

The Social Media Economy

How IP assets, including patents, trade secrets, data, content, and media, are being bought, sold, licensed, and monetized (and best practices for doing so)

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The Social Media Economy

PART 1: Social Media Laws and Relevant Cases

PART 2: Monetization of Social Media Assets

PART 3: Monetization and Licensing of Data,
Content and Media



PART 1

Social Media Laws and Relevant Cases



Social Media Laws and Cases Affecting Business

- Trademarks
- Copyrights
- Publicity Rights
- Patents

Laws Affecting “Publicity ” and Other Rights on Social Media

Contract
Terms


State Law
Publicity
Rights


FTC Act


Lanham Act

Copyright Law

Contract – “Facebook” Terms of Service

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"The Social Media Economy"