TENNESSEE BAR
A S S O C I A T I O N

Doing Business Online: How to Advise the Online Business Owner
Digital Life Before and After Death
June 30, 2015 – Nashville, TN

Program Description: As the on-line business model develops and becomes more complicated, lawyers are increasingly being asked to advise on issues relating to technology, taxes, digital ownership, and intellectual property. This program will focus on these legal issues that impact businesses operating online.

You will learn how to spot legal issues, handle succession planning for online accounts, maintain online profiles and develop a basic understanding of how servers are managed and the development/management of websites.

<u>Agenda</u>   Credit hours: 2.25 general, 1.75 dual

11:30 – 12:00 p.m.	**Registration/Lunch/Welcome**
12:00 – 1:00 p.m.	Online IP Issues for Small Business *This session covers some of the key intellectual property issues small business owners face in the online arena. Topics include types of IP, IP ownership and protection issues, music, image and other third party licensing and IP infringement - related in particular to websites, social media sites, etc.* **Laurie Hughes,** *Hughes-Kessler Consulting* **Suzanne Kessler,** *Hughes-Kessler Consulting*
1:00 - 2:00 p.m. **1 Dual**	Digital Life After Death: Succession Planning and Ownership of Online Accounts **Phillip Walker,** *Bradley Arant Boult Cummings LLP*
2:00 – 2:15 p.m.	**BREAK**
2:15 – 2:45 p.m.	Tax Implications and Issue Spotting for Online Business *Gone are the days when online businesses flew below the taxman's radar. Online business activities are becoming more frequent targets for tax collectors. Whether one sells direct to customers via the internet or implements an online advertising campaign, the tax implications of online activities must be carefully considered throughout the lifecycle of an online business. This session discusses some of the key tax issues that any online business should consider.*

Joshua Ehrenfeld, *Burr & Forman LLP*

2:45 – 3:30 p.m.	Privacy/Security Issues: Things You Don't Want to Miss
	Jordan McQuown, *LogicForce Consulting, LLC*
	Keith Whitaker, *LogicForce Consulting, LLC*
3:30 – 4:15 p.m.	Servers/Web Development: Managing the Backside
.75 Dual	of Websites
	Jordan McQuown, *LogicForce Consulting, LLC*
	Keith Whitaker, *LogicForce Consulting, LLC*