

# Summary of Contents

## Volume 1

Chapter 1.	INTRODUCTION
Appendix 1-A.	ABA Formal Opinion 512
Chapter 2.	DOMAIN NAMES AND TRADEMARK LAW ISSUES
Appendix 2-A.	Root Zone WHOIS Information
Appendix 2-B.	Assignment of Trademark
Appendix 2-C.	Trademark License Agreement
Appendix 2-D.	Trademark Co-Existence Agreement
Appendix 2-E.	Joint assignment of registered trademark and trademark application—For registration with US Patent and Trademark Office
Appendix 2-F.	Letter of intent for acquisition of website and related assets
Appendix 2-G.	Asset purchase agreement— Acquisition of website and escrow of domain name
Appendix 2-H.	Schedule to asset purchase agreement—description of website assets and assumed contracts
Appendix 2-I.	Assignment of intellectual property from third party content provider or software developer to website owner
Appendix 2-J.	Assignment and assumption of electronic marketing accounts in connection with asset purchase and sale
Appendix 2-K.	Domain escrow agreement
Appendix 2-L.	Covenant not to compete agreement
Appendix 2-M.	Assignment of Internet properties in connection with the sale of the assets of a closely-held business

Appendix 2-N.	Assignment of trademarks and trade names in connection with the sale of assets of a closely-held business
Appendix 2-O.	Noncompete agreement by purchaser of corporate assets—purchaser restricted from competing with website maintained by seller following the closing
Appendix 2-P.	Agreement for Sale of Membership Interest in Single Member LLC Engaged in E-Commerce Activities—Transaction to be Treated as “Asset Sale” for Tax Purposes—Disclaimer in the Event Online Retail Platform Does not Allow Transfer of Selling Account
Appendix 2-Q.	Promissory Note for The Sale or Purchase of an Ebusiness with an Ebay, Amazon or Etsy Account (To Be Used With Appendix 2-P)
Appendix 2-R.	Assignment of multiple U.S. trademarks
Appendix 2-S.	Domain name assignment agreement [short form]
Appendix 2-T.	Intellectual property license agreement between parent and subsidiary companies
Appendix 2-U.	Provision for asset purchase agreement or stock purchase agreement—representation and warranty as to ownership of intellectual property, including language regarding use of generative artificial intelligence (AI) software in creating intellectual property
Chapter 3.	SITE CONTENT AND COPYRIGHTS
Appendix 3-A.	Website Development and Maintenance Agreement
Appendix 3-B.	Noncompetition and Confidentiality Clause

## SUMMARY OF CONTENTS

Appendix 3-C.	Sample Link Disclaimer Statements
Appendix 3-D.	Sample Disclaimers
Appendix 3-E.	Sample Privacy Policies
Appendix 3-F.	Copyright Transfer Agreement
Appendix 3-G.	Copyright Registration of Online Works
Appendix 3-H.	Recordation of Transfers and Other Documents
Appendix 3-I.	Agreement for Website, Database, and Software Design and Development Services
Appendix 3-J.	Website Hosting, Storage and Services Agreement
Appendix 3-K.	Terms and Conditions of Use for Website—Generic Form
Appendix 3-L.	Terms and Conditions of Use for Website—e-Commerce Business Selling Goods/Products
Appendix 3-M.	Linking, Reprints and Permissions Policy for Content Website
Appendix 3-N.	Linking Agreement Between Two Websites
Appendix 3-O.	Agreement Between Website Owner and Content Contributor
Appendix 3-P.	Mobile Application (App) End User License Agreement
Appendix 3-Q.	Podcast Terms and Conditions of Use
Appendix 3-R.	Terms and Conditions for Participation in Webcast/Webinar
Appendix 3-S.	Terms and Conditions of Use—Adult Oriented Website
Appendix 3-T.	Blogging Terms and Conditions of Use
Appendix 3-U.	Terms and Conditions of Use
Appendix 3-V.	“Cookies” Policy for Website
Appendix 3-W.	“Export Control” Provision for Website Terms and Conditions

