

silver law

Coollawyer Inc.

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Corporate Profile

Background

Silver Law Inc. was founded in 1999 by Judith Silver, Esq. as a virtual internet and technology law practice located on the web at www.coollawyer.com.

Prior to starting Silver Law Inc., Ms. Silver served as in-house counsel at Adobe Systems and Sabre/Travelocity.com. She holds a B.A. *cum laude* from Cornell University and her J.D. from University of California, Hastings College of the Law, and she is licensed in California, Florida and Texas.

Since its founding, Silver Law has expanded beyond merely a virtual law practice into Coollawyer Inc. founded in fall of 2001.

Corporate Vision

Silver Law and Coollawyer are dedicated to making law fun. We seek to prove that it is possible to impart helpful legal information to consumers in a non-patronizing, educational manner with humor and a straightforward attitude.

The Coollawyer Brand

The Coollawyer brand is a cool, quality, cutting-edge product. Coollawyer legal forms are of much higher quality than competitors' products, with common industry terms, with terms in favor of the purchaser, and with articles explaining to the user the benefit to his or her business of the form. Additionally, the format and legal terms are consistent throughout the forms. Coollawyer.com is About's Cyberspace Law and Regulation Guide's pick for Best of the Web.

Silver Law Inc. pending trademarks in Coollawyer, Coollawyer.com and the Claw Logo make up the heart of the intellectual property protection for the brand. Additionally, Silver Law has copyrighted the Coollawyer Legal Forms. The Coollawyer Legal Forms division will soon into a separate corporation as Coollawyer Inc.

Coollawyer.com

The Coollawyer.com website includes many sections which reflect the Coollawyer brand:

- ❖ An Internet Law Library with articles, cases, statutes, resource links, legal dictionary and search engine.
- ❖ An Interactive Confidentiality Agreement which permits users to roll over the headings in a typical confidentiality agreement and view the legal explanations of the clauses. This section also includes a Portable Document Format (pdf) version of the form and explanations which users may download and use.

- ❖ Online Incorporation through Coollawyer partner Business Filings (bizfilings.com). This section permits users to educate themselves on the incorporation process and then completed online filings in all 50 states through Business Filings.
- ❖ Legal Forms Store with e-commerce and small business forms priced between \$29 and \$99 each, or \$149 for a set. This section includes articles on how these forms protect the users' business, previews of the forms and purchasing policies for the forms. They are available for download through a shopping cart system in either Word or pdf. Users agree to a license for use and assumption of risk as a condition of purchase from Coollawyer.com.
- ❖ Risk and Goals Analyses information for e-commerce and small businesses including articles and general information.
- ❖ Background and credentials of Judith Silver, lawyer for hire and Founder of Silver Law Inc.
- ❖ Most importantly, the Lawyer Joke Tickertape – a hallmark of the Coollawyer site and brand.

Awards and Media

Ms. Silver regularly publishes articles on www.sitepoint.com and www.entrepreneur.com, as well as other sites. Coollawyer.com has had media exposure through CNET, numerous radio and television shows and sites and others. Coollawyer.com has won the Cool Site of the Day Award, the Golden Web Award, the Major Web Select Award, the BT Design Award for Best Site and has been chosen by About as Best Site on the Web in the Cyberlaw and Regulation category



Market Development

Channel Development for the Coollawyer brand and Coollawyer Legal Forms is two-fold:

- 1) Cobranding/Revenue Sharing: Cobranders of Coollawyer Legal forms include Entrepreneur.com, Digital-women.com and others which serve to help deliver the Coollawyer product to its customers.

2) Digital Publishing: Silver Law Inc. has an agreement for distribution of Coollawyer Legal Forms through Amazon's edocument section. Silver Law has chosen Amazon for distribution since they also allow sales in unencrypted Acrobat pdf format which permits users to fill in form fields and read comment notes to instruct users throughout the form. For distribution through encrypted formats, Adobe Ebook or Microsoft Reader, which do not permit these features, Silver Law has an agreement with Lightning Source, the ebook division of Ingram.

