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COURSE INFORMATION



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Advising Businesses That Sell Goods or Services Online

TUESDAY, MARCH 30, 2021
ATTEND ONLINE

3490-21 | oma

**ONLINE PROGRAM:
TUESDAY, MARCH 30, 2021**

Registration must be made online at www.minncle.org

TUITION:

\$195 MSBA member

\$195 paralegal

\$245 standard rate

Passholders attend at no charge.

In-Person Passholders –

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New lawyers who have been admitted to the bar fewer than 3 years receive a 50% discount.

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You can purchase the materials for \$95 (plus tax and handling) by calling Minnesota CLE at 800-759-8840 or 651-227-8266. Available in hardcopy. Orders will be filled after the seminar.

ONLINE PROGRAM

Tuesday, March 30, 2021

View online at www.minncle.org

Registration for live webcast must be made online at www.minncle.org

IN-PERSON PASSHOLDERS

You may use your Pass to register for the online program at no charge.

COURSE MATERIALS

All course materials will be provided electronically.

CREDITS

Minnesota CLE is applying to the State Board of CLE for **6.0 standard CLE credits**. The maximum number of credits attendees may claim for this course is 6.0 credits.

SCHOLARSHIPS AVAILABLE

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CANCELLATION POLICY / NO-SHOW POLICY

Paid registrants who cancel before the program will receive a full credit on their account, or refund upon request. Paid registrants who do not cancel and are unable to attend will retain access to the seminar materials through their website account. Passholders may purchase the materials at 50% of the full retail price.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend, please contact us as soon as possible at Minnesota CLE, 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call 800-759-8840.

QUESTIONS?

customerservice@minncle.org
www.minncle.org
800-759-8840

Advising Businesses That Sell Goods or Services Online

A 360-DEGREE OVERVIEW OF THE E-COMMERCE WORLD!

What you need to know when your clients are selling goods or services on the Internet in business-to-business and/or business-to-consumer transactions including:

- Privacy & Cybersecurity
- Tax & IP Considerations
- PR & Marketing Strategies
- Commercial Contracts
- Life Cycle of an E-Commerce Businesses
- And More!

Tuesday, March 30, 2021

Attend Online – No in-person attendance

In-Person Passholders: You may use your Pass to register for the online program.

An Important Seminar Designed for Business Attorneys, In-House Counsel and Lawyers Advising Start-Ups and E-Commerce Clients

Schedule

8:30 – 8:55 a.m. JOIN ONLINE

8:55 – 9:00 a.m.
WELCOME & INTRODUCTION

9:00 – 10:00 a.m.

Building and Maintaining a Legally-Reasonable Customer Privacy and Cybersecurity Regime

Online businesses routinely maintain and process sensitive customer information, which creates an on-going operational risk that needs to be properly managed. To accomplish this, businesses need to ensure they implement policies and procedures that are in line not only with various applicable laws, but also with relevant standards and best practices. This session will discuss these laws, standards, and best practices, and explain how they work together to build a legally-reasonable customer privacy and cybersecurity regime.

– Eran Kahana

10:00 – 10:10 a.m. BREAK

10:10 – 11:10 a.m.

Key Tax Compliance Issues in E-Commerce

Addressing tax questions in the online marketplace can be a challenge. This session will outline the basic requirements regarding when to charge sales tax and where to file returns, and address new developments and common missteps to avoid in this area.

– Erica Stock & John Stowe

11:10 – 11:20 a.m. BREAK

11:20 a.m. – 12:20 p.m.

The Essentials of Online Marketing

Marketing is fundamental for any business. Whether it is to brand or advertise a product or a service, there are key rules and considerations to keep in mind. This session will cover the key aspects and rules for online marketing, discussing different advertising mechanisms, do's and don'ts and overall strategies and tips. In addition, understand how to run effective promotions and sweepstakes.

– John C. Pickerill &
Caren Seenauth

12:20 – 1:10 p.m. LUNCH BREAK

1:10 – 2:10 p.m.

Commercial Contracts – Avoid Missteps and Legal Costs by Understanding the Proper Principles

Just like any other business, an "online business" will enter into myriad commercial and "tech" contracts (including, with customers, suppliers and other third parties). This session will cover key contract types, the mostly commonly negotiated provisions and traps and pitfalls to avoid, as well as providing practical tips for issue spotting and drafting.

– Shauro Bagchi

2:10 – 2:20 p.m. BREAK

2:20 – 3:20 p.m.

Protecting Intellectual Property and Avoiding IP Missteps in the Era of E-Commerce

E-Commerce impacts more than just buying and selling of goods or services. It extends to your business as a whole within the E-Commerce era. This session will focus on the electronic aspect of your business as a whole, including: protecting your website content and dealing with copyright infringement; understanding your intangible value; clauses of necessity in contracts to protect your intellectual property; properly using and protecting your trademarks; addressing social media concerns, including what happens when influencers use your trademarks; and combating patent trolls.

– Terrance C. Newby &
Tricia Ann-Olson Zachary

3:20 – 3:30 p.m. BREAK

3:30 – 4:30 p.m.

The Life Cycle of an E-Commerce Business

This session will take you from formation to exit. Learn how to form an online business from acquiring necessary financing and or through venture capital, possible merger and acquisition considerations, and how to plan for an exit with a sale of the business.

– Shauro Bagchi

Faculty

Shauro Bagchi

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