

LEGAL ISSUES IN IPHONE DEVELOPMENT

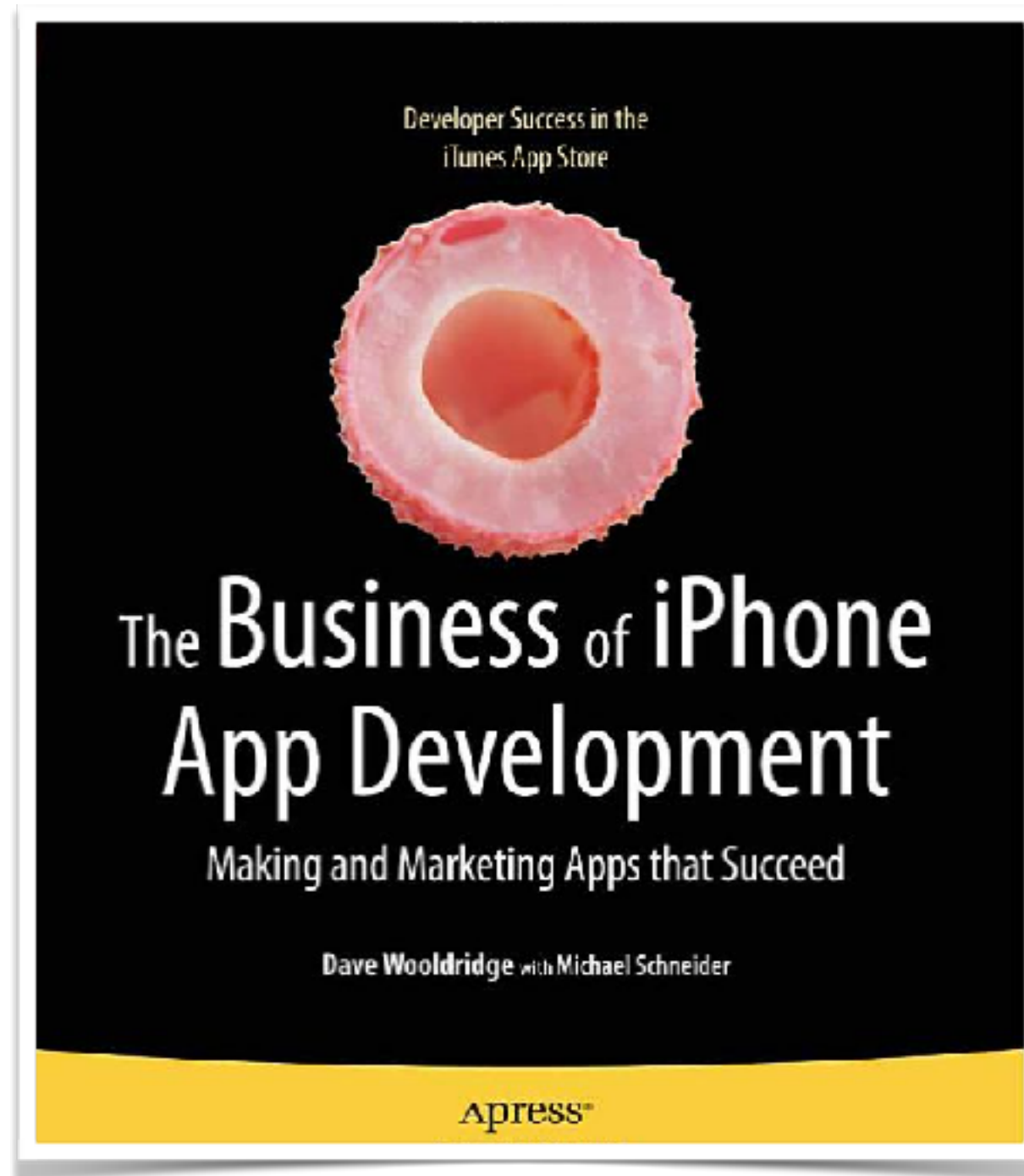
*360 | iDev 2017
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WHO DIS?

- Tech Lawyer - Bitwise Legal
- Indy Developer - Hive Brain Software

WHO DIS?



OPENING SHOP

Choosing an Entity
S-Corp or LLC?

BUILDING PRODUCT

Contractors and Employees

Use of Third Party and Open Source
Code

USER GENERATED CONTENT

Great source of diverse content without much cost to you

But you need to comply with the DMCA safe harbor requirements, or you could be liable for copyright infringement based on the actions of your users.

GOING LIVE

Do you need a custom end user license agreement?

