Online Market World 2007
--- Masa Kasahara

More Information on the Conference and Expo, visit
http://www.onlinemarketworld.com/

Why Online Marketing?

- The obvious Answer is: The current trend
- If you are interested in attending the next show, you can sign up for their mailing list. Visit: http://www.onlinemarketworld.com/index.php?page=content/omw2008_contactw

Web 2.0 Expo 2007

- More Information, visit:
  http://en.oreilly.com/webexsf2008/public/content/home
- Web 2.0 is technologies surrounding today's web space. If you are interested in technology side, you might want to visit this expo. You can find a sign up entry for 2008 on the same page.

Who were there?

- Marketing Research: terapeak
- Web Space Providers: Yahoo Small Business
- Tool Providers: Zoovy, Infopia
- Security Related: Hacker Safe, buysafe
- System Integrators: Zoovy, Infopia
- Individual Service providers: PayPal, Stamps.com
- Carrier Service: US Postal Service
- Others: eBay

My Actual Benefits of attend-ing the expo:

- Free Publications: practical ecommerce –> 100 Notable Shopping Carts (Information)
- Promotion from Yahoo Small Business: Free 6 month Merchant Account at $99.95/month
- Other Service Providers' Information

Conference Session: I visited the following two sessions:

- Social Media Best Practices
- Innovation and Liability – Managing Risks in the Web 2.0 Era

Innovation and Liability – Managing Risks in the Web 2.0 Era

- Description: With each generation of technology comes yet another wave of lawsuits. Find out where the risks are today and will likely be tomorrow before you have to tell your story to a judge. You'll also discover the truth about liability insurance which may surprise you greatly.

Start with your liability assessment.

- Analogy: When you buy a car, you might want to check the cost of insurance because it is quite possible that the insurance is the largest cost to own the car especially for youngens.

Web 2.0: User Participation

- Youtube, blog are the foremost of this category.
- This creates an enormous liability issue. - You are liable on the user contents.
- If you provide web space, you fall into the same situation.

How to avoid the liability – Safe Harbor rule:

- You hire a third party auditor and uniformly enforce your content policy.

- Promptly respond to complaints.

- Insurance companies, on the other hand, want you to be involved in auditing process. – Though, this is a problem in finding your policy.

When you publish in cyber space:

- You will be liable as you publish a book.

- On top of it, you could be liable in many different parts of the world where different laws govern. This does not end in Copyright and/or Trademark area, which could be the simplest to deal with. Your statement could produce entirely different consequences than expected in the US. Be aware!

My Recent Experience in web publishing: Audible Computing, Part I Slides

- When Dave asked me if he could publish my slides in SVFIG web space, I had slightest idea what I was getting into. I thought it was ok to share my slides with fellow Forthers. The only concern I had was the quality of my work. I wished it were not laughable.

What I did about it:

- Replaced all the images with ones in public domain. Even if you use images in public domain, you still need to state sources to avoid Plagiarism.

- Created new images for non-public domain images.

- Acquiring permissions for non-replaceable images.

- Added a disclaimer notice.

- Added a copyright notice at the end.

Wikipedia has many images in public domain:

Summary

Photo by K4EQ. Copyright released.

Licensing

This work has been released into the **public domain** by the copyright holder. This applies worldwide.

In case this is not legally possible:

The copyright holder grants any entity the right to use this work **for any purpose**, without any conditions, unless such conditions are required by law.

Source: A sample screen shot from Wikipedia

Resources: Wikipedia

- Copyrights:
  http://en.wikipedia.org/wiki/Wikipedia:Copyrights

- Fair use: http://en.wikipedia.org/wiki/Fair_use

- Public Domain:
  http://en.wikipedia.org/wiki/Wikipedia:Public_domain

- Plagiarism: http://en.wikipedia.org/wiki/Plagiarism

Disclaimer:

- This is created best to my knowledge at the time of writing. It is, however, not guaranteed to be 100% accurate. I shall not be held liable for either direct or indirect damages by your applying the information contained here. You are strongly advised to consult legal professionals beforehand.

Copyright Notice: