer & Cie. v. O'Donnell* 161
- Beck v. Montana Constructions Pty. Ltd.* 151
- behavioral advertising 404, 496–497
- Bell Atlantic v. Twombly* 249
- Bell System 420–421

- benevolence standard 212–213, 226, 227–230
- Bennett, Colin J. 521
- Berkson v. Gogo LLC* 28–30
- best practices agreements *see* DMCA-plus enforcement
- Bharti Airtel 76
- Big Data: Seizing Opportunities, Preserving Values (2014 White House Report) 475–477, 485, 501
- Bill and Melinda Gates Foundation 72
- bills of credit 40–41, 60
- Bilski v. Kappos, In re* 237, 240, 242, 243, 246, 248, 252, 255
- Bishop v. Stevens* 155–156
- Bitcoin 58, 59, 93, 288, 294–295, 462, 466
- Bitcoin Foundation 55
- BitInstant 55
- BitTorrent 117, 183, 425–426, 437, 441
- BJ's Wholesale Club 241
- Blachly, Victoria 106
- black market sites 368
- Blackstone, William 299–300
- blocking and throttling by ISPs 117, 441, 444
- Bloustein, Edward 492–493
- BlueKai Exchange 502–503
- Bobbs-Merrill Co. v. Straus* 142, 147, 149, 161, 163
- Boch Imports (NLRB)* 354
- boleto*, in Brazil 79
- book digitization and Google Books litigation 117–136
- copyright dilemmas 118–122
 - economics of book digitization 122–135
 - file sharing 120–122, 131–135
 - findings of litigation 128–129
 - Internet freedom and file-sharing technologies 131–135
 - transaction costs in digital libraries 130–131
- book sales 124
- Brandeis, Louis D. 492
- Brand X Internet Servs. v. FCC* 434
- Brazil
- banking correspondent success 72, 77–81
 - Bolsa Família* program 78–79
 - digital financial inclusion programs 65, 72, 73
 - evolution of Internet governance 554–555, 556
 - lottery houses 80
 - NETmundial Multistakeholder Statement 555
- Brennan Center for Justice 134
- Breyer, Stephen 117–118, 132, 141, 148, 237, 246, 250, 582, 585
- British Bankers' Association 91
- broadband ISPs 187–188
- blocking and throttling by 441, 444
 - FCC open access policy 424–427
 - graduated response by 188, 190–195
 - non-neutral discriminatory behavior of 441
 - sanctions by 192–195
 - zero rating by 441–442
- broadcast-incidentals reproductions 155–156
- browsewrap agreements 18, 21–23, 97
- Business Correspondents' Federation of India 84
- business methods patents 245–246, 255
- Business Software Alliance 173
- buySAFE, Inc. v. Google, Inc.* 246
- cable companies 423, 436
- Cablevision 191, 423
- Caixa Aqui 79
- Caixa Econômica Federal 78–80
- California
- Automobile Sales Finance Act 297
 - public accommodations laws 516
 - secured transactions law 297–299
 - Utility Consumers' Action Network 326
- California Institute of Technology v. Hughes Communications Inc.* 245, 251, 252
- Canada
- Copyright Act 156–157
 - ecommerce law 139, 143, 144–151, 153, 154–156, 162
 - mandatory ODR platform, in British Columbia 322
 - regional trade agreements 374, 375
- Capital One Financial 498
- Capitol Records v. ReDigi* 138–144, 149, 157, 158
- Capitol Records 179, 195–196
- Capitol Records, LLC v. Vimeo, LLC* 179
- Card Verification Solutions v. Citigroup* 252
- Carr, Madeline 559
- Carterfone 421, 422
- Caspi v. Microsoft Network* 19, 21
- Castellano, Jeffrey T. 249
- CBC v. SODRAC* 155–156
- Celotex Corp. v. Catrett* 249
- Center for Copyright Information (CCI) 192, 193–195
- Center for Democracy and Technology 108
- Center for Gaming Research (UNLV) 464
- Central Bank of Brazil 78

- Central Bank of Kenya (CBK) 73, 75–76
- chargeback systems 329–330
- chat rooms 172, 184
- Chehade, Fadi 556
- Chevron, U.S.A., Inc. v. Natural Res. Def. Council, Inc.* 428, 431
- Chicago School 122–123, 438
- Children’s Online Privacy Protection Act (COPPA) (1988) 506–507
- Chile
 - regional trade agreements 376
- China
 - cyber sovereignty 556
- choice-of-forum clauses 270
- Christensen, Clayton 67–68, 71
- churn scores 498
- Citicorp 67
- Civil Rights Act (1964) 515
- class action suits
 - company waivers 330
 - courthouse stairs settlements and 317–318
 - against Facebook Credits 52
 - in-flight wi-fi service 28–30
 - by players of online games 52
- clear and convincing evidence standard 250–251
- clickwrap agreements 18–21, 29, 97
- Clinton, Bill 171, 173
- cloud computing 137, 278
- cloud computing and data protection, in EU 518–541
 - compliance attitudes of cloud providers 523–524, 532, 536–539
 - cross-border joint enforcement 528–531
 - enforcement styles of DPAs 531–536
 - investigations by DPAs 521–524
 - qualitative data collection methods 524–528
 - regulatory capacities of DPAs 522–523, 529
 - summary conclusion 539–541
- cloud computing and taxation, internationally 587–597
 - approaches to permanent establishment problem 590–594
 - example of 591–593
 - Infrastructure as a Service (IaaS) 575, 577
 - novel approaches to digital activity taxation 594–595
 - providers and 595–596
 - questions raised 587–588
 - royalties 595–596
 - Software as a Service (SaaS) 575–576, 577
 - standard U.S. model and 588–589
 - users and 596–597
- cloud computing and taxation, in U.S. 573–587
 - “Amazon” laws 578–579, 582–583, 586
 - cloud computing, definition 573–575
 - hosting and other services 583–585
 - international applicability 588–589
 - international taxation applicability 588–589
 - Internet sales and constitutional limits 578
 - location of income 577
 - location of sale 582–583
 - nature of income 576–577
 - NIST definitions 573–576
 - Pennsylvania ruling 585–586
 - state corporate income taxation 586–587
 - state taxation and new technology 577
 - state taxation of cloud servers 581
 - state taxation of software 579–581
 - Supreme Court on tax jurisdiction 582
- Coach, Inc. v. Goodfellow* 215
- Coach, Inc. v. Sapatis* 215
- Coalition to Stop Internet Gambling 467
- Coinbase 462
- Coke, Edward 158–159
- colonial era, legal tender substitutes 39–40
- Colorado
 - passage of “Amazon” laws 578–579
 - secured transactions law 297–299
- Comcast 117, 191, 423, 437
- Comcast Corp. v. FCC* 425–426, 427
- commercial practices, definition 402
- common-carrier regulation *see* Federal Communications Commission (FCC)
- Communications Act (1934) 428–429, 432
- Communications Decency Act (1996) 324
- compatible use standard, for big data 488–490
- CompuCredit 506
- CompuServe v. Patterson* 1
- Computer and Communications Industry Association (CCIA) 198
- Computer Fraud and Abuse Act (CFAA) (1986) 98–100, 105
- computer mediated communications (CMC) 308, 322, 326–328
- Connecticut
 - secured transactions law 297–299, 303
- Consumer Expenditure Survey (DOL) 580–581
- Consumer Financial Protection Bureau (CFPB) 313, 324, 330, 332, 509–511
- Consumer Privacy Bill of Rights Act, proposed 477, 478–480, 482

