
Hughes Hubbard & Reed

Digital HHR Presents: “Crossing the Digital Border: Exploiting Digital Content and Devices Overseas”

News & Events

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On May 1, the DigitalHHR team presented "Crossing the Digital Border: Exploiting Digital Content and Devices Overseas", the next in its on-going series of live, CLE-accredited webinars.

In a world dominated by consumer devices, from tablets to smartphones, the explosive consumption of digital content seems endless, failing to heed the boundaries that separate nations in the new global economy. The rise of cross-border transactions has created a myriad of complicated legal and business issues associated with the production, distribution and marketing of digital entertainment products and services on an international scale. Device manufacturers, content creators, publishers and other service providers alike have been faced with the daunting task of navigating the constantly shifting landscape made up of varying laws, industry standards, and other issues that arise when transacting business across multiple jurisdictions.

Through the use of a case study involving the marketing, distribution, licensing and sale of digital content and a corresponding device in the US and EU, this Digitalhhr.com-hosted, publicly available CLE-accredited Webinar explored and focused on the essential legal and business challenges associated with such cross-border transactions. Our US and EU team addressed topics, including the business and legal issues applicable to the following:

- Intellectual property protection, enforcement and compliance;
- Digital content distribution, rights clearances and transaction processing;
- Consumer data protection and other privacy-related matters; and
- Manufacturing, supply chain management and technical standards compliance.

The Webinar took place on May 1, 2012, from 12:00 PM EDT to 1:30 PM EDT.

Related Areas of Focus

Media, Technology & Commercial Transactions