Warranty Disclaimers

Apple's form provides no DMCA coverage for user generated content

PROTECTING YOUR TURF

TYPES OF PROPERTY

REAL PROPERTY



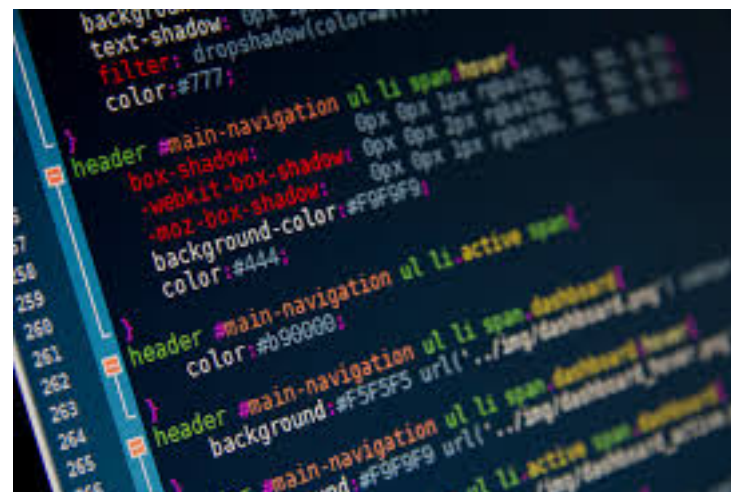
TYPES OF PROPERTY

PERSONAL PROPERTY



TYPES OF PROPERTY

INTELLECTUAL PROPERTY



INTELLECTUAL PROPERTY IS MAGIC



TYPES OF IP

PATENT

COPYRIGHT

TRADEMARK

All give you exclusive rights to
something

TYPES OF IP

PATENT

COPYRIGHT

TRADEMARK

What it protects

original works of **authorship** fixed in any tangible medium of expression

How you get it

Automatic on Creation

TYPES OF IP

PATENT

COPYRIGHT

TRADEMARK

What it protects

Solution to a specific technological problem and is a product or a process

How you get it

Invent, Reduce to Practice and File

TYPES OF IP

PATENT

COPYRIGHT

TRADEMARK

What it protects

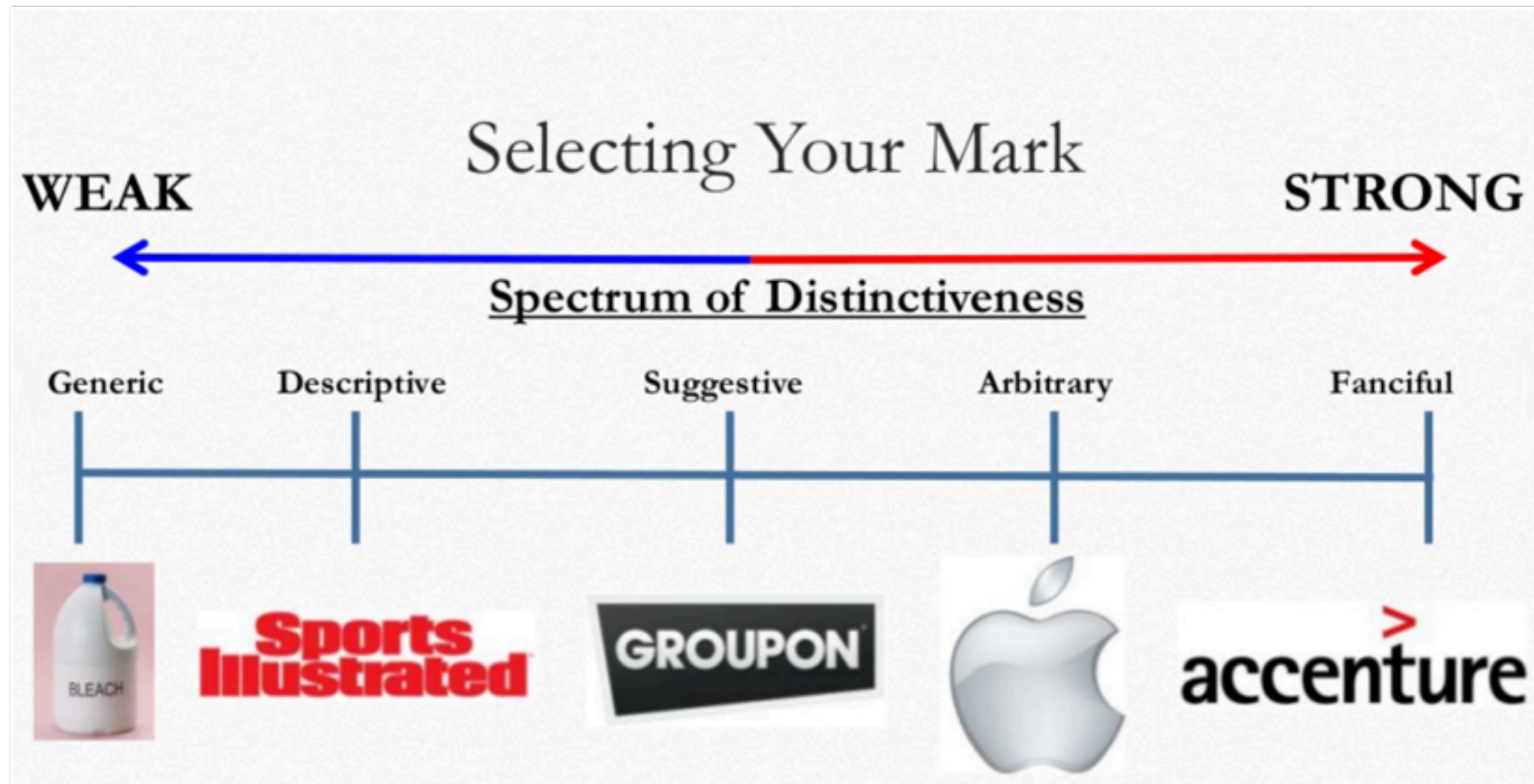
Exclusive right to use a Word or
Logo to Identify Source of
Goods or Services

How you get it

Use the Word or Logo in
Commerce

IP RIGHTS

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MYTHS ABOUT IP

- I paid for it, so I own it.
- I can use pictures on the Internet, as long as I give the author credit.
- The source code was on the Internet, so I can use it, right?
- I can use it, it's "fair use."

CONTACT INFO

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THANKS

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The Law of Startups Podcast
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