Legal Services

Through founder attorney Judith Silver, Silver Law also provides legal services in the areas of internet, technology, business, contract, intellectual property and related law. Her clients typically are small to medium technology and advertising companies. Clients include Starmark International, Targit Interactive, Opus Education, MoreVisibility.com, and others.

Contact Information

For more information, please contact Judith Silver at (954) 630-3551, jsilver@coollawyer.com or Silver Law Inc., 1007 N Federal Hwy, #182, Ft. Lauderdale, FL 33304.



JUDITH A. SILVER

BIO

EDUCATION

ADMITTED TO PRACTICE LAW IN CALIFORNIA, DEC. 1995

ADMISSION TO PRACTICE LAW IN TEXAS, MAY 2000

ADMITTED TO PRACTICE LAW IN FLORIDA, SEPTEMBER 2000

UNIVERSITY OF CALIFORNIA, HASTINGS COLLEGE OF THE LAW, J.D. 1995

CORNELL UNIVERSITY, B.A. 1990 *cum laude*

BUSINESS EXPERIENCE

SILVER LAW INC., Fort Lauderdale, FL: From December 1999 through present, advising large and small technology companies and others on law related to the internet and websites, FTC regulations, privacy regulations, export and jurisdiction, free speech, trademark and copyright, content acquisition and licensing, software licensing and development, advertising and marketing agreements, consulting and services agreements, transactional agreements related to technology.

MUNSCH, HARDT, KOPF & HARR, P.C, Dallas, TX: From December 1999 to May 2000, advised on internet, software, trademark, copyright and corporations legal matters.

TRAVELOCITY.COM / SABRE INC. (a travel technology company), Dallas, TX: From August 1997 to December 1999, responsible for legal review and agreements for internet branding, webpage usage, content acquisition, website development, linking, banners, contests, sweepstakes, etc. Advised on copyright and trademark matters. Negotiated and drafted software licensing, maintenance, services, consulting, software development, non-disclosure, contractor, related agreements; worked on outsourcing deals and managed related due diligence work; developed and implemented company policies.

ADOBE SYSTEMS INC. (producer of Acrobat, Photoshop, GoLive, etc.), San Jose, CA: From May 1996 to July 1997, reviewed and legally revised content, packaging, advertising, press releases, website. Conducted product due diligence, contest and promotions review, rebate program review. Negotiated and drafted software licensing, maintenance, services, consulting, development, non-disclosure, contractor, and related agreements.

COMPUTER CURRICULUM CORPORATION (producer of educational CD-ROMs) Sunnyvale, CA: From March 1996 to May 1996, conducted due diligence for products and review of website; trademark, copyright, defamation, publicity and privacy rights work and advice; negotiated permission for third parties to use company's content; advised product development, marketing and other internal departments.

PUBLISHED ARTICLES

ABC's of Website Law

Cybersquatting Ain't What It Used To Be

Are You a Talent Agent?

A Bad Dream: In Search of a Legal Framework for Copyright Claims Involving Digital Imagery in Motion Pictures (1994 First Prize ASCAP Nathan Burkan Memorial Award at Hastings for article.)

Movie Day at the Supreme Court: Trying to Define Obscenity

Free Confidentiality Agreement

Naming Your Company or Product

Service Providers and Your Contract

What is Intellectual Property, anyhow?

How Advertising, Affiliate and Cobranding Agreements Protect Your Business

How Confidentiality Agreements Protect Your Business

How Contractor Agreements and Employee Policies Protect Your Business

How Domain Name Purchase and Sale Agreements Protect Your Business

How Service and Service Level Agreements Protect Your Business

How Software Escrow Agreements Protect Your Business

How Software License Agreements Protect Your Business

How Website User Agreements Protect Your Business

How Complying with 18 USC 2257 Protects Your Adult Business