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Internet and E-Commerce Law

Pryor Cashman's attorneys regularly assist clients with intellectual property policing and protection via the Internet, as well as in the development and operation of web sites and the conducting of business via the Internet. Because we understand and appreciate the value of intellectual property rights, we can swiftly assess any given issue, proceed in an efficient and cost-effective manner, and yield positive results.

As part of our wide-ranging areas of Internet-related service, we routinely register domain names and monitor third-party use of our clients' trademarks and copyrights in Internet content. To that end, our attorneys regularly pursue and resolve domain name cyber-squatting matters using a variety of methods such as instituting ICANN Uniform Dispute Resolution Proceedings, drafting cease and desist letters and, where appropriate, instituting litigation.

Equally as valuable, our attorneys have extensive experience policing counterfeit reproductions of our clients' products sold on the Internet. Working with private investigators and federal and state law enforcement agents, our attorneys are highly skilled in removing counterfeit products from third-party web sites and auction sites.

From a contractual and transactional perspective, we routinely negotiate web site development, hosting and advertising agreements, as well as agreements governing joint marketing and development, co-branding and related cooperative arrangements. These engagements routinely contemplate the creation of new businesses primarily offered via the Internet as well as the expansion of existing "brick-and-mortar" businesses to the online domain. We also regularly advise startup, early-stage and more mature Internet businesses in connection with traditional corporate matters, including private placements, mergers, acquisitions and other transactional needs.