- consumer protection *see* cross-border
 ecommerce and consumer protection;
 mobile apps and consumer protection, in
 EU; online dispute resolution (ODR)
- Consumer Reports*
 survey on contractual disclosures 315
 survey on product recalls 318
- consumers
 cross-border ecommerce *see* cross-border
 ecommerce and consumer protection
 mobile apps *see* mobile apps and consumer
 protection, in EU
 notice-and-choice *see* notice-and-choice
 regime, alternatives to
 online contracts and 11–13
 online disputes *see* online dispute resolution
 (ODR)
 privacy *see* privacy
 protections under WTO 368–372, 380
 regional trade agreements *see* regional trade
 agreements (RTAs)
 types of 365–366
- Content Extraction and Transmission LLC v.
 Wells Fargo Bank* 247
- content of an electronic communication,
 definition 109
- Continental (bills of credit) 40–41, 58, 60
- Contract Co. (ConCo) 566
- contracting *see* wrap contracting and online
 environment
- contractual discrimination 313, 316–317
- contributory infringement 170, 201
see also trademark contributory
 infringement
- Convention on the Grant of European Patents
 256
- convertible virtual currency, definition of 54,
 59
- Copyright Act (1976)
 civil infringement defenses 194
 price discrimination 146
 reproduction under 142–144, 155
 revisions to 172
 secondary liability 170
 Section 108 131
 Section 109 139–142, 149, 159–160, 162
 Section 512 171, 173–180, 183, 188,
 189–190, 196, 198, 199, 206
- Copyright Alert System (CAS) 191–192,
 193–195
- Copyright Clearance Center 126
- copyright enforcement 549
- Copyright Match (Vimeo) 195–196, 197
- Copyright Policy, Creativity, and Innovation
 in the Digital Economy* (Green Paper)
 201
- copyright policy, definition 122–123
- copyrights
 as asset 95
 book digitization *see* book digitization and
 Google Books litigation
 email messages and 104–105
 enforcement *see* DMCA-plus enforcement
 fiduciary rights and 103
 first-sale doctrine *see* first-sale doctrine
 growth of registrations in U.S. 120
 safe harbors *see* safe harbors from
 intermediary liability and social media
see also specific legislation
- Cordray, Richard 313
- Costco Wholesale Corp.* (NLRB) 353
- Costeja González, Mario 537–538
- counter-notifications 177
- country code TLDs (ccTLDs) 548
see also domain name governance
- courthouse stairs settlements 317–318
- Court of Justice of the European Union
 (CJEU) 277, 470–471, 537–538
- cramming 330–331
- credit bureaus 107
- credit card payment networks 71
- credit scores 499
- cross-border ecommerce and consumer
 protection 365–390
 agreements with ecommerce and consumer
 protection provisions 374
 chart of agreements 387–390
 proposed improvements 384–386
 regional trade agreements and 372–384
 summary conclusion 386–387
 transactions and domestic regulation
 366–368
 WTO regulation and 368–372
- Cubby v. CompuServe* 1
- cultural democracy 131
- currency *see* legal tender substitutes; virtual
 currency; *specific currencies*
- cyber bullying 327
- Cybersettle 324
- CyberSource Corp. v. Retail Decisions, Inc.*
 245
- cybersquatting 546–547, 548–549
- Daftary, Sahar 92
- da Silva, Luíz Inácio 78, 81

- data protection *see* cloud computing and data protection, in EU
- data security breach notification laws 103
- DDR Holdings, LLC v. Hotels.com, L.P.* 240–242, 246–247, 251–252
- deadweight loss 119
- death of account owners *see* digital assets and fiduciaries; postmortem access to social media accounts
- deceptive practices *see* Federal Trade Commission (FTC)
- Delaware
- gambling regulation 464, 465–466
- Dell Computer 594
- Denmark
- territorial scope of injunctions 275
- Design Technology Group, d/b/a Bettie Page Clothing* (NLRB) 340
- Dexter & Chaney, Inc. (DCI) 16–17
- Diamond v. Diehr* 236, 254–255
- DigiCash 51, 58
- digital asset, definition 108–109
- digital assets and fiduciaries 91–111
- digital asset awareness 104
 - digital divide 91–92
 - email vs. paper communications 104–105
 - ensuring access under UFADAA 105, 107–111
 - estate administration of digital assets 105–107
 - estate planning documents 105
 - impediments to access 95–103
 - importance of digital access 92–95
 - intellectual property and data protection statutes 103
 - management of assets 93–94
 - passwords and encryption 95, 104
 - prevention of identity theft 94
 - privacy policies 97–98
 - social media and emotional connectivity 94–95
 - state trust and estate laws 98
- Stored Communications Act 100–103
- summary conclusion 111
- terms-of-service agreements 93, 95–97, 100, 105, 108, 109, 110–111
- unauthorized computer access under CFAA 98–100
- digital contracts *see* wrap contracting and online environment
- digital divide 91–92
- digital exhaustion rule *see* first-sale doctrine
- digital fingerprinting 196
- Digital Future Coalition 171
- Digital Mercosur initiative 374
- Digital Millennium Copyright Act (DMCA) (1998) 131, 133, 168, 173, 175, 178, 184, 185–186
- see also* DMCA-plus enforcement; safe harbors from intermediary liability and social media
- digitization of books *see* book digitization and Google Books litigation
- Diners Club 202
- direct control and monitoring test 216–217, 220, 226
- direct financial benefit 170–171, 176
- discrimination
- class-based 503
 - contractual 313, 316–317
 - credit applications and 508–511
 - housing and 511–514
 - institutionalization of societal discrimination in predictive analytics 502–503
 - network neutrality and 436–438, 440–442
 - price 145–146, 497–498, 503
 - racial 313, 503, 508
- disparate impact 509–516
- dispute resolution *see* online dispute resolution (ODR); *specific organizations*
- District of Columbia
- state lottery 451
 - taxation of hosting services 584
- DMCA-plus enforcement 185–208
- graduated response by broadband access providers 188, 190–195
 - notice-and-takedown 188, 189–190, 197
 - notice and termination by advertising networks 205–207
 - notice and termination by payment processors 202–205
 - proactive filtering by UGC platforms 188, 191, 195–198
 - sanctions by ISPs 192–195
 - search demotion 188, 198–200
 - summary conclusion 207–208
 - Type 1 DMCA-plus enforcement 187–200
 - Type 2 DMCA-plus enforcement 188, 201–207
- Dodd-Frank Wall Street Reform and Consumer Protection Act (2010) 509
- domain name governance 545–570
- accountability and GAC/gTLDs 561–563
 - enhancement of ICANN’s accountability 567–569

- evolution of Internet governance 550–557
- IANA transition 563–567
- importance of DNS 547–550
- MSM vs. governmental governance 557–560
- multi-stakeholder model (MSM) 551–554
- role of domain names 546–547
- summary conclusion 569–570
- domain names
 - cost of 93–94
 - creditor security interest in 288–291, 296
 - WHOIS information 22–23
- Domain Name System (DNS) 188, 296–297, 547–550
- Dorer v. Arel* 289
- DoubleClick 496–497
- Downing, Richard W. 100
- Downloaded* (documentary) 120
- Drucker, Peter 86
- DSL service 424–425, 430–432, 434
- Durango Merchant Services 217–218
- duress 33
- Durham School Services* (NLRB) 355
- duty of good faith and fair dealing 31, 32
- duty to draft reasonably 32
- Dwolla 54–55
- Easterbrook, Frank 15
- eBay 71, 228
 - chargebacks 329–330
 - direct control and monitoring by 226
 - Money Back Guarantee 323
 - Resolution Center 323–324
 - Trust and Safety department 218–219
 - Vehicle Purchase Protection and Business Equipment Purchase Protection plans 323
- see also specific legal cases*
- eBay India
 - Community Court 324
- eBureau 498
- e-cash *see* virtual currency
- edge providers 433, 435, 444
- e-gold 52–53, 58, 59
- e-Gold Ltd. 52–53
- electronic banking *see* mobile payments and financial inclusion
- electronic chattel paper 292–294
- electronic coins 51
- electronic commerce law, defined 1–4
- Electronic Commerce Steering Group (APEC) 375
- Electronic Communications Privacy Act (1986) 92, 101
- electronic memoirs 94–95
- electronic signatures and authentication 379
- Electronic Signatures in Global and National Commerce Act (E-SIGN) (2000) 286–287, 385
- email communications 93, 104–105, 307, 326
- e-money *see* virtual currency
- employer-held data 111
- encryption *see* passwords and encryption
- end-to-end network design 422–423
- end user license agreements (EULA) 14, 15–16, 18, 314
- enforcement *see* DMCA-plus enforcement; extraterritorial enforcement, of online commercial activity; *specific laws and governmental agencies*
- Entertainment Software Association v. SOCAN* 154, 164
- Equal Credit Opportunity Act (ECOA) (1974) 508–511
- Equitel 76–77
- Equity Bank 76–77, 78
- Espinoza, Michel Abner 56, 59
- estate management *see* digital assets and fiduciaries
- The Ethics of Computer Games* (Sicart) 414
- European Commission 402, 469–470, 525, 551, 552, 558, 563
- European Consumer Centres Network 320–321
- European Union (EU)
 - consumer protection in cross-border e-commerce 368, 380
 - Data Protection Directive 476, 487–488, 519–520
 - see also* cloud computing and data protection, in EU
 - data protection negotiations with U.S. 385
 - Directive on Alternative Dispute Resolution for Consumer Disputes 309, 320–321
 - Directive on Consumer Rights (DCR) 392–401, 408–409, 411
 - Distance Selling Directive 394
 - DPAs (data protection authorities) 519–520
 - see also* cloud computing and data protection, in EU
 - E-Commerce Directive (2000) 168, 183, 268, 395–396, 402, 404
 - evolution of Internet governance and 551–552, 553

