

MEDIA RELEASE

Critical E-Commerce Legal Issues Clarified

Practical Interpretation & Insights From Practicing Internet & E-Commerce Lawyers

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LONDON, August 6, 2002 – “Every business with a computer and an internet hook-up is an e-business,” said Claude Pensa, QC and Counsel for the venerable London, Ontario law firm, Harrison Pensa, in announcing the release of **Legal Landmines In E-Commerce**, a book written by Harrison Pensa lawyer, David Canton, along with John Millar, President of The Attaché Group, and in association with The Richard Ivey School of Business at the University of Western Ontario in London, Ontario.

“David Canton is one of a handful of lawyers who is a legal authority in the area of internet and e-commerce law,” said Pensa. “This book provides practical advice on how to prevent common mistakes that could prove to be very costly.”

Canton said, “This book is for every business that uses technology or manages information, and not just high tech companies or internet start-ups. Owners, managers, executives and professionals need to know how to use new technology to their advantage, but they better take steps to limit their risk.”

In addition to being an excellent resource for lawyers and businesses, **Legal Landmines in E-Commerce** will be used as a text book for MBA and Executive Education programs, including at The Richard Ivey School of Business.

Some of the specific issues addressed in **Legal Landmines in E-Commerce** include:

- domain names and their relationship with business names and trademarks
- cybersquatting and domain name dispute resolution
- regulated industries and the internet
- content ownership
- web site development and other IT agreements
- employee internet and computer use policies
- confidentiality and security of data

Legal Landmines in E-Commerce will be available at leading bookstores by August 1, 2002 or at www.amazon.ca or by contacting David Canton at Harrison Pensa.

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David Canton is a lawyer in Harrison Pensa's high tech and e-business law group. His practice focuses on information technology and e-business matters such as software licenses, outsourcing agreements, consulting agreements, and Web site issues. David majored in computer science before graduating from the Faculty of Law at The University of Western Ontario. Prior to joining Harrison Pensa, David served as Senior Corporate Counsel for Canada Trust focusing on information technology law.

John Millar is the President and CEO of The Attaché Group, an IT consulting organization. Prior to joining Attaché, Millar spent six years practicing law in the areas of Information Technology, Intellectual Property and Corporate & Commercial law. He holds an MBA from The Richard Ivey School of Business and an L.L.B. from The University of Western Ontario.

Legal Landmines in E-Commerce is published by McGraw-Hill Irwin Higher Education, a division of The McGraw-Hill Companies. McGraw-Hill is a global information services provider meeting worldwide needs in the financial services, education, legal and business information markets.

Harrison Pensa LLP is a full-service law firm that provides comprehensive, innovative, and thorough legal services to individuals, business and public organizations. Harrison Pensa is one of the largest and most accomplished law firms in southwestern Ontario and is a member of Meritas, an international network of independent law firms.

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For more information, to arrange for photographs of Mr. Pensa, or Mr. Canton and/or to receive a review copy of **Legal Landmines in E-Commerce**, please contact:

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