Appendix 3-X.	Agreement Between Website Owner and Producer of Streaming Video Content
Appendix 3-Y.	Terms and Conditions of Use for Social Gaming Website
Appendix 3-Z.	Clause for website terms and conditions—use of “virtual currency” in social gaming website
Appendix 3-AA.	Rules of conduct for submission of user conduct to social media website
Appendix 3-BB.	Short-Form License of Mobile Smartphone Application (App)
Appendix 3-CC.	Data License Agreement for Portions of Published Book
Appendix 3-DD.	Agreement for Software Development Services Bundled with Project Management
Appendix 3-EE.	Permission and release by author or content provider allowing use of social media content by corporation’s website
Appendix 3-FF.	License and release agreement—Website content
Appendix 3-GG.	Terms of service for online video-based shopping website with mobile smartphone app
Appendix 3-HH.	Agreement for “cloud based” consulting service [clickwrap form]
Appendix 3-II.	Clause for software license agreement—deliverable not to include open source software
Appendix 3-JJ.	Letter to Amazon.com requesting takedown of pages advertising unauthorized or counterfeit products
Appendix 3-KK.	Terms of service for software-as-a-solution (SaaS) product
Appendix 3-LL.	Subscription order form for SaaS product

SUMMARY OF CONTENTS

Appendix 3-MM.	Trial License Agreement (Beta Test Agreement) for New SaaS Software Product
Appendix 3-NN.	Settlement Agreement—Termination of Software License Agreement
Appendix 3-OO.	Intellectual Property License Agreement Between LLC and Member Licensing Technology to LLC in lieu of Capital Contribution
Appendix 3-PP.	Terms of Service for “Content Only” Website with Minimal Interactivity on its Website
Appendix 3-QQ.	Clause for Website Terms of Service—Professional Service/Medical Advice Disclaimer for Health-Related SaaS Product
Appendix 3-RR.	Terms of Service for Telehealth/Telemedicine Website
Appendix 3-SS.	Informed Consent to Telehealth Services
Appendix 3-TT.	Web Site Terms of Service—Consulting Services for Retail Businesses with Consignment of Customers’ Items for Sale on Consultant’s Web Site
Appendix 3-UU.	Returns and Exchanges Policy for Retail-Facing Website
Appendix 3-VV.	Disaster recovery, systems security, and data protection provisions for software-as-a-service (SaaS) license agreement
Appendix 3-WW.	Terms and conditions for website offering podcasts, virtual workshops and online educational courses
Appendix 3-XX.	Terms of service for website—music content website
Appendix 3-YY.	Terms of Use for Online Classified and Online Advertising Services
Appendix 3-ZZ.	Terms of service for website—company offering cryptocurrency education and instructional programs

Appendix 3-AAA.	Domain name escrow agreement for sale/purchase of assets of a Web-based business
Appendix 3-BBB.	Exhibit to asset purchase agreement for sale of a Web-based business—digital asset transfer checklist and requirements
Appendix 3-CCC.	Clause for software-as-a-service (SaaS) license or subscription agreement—restrictions on use of artificial intelligence (AI) product
Appendix 3-DDD.	Consulting agreement between corporate client and artificial intelligence services provider (clickwrap form)
Appendix 3-EEE.	License of celebrity’s name, image and likeness (NIL) to start-up corporation
Appendix 3-FFF.	Software development agreement—developer to receive ownership interest in client in exchange for software
Appendix 3-GGG.	Terms and conditions for website—relationship counseling service offering online courses, virtual workshops, podcasts and other online content
Appendix 3-HHH.	Web accessibility statement for online software solution (SaaS product)
Appendix 3-III.	Provision of website terms of service—use of artificial intelligence
Appendix 3-JJJ.	Clause for consulting agreement—use of artificial intelligence
Appendix 3-KKK.	AI supplemental terms to SaaS subscription agreement
Appendix 3-LLL.	Artificial intelligence usage policy
Chapter 4.	PRIVACY
Appendix 4-A.	Privacy Policy for Website—Generic Form