- General Data Protection Regulation,
 proposed (2012) 487–488
 online gambling 277, 469–471
 regional trade agreements 374, 377,
 382–383
 Regulation on Online Dispute Resolution
 for Consumer Disputes (2013) 309,
 320–321, 322
 TTIP agreement with U.S. 373
 Unfair Commercial Practices Directive
 (UCPD) 392, 398, 402–414
see also mobile apps and consumer
 protection, in EU
- Europe Economics 394
 executors *see* digital assets and fiduciaries
 exhaustion principle *see* first-sale doctrine
 Experian 499
 experience goods 125
 express consent 398, 400, 481
 extraterritorial enforcement, of online
 commercial activity 261–282
 inter-country enforcement assistance
 272–273
 limits on ubiquity and lack of uniformity
 262–266
 national enforcement power 270–272
 point-of-consumption principle 266–271
 point-of-source principle 266–271, 280
 proposed improvements 277–281
 summary conclusion 281–282
 supranational limits on extraterritorial
 enforcement 276–277
 tangible vs. intangible goods 265–266
 territorial scope of injunctions 274–275
- Facebook 71, 184
 Credits currency 52, 58
 incapacitated people's accounts on 92
 Legacy Contact 96–97, 105
 NLRB decisions involving 340–347
 postmortem access to accounts 91, 95, 103
 Terms of Use 25, 26, 30
 UFADAA and 107, 108
- Fader, Peter 121
 Faiella, Robert M. 55–56, 59
 Fair Credit Reporting Act (FCRA) (1970) 499
 Fair Housing Act (FHA) (1968) 511–514
 fair use 117–118, 123–129, 131, 182
 Fanning, Shawn 120
 fantasy sports leagues 450, 458
 Faulu Kenya 74–75
 Federal Communications Commission (FCC)
 access to multiple Internet providers 438
 blocking and throttling by ISPs 117
 common-carrier regulation 428–434
Computer II inquiry (basic vs. enhanced
 telephone services) 422, 428
Computer I inquiry 421–422
 designation of information services
 431–432
 Federal-State Joint Board on Universal
 Service (1998) 430
 network neutrality, history of 419–422
 1998 Advanced Services Order 430,
 431–432
 2005 Policy Statement 423–426, 444
 2010 Open Internet Order 427–433,
 434–435
 2015 Open Internet Order 420, 433–435,
 439–440, 443–445
 Federal Reserve Act (1913) 44–45
 Federal Reserve Banks 44–45
 Federal Reserve Notes 44–45, 58, 61
 Federal Rules of Civil Procedure
 Rule 12 249
 Rule 23 129
 Rule 56 249
 Federal Trade Commission (FTC)
 approval of corporate Privacy Review
 Boards 479, 482–483
 complaint against S&H 50, 60
 Consumer Privacy Bill of Rights Act,
 proposed 478
 lawsuit against Amazon 52, 60
 member of International Consumer
 Protection and Enforcement Network
 384–385
 ODR process and 330, 332
 permissible privacy practices 486
 privacy policy complaints 480–482
 on record industry as oligopoly 121
 shared enforcement role with CFPB 509
 unfair and deceptive practices 98, 503–506
 Federal Trade Commission Act (1914) 50, 52,
 503–507, 511
 Federation of Brazilian Banks 79
 Fertick, Michael 20
 FICO scores 499
 fiduciaries *see* digital assets and fiduciaries;
specific fiduciary entities
 Financial Action Task Force (FATF) 39
 financial inclusion *see* mobile payments and
 financial inclusion
 FinCen *see* U.S. Treasury Department
 first-sale doctrine 137–167

- Capitol Records v. ReDigi* 138–144, 149, 157
 consumer privacy 147
 copyright primitivism 158–163
 copyright vs. rights of purchasers 146–147
 current status of 137–139
 digital applicability 163–166
 exhaustion and public performance right 154–157
 exhaustion and using work inside a work 152–157
 implied license 150–151
 legal clarity and administrability 147
 non-coextensive with Section 109 141–142
 non-infringing reproductions 150–151
 preservation 148
 price discrimination 145–146
 restraints on alienation 148, 158–159
 summary conclusion 166–167
Théberge and logic of exhaustion 139, 143, 144–150
 first-to-file systems 252
 fixed and determinable, annual and periodic income payments (FDAP) 588–589
 flea markets and counterfeits 215
Fonovisa v. Cherry Auction 214–215, 220, 224–226
 foreign compliance obligation, in national law 279–280
 forum shifting 381–382
 Fourth European Data Protection Days (EDPD) (2014) 525, 526
 fractional currency 45–46, 58
 France
 Data Protection Authority 407
 Hadopi system 195
 movie industry and Netflix 371–372
 online gambling regulation 470
 permanent establishment standard 594
 right of destination 148
 sale of Nazi memorabilia on Yahoo! 367–368
 taxation of Google 595
 free, use of term 408–409
 freedom of expression 131–135
 freemium business model 396, 407–408, 411
 Frontline Processing Corporation 217–218
Fteja v. Facebook, Inc. 25, 26, 30
 gambling *see headings at* online gambling
 gambling operators 279
 game addiction 413–414
 game currency *see* in-game virtual currency
 Gates Foundation 66
 Gateway, Inc. 16
 Gavison, Ruth 493
 GE Capital Bank 509
 generalized knowledge 182, 212, 219, 224–225, 229
 generic top-level domains (gTLDs) 546–547
 see also domain name governance
 geoblocking tools 264–265, 281
 GeoCities 184
 geolocation tools 264, 269, 281, 465–466, 480–481
 Georgia
 regional trade agreements 377
 Getty Images 178–179
 Ginsburg, Ruth Bader 141–142, 246, 431
 Gogo LLC 28–30
 good-faith doctrine 486
 Google 71
 AdWords 221–222
 in-app purchases 410, 411
 book digitization *see* book digitization and Google Books litigation
 combats online piracy and counterfeiting voluntarily 201, 202
 contributory trademark infringement 221–223, 228
 direct control and monitoring test 226
 Display Network 403
 free, use of term 409
 Gmail scanning and advertising 503
 Images 135
 Inactive Account Manager 96, 105
 international taxation of 595
 link demotion by 199–200
 Page Rank algorithm 200
 proactive content blocking by 191, 195–198
 terms-of-service agreements 100
 third-party advertising apps 403
 Trusted Copyright Removal Program 199
 UFADAA and 107
 YouTube *see* YouTube
 see also specific legal cases
 Google App Store 441
 Google Play 395–396, 397, 399
Google Spain SL v. Agencia Española de Protección de Datos (Google Spain) 537–538
Gottschalk v. Benson 236
 government-to-person (G2P) payments 80–81
 graduated response, by broadband ISPs 188, 190–195
 Gramm-Leach-Bliley Act (1999) 98

