Contents

List of contributors Preface Acknowledgements		viii x xi
PART I	COPYRIGHT AND RELATED RIGHTS	
1	Software and graphical user interfaces Noam Shemtov	2
2	Copyright in software: functionality Richard Arnold	26
3	Copyright and gaming Yin Harn Lee	44
4	Databases and copyright protection Mark Davison	63
5	Database producer protection: between rights and liabilities Tatiana Eleni Synodinou	81
6	Big data and data appropriation in the EU <i>Alain Strowel</i>	107
7	User generated content: towards a new use privilege in EU copyright law <i>Martin Senfileben</i>	136
8	User generated content and its authors Marta Iljadica	163
9	Mass digitization in the ebook market: copyright protections and exceptions Jacqueline Lipton	186
10	Ebooks and mass digitization projects: the role of licensing <i>Eleonora Rosati</i>	201
11	Copyright liability for hyperlinking Jane Ginsburg and Alain Strowel	217
12	Video streaming and the communication to the public right in the United States and European Union Makeen Fouad Makeen	246

vi Research handbook on intellectual property and digital technologies

PART II PATENTS AND TRADE SECRETS

13	Software-related inventions Matthew Fisher	277
14	The prejudice against patenting business methods Trevor Cook	302
15	Artificial intelligence, big data and intellectual property: protecting computer generated works in the United Kingdom <i>Ryan Abbott</i>	322
16	Extraterritoriality and digital patent infringement Timothy R. Holbrook	338
17	Out of thin air: trade secrets, cybersecurity and the wrongful acquisition tort <i>Sharon K. Sandeen</i>	363
PART	III TRADE MARKS, DESIGNS AND UNFAIR COMPETITION	
18	Trade mark protection for digital goods Mark P. McKenna and Lucas S. Osborn	382
19	The Uniform Domain Name Dispute Resolution Policy (UDRP): not quite arbitration, but satisfying? Ilhyung Lee	397
20	Metatags 'using' third party trade marks on the Internet David Llewelyn and Prashant Reddy T.	411
21	Keyword advertising and actionable consumer confusion Robert Burrell and Michael Handler	426
22	Fit for purpose? 3D printing and the implications for design law: opportunities and challenges <i>Dinusha Mendis</i>	445
PART	IV COMPETITION AND ENFORCEMENT	
23	Competition in digital markets Shubha Ghosh	464
24	Exhaustion of rights on digital content under EU copyright: positive and normative perspectives Stavroula Karapapa	483
25	Enforcement in a digital context: intermediary liability Ren Allgrove and John Groom	506

26	Criminal sanctions as a tool against online infringement: national law, international treaties, transnational cooperation Kimberlee Weatherall	531
27	Digital tools of intellectual property enforcement: their intended and unintended norm setting consequences Frederick Mostert	553
Index		577

Contents vii