## SUMMARY OF CONTENTS

Appendix 4-B.	Privacy Policy for Website—e-Commerce Business Selling Goods/Products
Appendix 4-C.	Privacy Policy for Website—Social Networking (Web 2.0) Website
Appendix 4-D.	Privacy Statement for Adult-Oriented Website
Appendix 4-E.	Terms and Conditions of Use—Blogging Site
Appendix 4-F.	Social Media Policy for Employees
Appendix 4-G.	Twitter Addendum to Social Media Policy
Appendix 4-H.	Social Media Policy for Employees of Law Firm
Appendix 4-I.	Policy Regarding Use of Social Media By Employees
Appendix 4-J.	Privacy Policy for Social Gaming Website
Appendix 4-K.	Employee Policy—Acceptable Use of Employer’s Information Technology
Appendix 4-L.	GDPR data processing addendum to software license terms of service or subscription agreement
Appendix 4-M.	Clause for software license agreement—compliance with European data security and privacy directives
Appendix 4-N.	Addendum to vendor agreement with provisions requiring compliance with General Data Protection Regulation (GDPR)
Appendix 4-O.	E-mail response to inquiry from European company as to compliance with the General Data Protection Regulation (GDPR)—Company is not a “data controller” under the GDPR
Appendix 4-P.	“Data security” paragraph for website terms of service addressing General Data Protection Regulation (GDPR)—Company is not a “data controller” under the GDPR

- Appendix 4-Q. Website privacy policy addressing European Union’s General Data Protection Regulation (GDPR)—Company is a “data controller” under GDPR
- Appendix 4-R. “GDPR FAQ” section of privacy policy—Company is a “data controller” under GDPR
- Appendix 4-S. Website policy for cookies and related technologies—Company is a “data controller” under GDPR
- Appendix 4-T. Comprehensive written information security program for GDPR compliance where company is a “data controller”
- Appendix 4-U. Comprehensive information security policy for GDPR compliance where company is a “data controller”
- Appendix 4-V. Records and Information Management Policy for Company that is “Data Controller” for Purposes of Gdpr, With Records Retention Schedule
- Appendix 4-W. Cyber Incident Response Plan (Irp) for Company Acting as “Data Controller” for Purposes of Gdpr
- Appendix 4-X. Privacy Policy for U.S.-based Software Developer with Limited Exposure to Customers/Licensees in the European Union
- Appendix 4-Y. GDPR Exhibit or Addendum to Consulting Agreement
- Appendix 4-Z. Clause for Consulting Agreement—Compliance with Data Security Regulations Including European Union’s General Data Privacy Directive (GDPR)
- Appendix 4-AA. Clause for Website Privacy Policy—Disclaimer of Compliance with European Union’s General Data Protection Regulation (GDPR)

## SUMMARY OF CONTENTS

- Appendix 4-BB. Clause for Privacy Policy—  
Compliance with the California  
Consumer Privacy Act of 2018  
[Short Form]
- Appendix 4-CC. Clause for Website Terms of Service—  
Notice of Right to Opt-Out of the  
Sale of Personal Information,  
Required by California Consumer  
Privacy Act of 2018
- Appendix 4-DD. Clause for Privacy Policy—  
Compliance with the California  
Consumer Privacy Act of 2018 [Long  
Form]
- Appendix 4-EE. Privacy Policy for California  
Residents Required by California  
Consumer Privacy Act of 2018
- Appendix 4-FF. Agreement Between Physician Group  
and Telehealth Website to Provide  
Telehealth Services
- Appendix 4-GG. Business Associate Agreement  
Between Physician and Website  
Offering Telehealth Services [for use  
with Appendix 4-FF]
- Appendix 4-HH. Standard contractual clauses adopted  
under the General Data Protection  
Regulation (GDPR)
- Appendix 4-II. Data processing agreement (digital  
version) with GDPR “standard  
contractual clauses” for controller-to-  
processor transfer
- Appendix 4-JJ. Data privacy addendum to agreement  
with service provider/vendor/  
supplier [Gramm-Leach-Bliley Act]
- Appendix 4-KK. Addendum to website privacy policy  
for residents of California, Colorado,  
Connecticut, Utah, and Virginia  
regarding compliance with state  
data privacy laws
- Appendix 4-LL. Clauses for consulting agreement—  
Data security (short form)