- Greece
 online gambling regulation 470
 greenbacks *see* United States Notes
 green stamps *see* trading stamps
 Grokster Ltd. 117–118
 GSMA 83–84
Gucci America, Inc. v. Frontline Processing Corp. 217–218, 225–227
- Hague Conference on Private International Law 386
- Haiti
 government-to-person (G2P) payments 80–81
- Hamilton, Alexander 41–42
Hard Rock Café Licensing v. Concession Services 214, 225–226
- Hartzog, Woodrow 504
- Health Insurance Portability and Accountability Act (1996) 98
Henry v. A.B. Dick Co. 161
- Hill, Richard 559
Hill v. Gateway 2000 15, 17, 26
Hispanics United (NLRB) 340–341
 Hopper, Grace 236
 hosting services and taxation 583–585
Huffington Post, The 117
 Hulu, LLC 239–240, 241, 242, 250–251, 252, 436
 human mind test 245–246, 247, 255
Hush-A-Phone Corp. v. United States 420–421, 424
 hyperlinks 3
- IANA
 Stewardship Transition Coordination Group (ICG) 565
- IBM 130
- ICANN 22–23
 identity theft 94, 104, 107, 484–485
i.LAN Systems, Inc. v. Netscout Service Level Corp. 19–20
- Illinois
 taxation of hosting services 584
- improvements upon processes 247–248
- Independent Film and Television Alliance (IFTA) 191
- India
Aadhaar digital national identity system 66, 84–86
 digital financial inclusion programs 65–66, 72, 73
 evolution of Internet governance 555
 National Electronic Fund Transfer system 83
 public distribution systems and subsidies 84
 RuPay 66, 72, 81–82, 85, 86
 social banking policy 82, 83
- Indiana
 taxation of hosting services 584
- information location tools *see* search engines
- Information Sciences Institute (USC) 563–564
- Infrastructure as a Service (IaaS) 575, 577
- infringement, definition 124
see also DMCA-plus enforcement
- in-game virtual currency 51–52, 411–412
- injunctions, territorial scope of 274–275
- innovation 67–71, 81–86, 183–184
The Innovator's Dilemma (Christensen) 67–68
- Institute for Development and Research in Banking Technology (IDRBT) 82–83, 85–86
- intellectual property and data protection statutes 103
Intellectual Ventures v. Manufacturers and Traders Trust Company 247, 251
- Interim Guidance on Patent Subject Matter Eligibility (USPTO) 254–255
- Internal Revenue Service
 online gambling related reporting 461
- International Ad Hoc Committee 550
- International AntiCounterfeiting Coalition (IACC) 202–205
- International Consumer Protection and Enforcement Network 384–385
- International Federation for the Phonographic Industry (IFPI) 198, 199–200
- International Monetary Fund
 bailout of India (1991) 82
- International Telecommunication Union (ITU) 550, 551, 557–558, 559
- International Telecommunications Regulations (ITRs) 553–554
 Plenipotentiary Conference (2014) 555–556
- Internet Assigned Numbers Authority (IANA) 554–555, 559, 563–567
- Internet Corporation for Assigned Names and Numbers (ICANN) 545
 Commerce Department agreement 558–559
 enhancement of accountability 567–569
 evolution of Internet governance and 550–557
 generic top-level domains (gTLDs) program 549, 561–563
 Governmental Advisory Committee (GAC) 559, 561–563

- IANA transition 563–567
 New gTLD Program Committee (NGPC) 562–563
 Public Interest Commitments (PICs) 549–550
 Public Interest Commitments Dispute Resolution Procedure 549
 signature policy 546
 Trusted Notifier status 550
 Uniform Domain Name Dispute Resolution Policy 548–549
see also headings at domain name
 Internet governance
 definition 547
 evolution of 550–557
see also domain name governance
 Internet Governance Forum (IGF) 551–553, 555, 556, 559
 Internet Governance Project (IGP) 566
 Internet service providers *see* broadband ISPs;
 safe harbors from intermediary liability
 and social media
 Internet Society 554–555
 Internet Engineering Task Force 564
 Interstate Transportation of Paraphernalia Act (1961) 452–453
 inventive concept 237, 241, 244–245, 254
 inviolate personality concept 492
Inwood Laboratories v. Ives Laboratories 211–219, 223, 224–227, 229
 Israel
 permanent establishment standard 595
 Japan
 regional trade agreements 378
J. McIntyre Machinery, Ltd. v. Nicaastro 582, 585
 Jordan
 regional trade agreements 381
 trade agreement with U.S. (2000) 372
Karl Knauz Motors, Inc. (NLRB) 341
 Kennedy, Robert F. 453
 Kenya
 Communications Authority of Kenya 76
 Communications Commission of Kenya 74
 digital financial inclusion programs 65, 72, 73, 85
 government-to-person (G2P) payments 80–81
 kipande system 75
 M-Pesa success factors 62–65, 72, 73–77
 keyword advertising 221–224
Kirstaeng v. John Wiley & Sons 139, 141–142, 146, 147, 148, 149, 161
Klocek v. Gateway, Inc. 16
Knutson v. Sirius XM Radio 27–28
 Kripke, Eva 92
 Kuerbis, Brenden 566–567
 Kummer, Markus 559
 Lamarr, Hedy 236
 Lanham Act *see* U.S. Trademark Act (Lanham Act) (1946)
 Latin America
 regional trade agreements 374–375
see also specific countries
La Vanguardia (newspaper) 537–538
 Leahy-Smith America Invents Act (AIA) (2011)
 Patent Trial and Appeal Board 252–253
 Section 14 235–236
 Lee, Mori 220–221
 legal tender, definition 38
 legal tender substitutes 37–61
 Bitcoin 37, 38, 39, 53–56, 58, 59
 early examples of, in North America 37–38, 39–40
 early virtual currencies 50–53
 expansion of paper currency, in U.S. (18th c.) 40–42
 historical legal approaches to 57–61
 paper becomes legal tender, in U.S. (19th c.) 42–45
 Stamp Payments Act and fractional currency 45–46, 58
 summary conclusion 61
 terminology 38–39
 trading stamps (20th c.) 46–50, 57–59, 60
 Lemley, Mark 130–131
Lenz v. Universal Music Corp. 182
 LexisNexis 584
 Liberty Reserve 54, 58, 59
 Library of Congress 134
 limited licenses 32
 Linden dollars 51–52, 58
 Linden Research, Inc. 51–52, 60
 link demotion, by search engines 188, 198–200
Lockheed Martin v. Network Solutions, Inc. 216, 217, 220, 226, 227, 229
 lotteries 80, 451, 455, 465
Louis Vuitton Malletier, S.A. v. Akanoc Solutions 219–220, 226
 Lucas, George 123

