

# Internet, Mobile and Digital Law Year in Review

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## What You Need to Know for 2021 and Beyond

Greenberg Traurig Shareholder Ian Ballon will focus on the latest intellectual property, privacy, cybersecurity, and online and mobile contract formation case law, based on the 2021 updates to his treatise (E-Commerce and Internet Law: Legal Treatise with Forms 2d Edition, A 5-volume legal treatise by Ian C. Ballon (Thomson/West Publishing, [www.IanBallon.net](http://www.IanBallon.net))). Attendees will receive copies of extensive excerpts from his treatise. Ian will address –

- Data portability, screen scraping and AI - the changing legal landscape
- Privilege issues in cybersecurity investigations - how "standard practices" for many companies can create problems in litigation
- Linking law revisited, including 2020 decisions on embedded links used in social media
- Analyzing CCPA litigation one year after it commenced – what companies can and should do to avoid or defeat CCPA claims and how the landscape will change under the CPRA
- Platform liability - The DMCA, CDA and other moderation rules under attack - and how that is impacting case law and strategy
- The emerging circuit split on anti-SLAPP standards in federal court
- Antitrust and platform liability in the era of Techlash
- TCPA and lawful mobile marketing law update
- Important new Terms of Use, mobile and online contract formation, privacy policy and arbitration case law
- New developments in data privacy and cybersecurity class action suits
- Litigating from home - how federal court litigation is changing as a result of the Pandemic and what that means for companies

### About the Speaker, Ian Ballon, Greenberg Traurig

Ian C. Ballon is Co-Chair of Greenberg Traurig LLP's Global Intellectual Property & Technology Practice Group and represents companies in intellectual property litigation (including copyright, trademark, trade secret, patent, right of publicity, DMCA, domain name, platform defense, fair use, CDA and database/screen scraping) and in the defense of data privacy, cybersecurity breach and TCPA class action suits.

In addition, he serves as Executive Director of Stanford University Law School's Center for the Digital Economy. He also chairs PLI's annual Advanced Defending Data Privacy, Security Breach and TCPA Class Action Litigation conference. Ian previously served as an Advisor to ALI's Intellectual Property: Principles Governing Jurisdiction, Choice of Law, and Judgments in Transactional Disputes (ALI Principles of the Law 2007) and is a member of the consultative group for the Data Privacy Principles of Law project (ALI Principles of Law Tentative Draft 2019).