Appendix 4-MM.	EU-U.S. Privacy Shield Framework Principles Issued by the U.S. Department of Commerce
Appendix 4-NN.	Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act)
Appendix 4-OO.	Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act)
Appendix 4-PP.	Regulation (EU) 2024/1689 of the European Parliament and of the Council of 13 June 2024 laying down harmonised rules on artificial intelligence and amending Regulations (EC) No 300/2008, (EU) No 167/2013, (EU) No 168/2013, (EU) 2018/858, (EU) 2018/1139 and (EU) 2019/2144 and Directives 2014/90/EU, (EU) 2016/797 and (EU) 2020/1828 (Artificial Intelligence Act)
Appendix 4-QQ.	Policy for employee handbook—privacy guidance for use of artificial intelligence
Appendix 4-RR.	Clause for employee handbook—privacy considerations when using virtual meeting and collaboration platforms
Appendix 4-SS.	AI privacy and confidentiality notice for law firm [relying on third party AI software]
Chapter 5.	ADVERTISING AND MARKETING
Appendix 5-A.	How to Comply with the Children’s Online Privacy Protection Rule

## SUMMARY OF CONTENTS

Appendix 5-B.	You, Your Privacy Policy and Coppa
Appendix 5-C.	Privacy Policy for Child-Oriented Website Containing Required COPPA Language
Appendix 5-D.	Parental Consent Form for Use with COPPA Privacy Policy
Appendix 5-E.	E-Mail Marketing and Anti-Spam Policy for Website
Appendix 5-F.	Affiliate Marketing Agreement
Appendix 5-G.	Sweepstakes Rules for Online Contest
Appendix 5-H.	Sample Terms and Conditions for eBay Auction Pages
Appendix 5-I.	Agreement Between Webinar Producer and Guest Host
Appendix 5-J.	Subscription Agreement for Web-Based Publication
Appendix 5-K.	Agreement Between Two Companies to Market Co-branded Product on Their Websites
Appendix 5-L.	Sales Representative Agreement for Website Affiliate Program
Appendix 5-M.	Celebrity Endorsement Agreement
Appendix 5-N.	Clause for Website Terms and Conditions—Tournament Rules for Social Gaming Website
Appendix 5-O.	Online consulting agreement (clickwrap form) for social media consulting service
Appendix 5-P.	Agreement between employment recruiting firm and independent representative for sourcing of clients and candidates using online media
Appendix 5-Q.	Agreement between corporation and independent sales representative for sourcing licenses of corporation's product
Appendix 5-R.	Website Affiliate Agreement (Customer Loyalty Program) for SaaS Vendor

- Appendix 5-S. Affiliate Agreement for Online Sales  
Affiliate Program—Commissions Vary  
Based on Affiliate’s Sales Volume
- Appendix 5-T. Customer Loyalty and Referral  
Program Agreement for Software-as-  
a-Solution (SaaS) Provider
- Appendix 5-U. Mutual sales referral agreement  
between two companies
- Appendix 5-V. Online promotion agreement for  
website
- Appendix 5-W. Marketing agreement between  
website and social media influencer
- Appendix 5-X. Agreement between two companies to  
share data generated by artificial  
intelligence
- Appendix 5-Y. Agreement between production  
company and independent producer  
for short film
- Appendix 5-Z. Clause for IT consulting agreement—  
disclaimer of warranty for  
deliverable created with artificial  
intelligence (AI)