- machine-or-transformation test 237, 242, 243–244
- Madison River Communications 425, 436–437
- M.A. Mortenson Co., Inc. v. Timberline Software Corp.* 17
- mandatory arbitration clauses 32
- market-creating innovation 67–71
- market partitioning tools 264
- Markman v. Westview Instruments, Inc.* 246–247
- Massachusetts
 - public accommodations laws 516–517
 - taxation of cloud software 581
- mass digitization of legacy content *see* book digitization and Google Books litigation
- MasterCard 71, 81–82, 201, 202, 215, 216–217, 226–228, 461
- Mayo Collaborative Services v. Prometheus Laboratories, Inc.* 237, 238–239
- MERCOSUR 368, 372, 374
- Meridian Project Systems, Inc. v. Hardin Construction Co.* 17–18
- MetroPCS 441–442
- Mexico
 - Concilianet 321–322
- Meyers Indus. (Meyers II)* (NLRB) 339
- Meyers Indus. (Meyers I)* (NLRB) 339
- MGM Studios v. Grokster* 117–118, 132
- microfinance 74–75
- MicroSave 72
- Microsoft 71, 107, 202
- Microsoft Corp. v. i4i Ltd. Partnership* 250
- misrepresentations, penalties for 177–178
- MIT Press 129
- mobile apps and consumer protection, in EU 391–416
 - apps as advertising for own in-app products 410–414
 - apps as product and subject-matter of advertising 407–410
 - apps as third-party advertising 403–407
 - children and special issues 397, 405–407, 410, 411–414
 - control of monetization of personal data 409–410
 - curbing excesses of freemium models 407–408
 - DCR applicability 393–401, 408–409, 411
 - effectiveness/dangers of behavioral advertising 404
 - express consent 398, 400
 - free, use of term 408–409
 - generic information 395–396
 - information about price 396–398
 - information specific to digital content 398–399
 - right of withdrawal during purchase 399–401
 - right to information 393–399
 - summary conclusion 415–416
 - touch screen technology 405
 - UCPD applicability 398, 402–414
- Mobile Money Association of India (MMAI) 83–84
- mobile payments and financial inclusion 62–87
 - Brazil, banking correspondent success 72, 77–81
 - Brazil, digital financial inclusion programs 65, 72, 73
 - India, digital financial inclusion programs 65–66, 72, 73
 - India, inclusive innovation as public good 81–86
 - innovative inclusive/sustainable platforms 66–73
 - Kenya, digital financial inclusion programs 65, 72, 73, 85
 - Kenya, M-Pesa success factors 62–65, 72, 73–77
 - networks and standards 69–70
 - platforms and pricing models 70–71
 - summary conclusion 86–87
 - sustainable inclusion 71–73
 - types of innovation 67–69
 - types of systems 62
- mobile payment systems, definition 62
- Model Law on Electronic Commerce (UNCITRAL) 380–381, 385
- Modi, Narendra 85
- Modria 324
- Mondex 50–51, 58
- monetization of personal data 409–410
- money, definition 38
 - see also* legal tender substitutes
- money laundering 39, 52–53, 54–56, 466, 467–468, 471
- money transmission, definition of 53, 54, 59
- Mori Lee, LLC v. Sears Holdings Corp.* 220–221
- most-favored nation clauses 376–377
- Motion Picture Association of America (MPAA) 186, 191, 199–200, 207, 549–550
- Movielink 122

- M-Pesa system 62–65, 68, 71–77
 Mt. Gox 54–55
 Mueller, Milton 550, 554, 566–567
 multi-stakeholder model (MSM) *see* domain name governance
 multi-wrap forms 25–26
 Mwaura, Stephen 75
- Napster 117, 120–122, 133, 170–171, 178
 NARAL Pro-Choice America 441
 National Academy of Sciences 129
 National Bank Act (1863) 44, 60
National Cable & Telecommunications Association v. Brand X Internet Services 431
 National Institute of Standards and Technology (NIST) 573–576
 National Labor Relations Act (NLRA) (1935) 337, 357
 see also social media and NLRB
 National Labor Relations Board (NLRB)
 Atlantic Steel framework test 344–346
 forbidden employee disclosures 356–357
 Jefferson Standard test 345
 protection of concerted activity 337
 Report of the General Counsel Concerning Employer Rules (2015) 351
 Section 7 338–339, 348, 349–351, 354–356
 Section 8 338, 348, 351
 see also social media and NLRB; *specific decisions*
- National Payments Corporation of India (NPCI) 85–86
 Immediate Payment Service 83
 Unified Payment Interface 83
 National Research Council (U.S.) 118–119
 National Science Foundation (U.S.) 1
 National Telecommunications and Information Administration (NTIA) 550, 558, 564–567, 569
 National Westminster Bank (UK) 51
 Native Americans
 examples of legal tender substitutes of 39–40
 gambling on tribal lands 451
NCAA v. Governor of New Jersey 456–457
 negligence 214
 Negroponte, Nicholas 386
 NetChoice and UFADAA 107
 Netflix 122, 371–372, 436
 NETmundial 554–555, 559, 566
 Netscape Communications Corporation 20–21
 Netscout Service Level Corporation 19–20
 Netupsky, Boris 150–151, 162
Netupsky v. Dominion Bridge 150–151, 162
 network effects, definition 69
 network neutrality and regulation 419–445
 controversies over 435–442
 effectiveness of competition 438–440
 FCC policy statement (2005) 423–426
 impact on investment in infrastructure 444–445
 impact on quality of service enhancements 443–444
 incentive to discriminate 436–438
 incidents of discrimination 440–442
 multiple regulated entities/regimes 428–432
 precursors to 420–421
 requirements for data processing 421–422
 transition from telephone network to Internet 422–423
 2010 Open Internet Order 427–433, 434–435
 2015 Open Internet Order 420, 433–435, 439–440, 443–445
 Verizon v. FCC 428, 432–433
 Network Solutions, Inc. (NSI) 216, 217, 289, 550–551, 558
Network Solutions, Inc. v. Umbro International, Inc. 289
 Nevada
 gambling regulation 462–464, 466
 New Jersey
 gambling regulation 456–457, 464–465, 466
 unfair and deceptive practices case 487
 Newman, Christopher 162–163
 Newman, Nathan 503
 New York
 passage of “Amazon” laws 578
 public accommodations laws 516
 state insurance laws 514–515
New York Party Shuttle (NLRB) 343
 New Zealand
 regional trade agreements 381
Nguyen v. Barnes & Noble, Inc. 25
 Nilakeni, Nandan 84
 Noll, Roger 121
 nondiscrimination clauses, in RTAs 376–377
 Norway
 permanent establishment standard 594
 notice-and-choice regime, alternatives to 475–491
 accountability issues 484–485
 advanced data-tagging schemes 485
 aggregation issues 484

- Consumer Privacy Bill of Rights Act,
 proposed 477, 478–480, 482
 difficulties in valuing privacy 484
 enhanced framework for 477–483
 EU initiatives 487–488
 good-faith doctrine and 486
 lack of transparency 483–484
 permissible use privacy framework 485–491
 Privacy Review Boards 479, 482–483
 problems with enhanced framework
 483–485
 summary conclusion 491
 unfair and deceptive practices laws 486–487
 use-focused privacy regimes 487–490
 notice and manifestation of consent 23–30
 notice-and-takedown 133, 173, 180–181, 188,
 189–190, 197, 218–219, 230
 notice and termination 202–207
 NSFNet 1
- Obama, Barack 433, 444, 475–477, 478–479
 O’Byrne, Stephanie E. 249
 Office Depot 498
 Ohio
 taxation of hosting services 584
 Oman
 regional trade agreements 378
I-800 Contacts, Inc. v. Lens.com, Inc. 223
 Inet 554–555
 online arbitration (OArb) 329, 331–332
 online complaint centers 309
 online contracting *see* wrap contracting and
 online environment
 On-Line Copyright Infringement Liability
 Limitation Act (OCILLA) (1998) 172,
 177
 online dispute resolution (ODR) 307–333
 access to consumer remedies 310–318
 avoidance of consumer protections 317–318
 chargeback systems 329–330
 consumer trust and 331–332
 contractual discrimination 313, 316–317
 domestic processes 323–324
 enforcement measures 329
 international developments 319–322
 justice-focused regulations 328–332
 lack of market regulation 308, 314–316
 squeaky wheel system 307–313, 315,
 316–318, 330
 strengths/weaknesses as vehicle for justice
 325–328
 summary conclusion 332–333
 trigger mechanisms 330–331
- online gambling
 as compliant with EU law, in U.K.
 268–269, 277
 international developments 449, 469–471
 under WTO jurisdiction 276–277, 371, 471
 online gambling regulation, in U.S. 449–469
 anti-crime legislation 453–456
 Delaware statutes 464, 465–466
 illegality of, in some states 468
 Nevada statutes 462–464, 466
 New Jersey statutes 456–457, 464–465, 466
 other federal laws 461–462
 sports betting 455, 456–458, 461
 state and federal responsibility for 450–452
 state lotteries 451
 sustainability of business model 466–469
 Unlawful Internet Gambling Enforcement
 Act 453, 458–462
- online games *see* in-game virtual currency
 online marketplaces 218–221
Online Policy Group v. Diebold, Inc. 182
 online tool, definition 109
 Open Book Alliance 117
 Open Internet Orders (FCC) 420, 427–435,
 439–440, 443–445
 Orange 76
O’Reilly v. Morse 236
 Organisation for Economic Co-operation and
 Development (OECD)
 Base Erosion and Profit Shifting (BEPS)
 576
 Consumer Protection in the Context of
 Electronic Commerce 385–386
 effects of e-commerce on treaty rules 590,
 592
 evolution of Internet governance 556, 559
 Seoul Declaration 553
 original works of authorship 169
 orphan works 127–129, 166
- paidmium business model 397
 paper currency 40–45, 58, 60–61
Parker v. Flook 236, 239
 passwords and encryption 95, 104
 Patent Act (1952) 170
 Section 101 235–239, 241, 247–249,
 250–252, 253–256
 Section 102 253, 256
 Section 103 240, 248, 253, 256
 Section 112 256
 Section 282 250
 Section 324 253

