

# Engaging with Open Source

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## Three Questions

### ***Why do organizations use Open Source?***

What is the business objective?  
Why should lawyers care?

### ***What does it mean to “engage” with Open Source?***

What parts of the organization are affected?  
What are the issues?

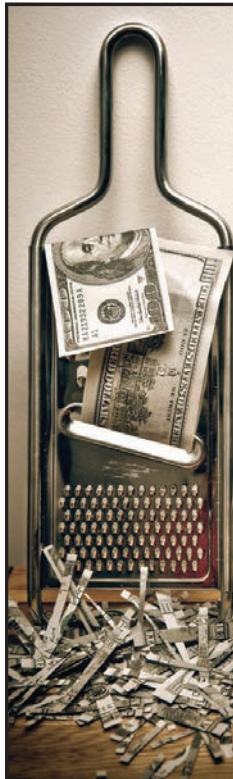
### ***How do lawyers fit into an Open Source program?***

How can lawyers mitigate risk and add value?

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Picture: TaxCredits.com

The question I  
always get asked...

Why would anybody  
do this?

## Open Source is Free Trade in Ideas

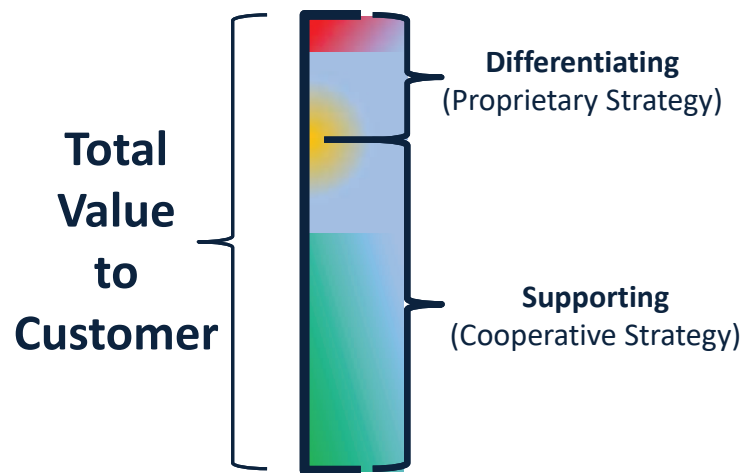


If the gains from trade in  
commodities are substantial, they  
are small compared to trade in ideas

— *David Landes* —

AZ QUOTES

## The 80/20 Rule of Business Value



## What are the business purposes associated with OSS?

1. Develop a platform for innovation
2. Reduce long term risk
3. Gain mindshare/marketshare
4. Recruit, retain, and develop
5. Reduce the cost of product/service delivery

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## Title search: Engaging with Open Source

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[2020 Technology Law eConference](#)

First appeared as part of the conference materials for the  
33<sup>rd</sup> Annual Technology Law Conference session

"Open Source: What You Need to Know Now"