

## RIW Lawyers Write a New Must-Have Book for your Technology Company

### Appreciation of *The IT/Digital Legal Companion*

*"I wish there were a book like this when started my first company. The book is easy-to-read, comprehensive and up-to-the-moment."*

— Beth A. Marcus, Ph.D., CEO, Zeemote, Inc.

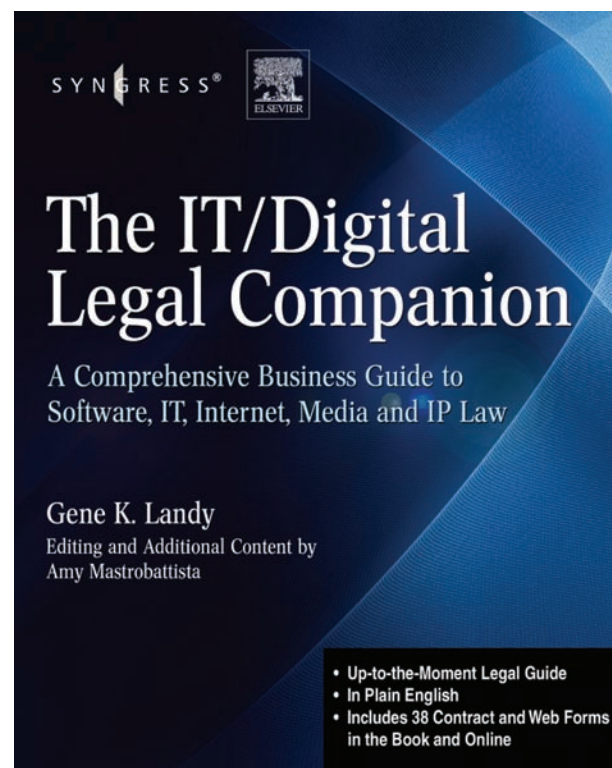
*"Gene Landy's book allows insight into the critical decisions that individuals and companies need to make in deciding how to build and protect digital and online products, services, and businesses."*

— Charles Nesson, Professor, Harvard Law School and Co-Director of the Berkman Center for Internet & Society

*"The book covers a wide range of topics – from contract and intellectual property law to more specialized issues including software as a service, open source and digital content."*

— Jim Geisman, President, Market-Share, Inc., software marketing consultant and mentor to technology companies

The book is available on Amazon.com or contact our law firm at [gkl@riw.com](mailto:gkl@riw.com) for special discounted pricing.



### Why a Book Like This?

The legal environment for technology companies is more complex and challenging than ever before. There are new opportunities and new risks. Until now, there was no single source in plain English that provides guidance on these issues. We believe this is the most comprehensive book on this subject ever written.

### Who is this Book For?

This layperson's guide is written for anyone with a business focus on digital technology, including:

- Business owners, executives, and decision-makers
- Entrepreneurs
- Business development executives
- Sales and product line managers
- Developers, consultants, and advisors
- In-house lawyers, contracting officers, and paralegals

### What's in the book?

The book includes business and legal guidance on:

- Intellectual Property for Digital Business
- Digital Contract Fundamentals
- Open Source Agreements and Strategies
- Development, Consulting and Outsourcing Arrangements
- Software Licensing, Partnering, and Distribution
- Software as a Service
- Web and Internet Agreements
- Privacy Law
- Digital Media Content
- Web and Mobile Technology and Content Deals
- User-Created Content, Mash-Ups, and Web Widgets
- Game Development Deals
- IT Standards
- International Distribution and Joint Ventures

Includes 38 sample forms and agreements

### About the Authors

**Gene K. Landy** is the head of the firm's Technology Business Group and concentrates on transactions for technology companies. He is a graduate of Massachusetts Institute of Technology and Harvard Law School.

**Amy J. Mastrobattista** is a graduate of Smith College and New York University Law School. Amy is a member of the Technology Business Group. She is active in technology licensing, finance and corporate transactions.

### Ruberto, Israel & Weiner Technology Business Group

RIW's Technology Business Group is focused on information technology. Our attorneys understand our clients' technologies, business practices, intellectual property assets, and transactions.

RIW represents emerging technology companies as well as established players expanding into new technologies. Because of our efficient boutique structure, we can offer sophisticated legal services at lower fees than large law firms.

We provide legal services in the following areas: equity finance, employment, mergers & acquisitions, licensing and technology transfer, trademarks, copyrights and litigation. We work with an international network of law firms.

Industry segments served include:

- Software, infrastructure, Internet, open source and communications products
- IT and digital services, including software-as-a-service
- Consumer software and media companies, including music technology products and games
- Semiconductors, ASICs and MEMS

### Meet with Us

We will meet with each potential technology client without charge or obligation to discuss how we can provide strategic guidance and pragmatic assistance. Please *contact* us at the email or phone stated here.