- Patent and Trademark Office (USPTO)
 250–251
 categories of abstract ideas 244–247
 covered business method review 253
 Interim Guidance on Patent Subject Matter
 Eligibility (2014) 254–255
 inter partes review 253
 post-AIA agency procedures 252–253
 post grant review 252–253
 Voluntary Best Practices Study 187, 235
 patent eligible subject matter, post-*Alice*
 235–257
 abstract idea categories 244–247, 255
Alice v. CLS Bank 236, 237–240, 242–243,
 248, 252, 255, 256
DDR Holdings, LLC v. Hotels.com, L.P.
 240–242, 246–247, 251–252
 facts suggesting SME 251–252
 improvements upon processes 247–248
 machine-or-transformation test 242,
 243–244
 procedural issues 249–251
 recommendations 256–257
 routine and conventional steps 243–244
 ‘701 patent 247
 SME exceptions 236
 summary conclusion 257
 ‘399 patent 241
Ulramercial, Inc. v. Hulu, LLC 239–240,
 241, 242, 250–251, 252
 USPTO rules and procedures 252–255
 payment banks 85
 Payment Processor Initiative 202
 payments *see* legal tender substitutes; mobile
 payments and financial inclusion
 payment system operators 188, 201–207,
 226–227, 278–279, 460–462
see also specific operators
 PayPal 62, 201, 202, 461, 583
 peer-to-peer file-sharing software 120–122,
 131–135
 penalties for misrepresentations 177–178
 pen and paper test 245–247, 255
 Penn State Press 129
 Pennsylvania
 cloud computing ruling 585–586
Perfect 10 v. Visa International Service
Association 201, 215, 216–217, 226–227
 permanent establishment, in cloud computing
 590–594, 595
 permissible use privacy framework 485–491
 perpetual licenses 32
 persistent identifiers 506
 personal data, definition 519–520
 personal information, definition 506
 Philippines
 government-to-person (G2P) payments
 80–81
Pier Sixty (NLRB) 345–347
 piracy 117, 165, 186, 191, 198–200, 549
 point-of-consumption principle 266–271
 point-of-source principle 266–271, 280
Pollstar v. Gigmania 22
 Portal Program (RogueBlock) 203–204
 postmortem access to social media accounts
 91, 94–95, 103
see also digital assets and fiduciaries
 post office savings banks 78, 85
 poverty alleviation 66–67
see also mobile payments and financial
 inclusion
 Powell, John D. 56, 59
 power of attorney 92
 predictive analytics 492–517
 ad exchanges 497
 algorithms in 501
 COPPA applicability 506–507
 customer segmentation 498–499
 ECOA applicability 508–511
 in ecommerce 494–499
 eligibility determinations 499
 FHA applicability 511–514
 FTC Act applicability 503–506
 institutionalization of societal
 discrimination 502–503
 online behavioral advertising 496–497
 overview of 493
 personal autonomy/dignity and 500–503
 prevailing theories of privacy 492–493
 price discrimination 497–498
 privacy as control and 500
 public accommodations laws 515–517
 state insurance laws 514–515
 summary conclusion 517
Predictive Analytics (Siegel) 493
 President’s Council of Advisors for Science
 and Technology 475–476
 price discrimination 145–146, 497–498, 503
 privacy
 company policies 97–98
 mobile apps and 399
 notice-and-choice *see* notice-and-choice
 regime, alternatives to
 permissible use privacy framework 485–491
 predictive analytics *see* predictive analytics
 prevailing theories of 492–493

- RTA policies 379–380
 telephones and 420–421
 use-focused regimes 487–488
- privacy bill of rights *see* Consumer Privacy Bill of Rights Act, proposed
- Privacy Expectations and Afterlife Choices Act (PEAC) (Virginia/2015) 108, 109
- Privacy Review Boards 479, 482–483
- proactive content blocking, by UGC platforms 188, 191, 195–198
- ProCD v. Zeidenberg* 1, 14–15, 17–18, 19–20, 24, 26, 27
- product ratings/reviews 323–324, 326
- product recalls 318
- Professional and Amateur Sports Protection Act (PASPA) (1992) 453, 456–458, 462
- public accommodations laws, and predictive analytics 515–517
- public goods 123
- Public Knowledge 134
- PULSE 202
- purchasing apps 62
- purpose specification, of big data 487–488
- put back counter-notifications 177
- quality of service (QoS) enhancements 443–444
- Quill Corp. v. North Dakota* 578
- racial discrimination, in ecommerce 313, 503, 508
- Racketeer Influenced and Corrupt Organizations Act (RICO) (1970) 458–459
- Rast v. Van Deman & Lewis Co.* 47–49
- RCN 441
- real currency, definition of 54, 59
- reasonable anticipation test 31, 229–230
- record, definition 287
- Recording Industry Association of America (RIAA) 173, 191, 199–200, 549
- red flag knowledge 182, 189–190
- regional trade agreements (RTAs) 372–384
 challenges in current framework 381–384
 chart of agreements 387–390
 coverage of ecommerce chapters 375–377
 geographic mapping of ecommerce
 consumer protection 373–375
 limited consumer protection 378–381
 transparency 376
- Register.com 288–289
- Register.com v. Verio* 22–23, 24
- Regulation on Online Dispute Resolution for Consumer Disputes (2013) 309
- Reid, Pascal 56, 59
- Religious Technology Center v. Netcom* 1
- repeat infringers 190
- reproduction, definition 142–144
- Reserve Bank of India (RBI) 82–86
- Re:Sound v. Motion Picture Theatre Association of Canada* 154–155
- Restatement (Second) of Contracts* 31, 486
- Restatement (Third) of Unfair Competition* 229
- Restoration of America's Wire Act, proposed 467
- Revised Uniform Fiduciary Access to Digital Assets Act (2015) 92
- RevMob 403
- Richmond District Neighborhood Center* (NLRB) 344
- The Right to Privacy* (Warren and Brandeis) 492
- Robertson v. Thompson* 153
- Rogers Communications v. SOCAN* 163
- RogueBlock 202
 Portal Program 203–204
- rogue countries 279
- rolling clickwrap agreements 15–18, 26–27
- Rosetta Stone v. Google* 221–222, 223, 228
- Rouseff, Dilma 554
- RuPay 66, 72, 81–82, 85, 86
- Russia
 taxation of online purchased imports 595
- Safaricom 63–64, 65, 73, 74, 75–76, 77, 78
- safe harbors from intermediary liability and social media 168–184
 four functions of service providers 174
 judicial application to social media and e-commerce platforms 178–183
 legal and policy background 168–173
 legislative history of 171–173
 notice-and-takedown provisions 173
 Section 512 (Copyright Act) 171, 173–180, 183, 188, 189–190, 196, 198, 199, 206
 service provider liability for copyright infringement 169–171
 social media and innovation argument and service providers 183–184
see also DMCA-plus enforcement
- SAFEWEB Act (2003) 384
- Salon/Spa at Boro, Inc.* 342
- Sarl Louis Feraud Int'l v. Viewfinder, Inc.* 275
- Scalia, Antonin 250, 431