## Volume 2

- Chapter 6. DEFAMATION AND LIABILITY FOR  
THIRD-PARTY ACTIONS
- Appendix 6-A1. Interim Designation of Agent to  
Receive Notification of Claimed  
Infringement
- Appendix 6-A2. Amended Interim Designation of  
Agent to Receive Notification of  
Claimed Infringement
- Appendix 6-B. Copyright and Intellectual Property  
Policy for Website [*Complying with  
Digital Millennium Copyright Act of  
1998*]
- Appendix 6-C. Digital Content License Agreement  
for Website

SUMMARY OF CONTENTS

Appendix 6-D.	Copyright and permissions policy for online shopping website
Appendix 6-E.	Permission and release for video streaming at conference or public event via Periscope® mobile app
Appendix 6-F.	Letter requesting online seller to cease and desist posting of false or misleading product reviews on Amazon.com and other e-commerce websites
Chapter 7.	<b>UNFAIR COMPETITION, TRADE SECRETS AND PATENTS</b>
Appendix 7-A.	Confidentiality and Nondisclosure Agreement
Appendix 7-B.	Sample Assignment of Patent Form
Appendix 7-C.	Sample Assignment of Patent Application Form
Appendix 7-D.	Trademark and Logo Usage Policy for Website
Appendix 7-E.	Patent License Agreement
Appendix 7-F.	E-Mail “Signature” with Confidentiality/Nondisclosure Language
Appendix 7-G.	Provision for consulting agreement—notice to consultant required by Defend Trade Secrets Act of 2016
Appendix 7-H.	Provision for LLC operating agreement—provision required by Defend Trade Secrets Act of 2016
Appendix 7-I.	Assignment of multiple U.S. patents
Chapter 8.	<b>ONLINE CONTRACTS, DIGITAL SIGNATURES AND PAYMENT</b>
Appendix 8-A.	Electronic Signatures in Global and National Commerce Act—The Consumer Consent Provision in Section 101(c)(1)(c)(ii)
Appendix 8-B.	Uniform Electronic Transactions Act (UETA)

Appendix 8-C.	Contract Clause Permitting Electronic Signature in Counterparts
Appendix 8-D.	Non-Exclusive Internet Sales Distribution Agreement [clickwrap form]
Appendix 8-E.	Terms of Service for e-Commerce Website Selling Products
Appendix 8-F.	Returns and Exchanges Policy for e-Commerce Website Selling Products
Appendix 8-G.	Consignment agreement for online sales
Appendix 8-H.	Clause for contract authorizing execution and delivery via DocuSign.com or other electronic signature service
Chapter 9.	JURISDICTION
Appendix 9-A.	<i>Zippo Mfg. Co. v. Zippo Dot Com, Inc.</i>
Chapter 10.	TAXATION
Appendix 10-A.	Internet Tax Freedom Act PL 105- 277, 1998 HR 4328
Appendix 10-B.	Internet Tax Non-Discrimination Act
Appendix 10-C.	Text of New York State’s “Amazon Bill”
Appendix 10-D.	Text of Connecticut’s Statute Extending Income Tax Nexus To Certain e-Commerce Transactions
Chapter 11.	INTERNET CRIMES
Appendix 11-A.	Text of U.S. Computer Fraud and Abuse Act, 18 U.S.C.A. § 1030 [as of August 31, 2019]
Appendix 11-B.	Convention on Cybercrime
Appendix 11-C.	Additional Protocol to the Convention on Cybercrime
Appendix 11-D.	“Internet Gambling” Disclaimer for Social Gaming Website

SUMMARY OF CONTENTS

Appendix 11-E. “Responsible Gaming” Disclaimer for  
Social Gaming Website

**Table of Laws and Rules**

**Table of Cases**

**Index**