- Schnabel v. Trilegiant Corp.* 27
- Schumpeter, Joseph 67
- scrollwrap agreements 29
- search engines
- autocomplete function 199–200, 546
 - keyword advertising and 221–224
 - link demotion 188, 198–200
 - proactive content blocking by 191
 - safe harbor 189
 - taxation of 595
- secondary liability 170, 172, 201, 202, 207
- see also* trademark contributory infringement
- Second Life (online game) 51–52, 60
- secured financing, electronic issues in 285–304
- attachment requirements 286
 - creditor use of electronic enforcement 297–303
 - electronic chattel paper 292–294
 - enforcement of electronic collateral 295–297
 - perfection of security interest 291–295
 - remote disablement of consumer goods 297–303
 - rights in the collateral requirement 288–290
 - security agreement requirement 286–288
 - security interest in personal property 286–290
 - summary conclusion 303–304
- secured transactions law *see* secured financing, electronic issues in
- security interest, definition 289
- service providers *see* safe harbors from intermediary liability and social media
- ‘701 patent 247
- Sheppard, Lee 593
- shinplasters 45, 46
- Shrem, Charlie 55, 59
- shrinkwrap agreements 14–18
- Sicart, Miguel 414
- Siegel, Eric 493
- sign-in wrap agreements 29
- Silk Road 55, 368
- Singapore
- free trade agreement with Australia (2003) 372–373
 - regional trade agreements 378, 381
- SiRF Technology v. ITC* 243–244, 248
- Sirius XM Radio 27–28
- six strikes model, of graduated response 191–195
- Skype 441
- Sling TV 436
- SmartSettle 324
- Snowden, Edward 554
- social costs of excessive gambling 451–452
- social media *see* safe harbors from intermediary liability and social media; *specific social media*
- social media accounts
- postmortem access to 91, 94–95, 103
 - under SCA 102
- social media and NLRB 337–360
- employee posts as protected concerted activity 340–347
 - employer policies and 347–351
 - insignia policies 349–351
 - pre-social media NLRB cases 342–343
 - protected concerted activity 338–339
 - social media policies and employee rights 351–359
 - solicitation and distribution policies 348–349
 - summary conclusion 359–360
 - union organizing activity 342
- SODRAC 155–156
- SoftMan Products Co. v. Adobe Systems* 15–16
- software
- licensing of 13–14
 - state taxation of 579–581
- Software as a Service (SaaS) 575–576, 577
- Solove, Daniel 504
- Sony 505–506
- Sony Corp. of America v. Universal City Studios, Inc.* 219, 228
- Sotomayor, Sonia 246
- Souter, David 431
- Spain
- Data Protection Agency (AEPD) 537–538
 - High Court referral of case to CJEU 538
 - permanent establishment standard 594
- Specht v. Netscape Communications Corp.* 20–21, 23, 27
- specific assent 32
- specific knowledge *see* actual knowledge
- Sperry & Hutchinson Co. (S&H) 46–47, 48, 49–50, 60
- sports betting 455, 456–458, 461
- Square 62
- squeaky wheel system (SWS) 307–313, 315, 316–318, 330
- Stamp Payments Act (1862) 45–46, 59–60
- Staples 503
- Star Wars* (films) 123

- state bank notes 41–42, 44–46, 58, 60
state corporate income taxation 586–587
state insurance laws, and predictive analytics 514–515
State Street Bank & Trust v. Signature Financial Group 236–237
state trust and estate laws 98
Step-Saver Data Systems v. Wyse Technology 13, 14, 15, 19
Stevens, John Paul 246
Stored Communications Act (SCA) (1986) 100–103, 107, 108, 109
stored-value products 50–51, 57
streaming 137
subject matter eligibility (SME) *see* patent eligible subject matter, post-*Alice*
subpoenas for subscriber information 178
substitutes for legal tender *see* legal tender substitutes
sustainable vs. disruptive innovation 67–68
Sweden
 online gambling regulation 470
takedown measures *see* notice-and-takedown
Talking Friendly (apps) 406
Tanzania
 M-Pesa system 77
Target
 pregnancy prediction score 494–496, 500, 502
Target Corp. (NLRB) 353–354
target variable, definition 494
Tasmanian Dam Case 379
taxation *see* cloud computing and taxation, internationally; cloud computing and taxation, in U.S.; *specific countries*; *specific U.S. states*
TCP/IP protocols 443
technical feature test 256
technological protection measures (TPMs) 172–173
Telecommunications Act (1996) 424–426, 428–429, 504
Telkom Kenya 74
Telus 441
terms-of-service agreements (TOSAs) 93, 95–97, 100, 105, 108, 109, 110–111
terrorist financing 39
Texas
 taxation of hosting services 584
Thailand
 regional trade agreements 381
TheBagAddiction.com 217–218
Théberge, Claude 143
Théberge v. Galerie d'Art du Petit Champlain Inc. 139, 143, 144–150
thin SIM technology 76
Three D, LLC d/b/a Triple Play Sports Bar & Grille (NLRB) 343, 344
‘399 patent 241
three strikes model, of graduated response 190
Ticketmaster Corp. v. Tickets.com 23
Tiffany LLC v. Dong 218, 226–227
Tiffany v. eBay 218, 219, 221, 222, 225, 228, 229
Time Warner 191
Time Warner Telecom v. FCC 431–432
T-Mobile 442
Tompkins v. 23andme 26–27, 33
top-level domains (TLDs) 546–547
 see also domain name governance
touch screen technology *see* mobile apps and consumer protection, in EU
trade law *see* cross-border ecommerce and consumer protection
trademark contributory infringement 211–231
 benevolence standard 212–213, 226, 227–230
 intermediary need to know and control 224–230
 manufacturers and service providers 213–215
 online marketplaces 218–221
 online service providers and 216–218
 reasonable anticipation test 229–230
 search engines and keyword advertising 221–224
 summary conclusion 230–231
trade secrets 103
trade tokens 37, 45, 46, 58
trading stamps 46–50, 57–59, 60
Transatlantic Consumer Dialogue
 Resolution on The Consumer Perspective on Addressing E-Commerce Within the Transatlantic Trade and Investment Partnership 383–384
Transatlantic Trade and Investment Partnership (TTIP) 373, 382–384
transfer of legal entitlements *see* first-sale doctrine
transnational enforcement *see* extraterritorial enforcement, of online commercial activity
Trans-Pacific Partnership (TPP) 373, 375, 378–379, 380

- transparency
 - lack of in Apple's app pricing 397
 - lack of in enhanced notice-and-choice 483–484
 - in RTAs 376
- Travel Act (1961) 453
- Treaty establishing the European Economic Community 470
- tribal casinos *see* Native Americans
- TruSignal 502–503
- TRUSTe 327–328
- turducken problem 152–157
- Turing, Alan 236
- Twitter 184

- Uganda
 - government-to-person (G2P) payments 80–81
- UGC platform operators 187–188, 189, 191, 197
- Ulbricht, Ross 368
- Ultimate Poker 464
- Ultramercial, Inc. v. Hulu, LLC* 239–240, 241, 242, 250–251, 252
- UMG Recordings, Inc. v. Shelter Capital Partners LLC* 180, 182–183
- unauthorized webcams 481
- unconscionability doctrine 32
- unfair and deceptive practices laws 98, 486–487, 503–506
- Uniform Commercial Code (UCC)
 - Article 8 292
 - Article 9 285–304
 - liability provisions 19
 - rules of offer and acceptance 14–17
 - security interest, definition 289
- Uniform Computer Information Transactions Act (UCITA) 302–303
- Uniform Electronic Commerce Act (Canada) 385
- Uniform Electronic Transactions Act (UETA) 286–287, 385
- Uniform Fiduciary Access to Digital Assets Act (UFADAA) 105, 107–111
 - agents acting under powers of attorney 110
 - conservators (and guardians) 110
 - personal representatives 109–110
 - trustees 110
- Uniform Law Commission (ULC) 92, 107–108, 285
- United Kingdom
 - Consumer Focus study 393–394
 - Data Protection Working Party 489–490
 - Department for International Development 74
 - Information Commissioner's Office 488–489
 - Office of Fair Trading 402, 407, 409–410, 411, 412, 413
 - online gambling 268–269, 277
 - permanent establishment standard 595
- United Nations Commission on International Trade Law (UNCITRAL)
 - Model Law on Electronic Commerce 380–381, 385
 - Working Group III on Online Dispute Resolution 309, 319–320
- United Nations Convention on the Use of Electronic Communications in International Contracts 385
- United States
 - data protection negotiations with EU 385
 - ecommerce sales growth 578
 - evolution of Internet governance 555, 558–559
 - online gambling *see* online gambling regulation, in U.S.
 - regional trade agreements 374, 375, 376–377, 378, 381, 382–383
 - TPP agreement 373
 - trade agreement with Jordan (2000) 372
 - TTIP agreement with EU 373
 - WTO disputes 276–277, 471
 - see also specific federal agencies; specific legal cases*
- United States Notes 42–45, 58, 60
- United States Telecom Association v. FCC* 435
- United States Trade Representative (USTR) 188
- Unlawful Internet Gambling Enforcement Act (UIGEA) (2006) 453, 458–461
- UN World Summit on the Information Society (WSIS)
 - evolution of Internet governance 557–558, 559
 - Working Group on Internet Governance (WGIG) 547, 551
 - WSIS+10 process 552
- U.S. Census Bureau 2
- U.S. Commerce Department
 - domain name governance 552, 558–559
 - Internet Policy Task Force 133–134, 201
- U.S. Constitution
 - Commerce Clause 450, 457, 578, 596
 - Due Process Clause 578
 - Fifth Amendment 43

- First Amendment 117, 134, 367–368
- Fourteenth Amendment 47–49
- Fourth Amendment 100–101, 301–302
- limits on governmental collection/use of personal information 477
- Necessary and Proper clause 43
- Supremacy Clause 456–457
- U.S. Defense Advanced Research Projects Agency 563–564
- use-focused privacy regimes 487–488
- Use of the Carterfone Device in Message Toll Tel. Serv., In re* 421, 422, 424
- user-generated content (UGC) 179–180, 185
- U.S.-Gambling* (WTO) 371
- U.S. Homeland Security Department 54–55
- U.S. Housing and Urban Development Department (HUD) 511–512
- U.S. Intellectual Property Enforcement Coordinator (IPEC) 186–187, 202, 207
- U.S. International Trade Commission (ITC) 272
- U.S. Justice Department (DOJ) 100, 127–128, 313, 455, 461
- U.S. National Security Agency 554
- U.S. Supreme Court
 - declines review in Google Books case 128–129
 - on disparate impact claims under FHA 513–514
 - on legal tender notes 43–44
 - on nontaxation of alternative payments 46
 - on protected concerted activity 338, 348
 - see also specific legal cases*
- U.S. Trademark Act (Lanham Act) (1946) 213, 214, 229–230
- U.S. Treasury Department
 - Financial Crimes Enforcement Network (FinCEN) 53–56, 59, 462
- Utah
 - taxation of cloud software 581
 - taxation of hosting services 583–584
- utility, in patents 256
- Utility Consumers' Action Network 326
- Vaver, David 162
- Verio 22–23
- VeriSign 564, 565
- Verizon 117, 191, 441, 442
- Verizon v. FCC* 428, 432–433
- Versata Development Group, Inc. v. SAP America, Inc.* 253
- Viacom 133, 195
- Viacom International, Inc. v. YouTube, Inc.* 182
- vicarious liability 170–171, 201–202
- Viewfinder, Inc. 275
- Vimeo, LLC 179, 191, 195–197
- virtual courthouse 323
- virtual currency
 - convertible 54, 59
 - definition 39
 - early forms of 50–53
 - in-game type 51–52, 411–412
- Visa 71, 81–82, 201, 202, 215, 226–228, 461
- VisaCash 50–51
- Vodacom 77
- Vodafone 74, 77
- voice-over-Internet-Protocol (VoIP) 425, 436, 443
- Vonage 425, 436–437
- Wachter Management Company v. Dexter & Chaney, Inc.* 16–17
- Wagner, Ben 554
- walled gardens 184
- Wall Street Journal*, on use of predictive analytics 498, 503
- wampum 39–40, 57, 58
- Warren, Samuel D. 492
- Washington Aluminum* (NLRB) 340
- Weinstein, Jack 28–29
- Wendy's 356, 357–358
- Westin, Alan 492
- WG III *see* United Nations Commission on International Trade Law (UNCITRAL)
- Wheeler, Tom 433, 444
- willful blindness 182–183, 214–218, 223, 225–226
- Wire Act (1961) 452–456, 459, 462–463, 467
- wire communication facility, definition 454
- Woodforest National Bank 217–218
- Working Group on Internet Governance (WGIG) 547, 551
- workplace and social media *see* social media and NLRB
- World Bank
 - extent of mobile payments 64
 - on financial inclusion and poverty alleviation 66
 - unbanked population 63
- World Color Corp.* (NLRB) 342
- World Economic Forum 556
- World Heritage Convention 379

- World Intellectual Property Organization (WIPO)
 - Copyright Treaty 171–172
 - cybersquatting case filings 546–547
 - International Ad Hoc Committee 550
- World Internet Conference (WIC) 556
- World of Warcraft Gold 52, 58
- World Trade Organization (WTO)
 - Agreement on Technical Barriers to Trade 371
 - Agreement on Trade-Related Aspects of Intellectual Property Rights 171, 370
 - Antigua/Bermuda and U.S. dispute 276–277, 471
 - Appellate Body 471
 - best efforts provisions 379
 - challenges with RTAs and 381
 - consumer protection under 368–372, 380
 - Doha Work Programme 369
 - ecommerce agreements 373
 - General Agreement on Tariffs and Trade 370–371
 - General Agreement on Trade in Services 276, 369–371, 471
 - Information Technology Agreement 369
 - online gambling 276–277, 371, 471
 - Transatlantic Trade and Investment Partnership 373, 382–384
 - see also specific dispute decisions*
- World Trustmark Alliance 385
- World Wide Web Consortium 554–555
- wrap contracting and online environment 11–34
- browsewrap agreements 18, 21–23
- clickwrap agreements 18–21, 29
- contract law adaptations 30–33
- emergence of online contracts 12–23
- notice and manifestation of consent 23–30
- shrinkwrap agreements 14–18
- summary conclusion 33–34
- Wriston, Walter 67
- W.W. Williams Co. v. Google, Inc.* 222–223, 228
- Xi Jinping 556
- Yahoo! 96, 97
 - combats online piracy and counterfeiting voluntarily 201, 202
 - UFADAA and 107–108
- Yahoo! Inc. v. La Ligue Contre le Racisme et l'Antisémitisme* 367–368
- Yates, Jon 92
- Yelp 311
- YouTube 184
 - Content ID 187, 195–198
 - foreign/independent films 122
 - global impact of 132–133
 - ISP zero rating of 441–442
 - music copyright issues 117
 - proactive content blocking by 191, 195–198
 - red flag knowledge 182
- Zeidenberg, Matthew 14–15
- zero rating by ISPs 441–442
- Zippo Mfg. Co. v. Zippo Dot Com* 1