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PREFACE

AUSPICIUM MELIORIS AEVI: A TOKEN OF A BETTER AGE¹

Michael VanAuker†

On behalf of the Board of Editors for Volume 28 of the Santa Clara Computer and High Technology Law Journal, I wish to extend thanks to our readers for their continued support, and to describe some of the many changes and new initiatives the Journal has undertaken this year.

As our readers are aware, and our alumni are fond to tell, The Santa Clara Computer and High Technology Law Journal was launched by a group of dedicated students with the support and encouragement of Professor Kenneth Manaster, and began publishing articles in 1985.² For the Journal's 25th Anniversary, Professor Tyler Ochoa emphasized how the Journal had progressed "from its modest beginnings to its current position among the premiere law-and-technology and intellectual property journals in the United States" because of the work of its (student) editors and staff throughout the years.³

Volume 27 of the Journal was published as the Santa Clara University School of Law celebrated its 100th Anniversary. In the Preface to Volume 27, Dean Donald Polden described a role of the

† Michael VanAuker is the Editor-in-Chief of the Santa Clara Computer & High Technology Law Journal and wishes to thank Darryl Ong, Senior Production Editor, for his significant and insightful contributions to this preface.

1. See Order of St. Michael and St. George, OFFICIAL WEBSITE OF THE BRITISH MONARCHY, <https://www.royal.gov.uk/MonarchUK/Honours/OrderofStMichaelandStGeorge.aspx> (last visited Mar. 13, 2012)

2. See Kenneth A. Manaster, *On the Birth of a Law Journal*, 1 SANTA CLARA COMPUTER & HIGH TECH. L.J. 3 (1985).

3. Tyler T. Ochoa, *Copyright Law: The Last Five Years of Journal Coverage*, 25 SANTA CLARA COMPUTER & HIGH TECH. L.J. 1, 5 (2008).

Journal as “adding to the store of knowledge on law, society, and policy.”⁴ He also commented that our annual symposium addresses a topic of “significant national, and increasingly global, significance.”⁵

The Board of Editors for Volume 28 is excited to continue to strive for global impact, addressing issues at the nexus of technology, law, and policy. Contributors to Volume 28 include Giancarlo Frosio (from Italy),⁶ Ron Bouchard (from Canada),⁷ and Eldar Haber (from Israel).⁸ This year’s symposium, entitled *International Intellectual Property – Is the IP World Flat?*, addressed international perspectives on patent, trademark and privacy law and featured speakers from as far away as China.⁹

The Board of Editors for Volume 28 is immensely proud to be able to contribute to the Journal’s tradition, and is thankful for our special community of supporters, readers and alumni. One advantage of a student-run journal is that every year we get to harness the creativity and energy of a new group of dedicated students.¹⁰ Thus, we have made changes with a nod to tradition but capitalizing on that enthusiasm.

The most obvious change, of course, is the cover design. We chose the new color scheme to identify more closely with Santa Clara University School of Law as a whole. And yet we retain the “open book” logo introduced for the 20th Anniversary of the Journal. Over time, this will strengthen our brand and yet acknowledge our heritage, which is so important to us. Santa Clara Law has enabled another impending change: the Digital Commons webpages, which will increase our web presence, and hence visibility and search-ability of

4. Donald J. Polden, *A Century of Leadership and Service: Contributions of the Santa Clara Computer and High Technology Law Journal*, 27 SANTA CLARA COMPUTER & HIGH TECH. L.J. 1, 2 (2010).

5. *Id.*

6. Giancarlo F. Frosio, *Google Books Rejected: Taking the Orphans to the Digital Public Library of Alexandria*, 28 SANTA CLARA COMPUTER & HIGH TECH. L.J. 81 (2011).

7. Ron A. Bouchard, *Qualifying Intellectual Property II: A Novel Innovation Index for Pharmaceutical Products*, 28 SANTA CLARA COMPUTER & HIGH TECH. L.J. 287 (2012).

8. Eldar Haber, *Copyrights in the Stream: The Battle on Webcasting*, 28 SANTA CLARA COMPUTER & HIGH TECH. L.J. (forthcoming 2012).

9. To see video from the symposium and materials provided to the journal by the speakers, please visit <http://chtlj.org/symposiums/v28>.

10. In many fields, scholarly work is published primarily in peer-reviewed journals and articles are edited mainly by the authors themselves, whereas in law journals, students are much more engaged in the editorial process. This is an important part of legal education. *See, e.g.*, Polden, *supra* note 3, at 1 (“At many law schools, law reviews and journals are a principal co-curricular vehicle for the introduction and development of key lawyering competencies . . .”).

our articles.¹¹ Web presence helps with our ranking, which is based on citations to our articles.¹² Overall, we seek to develop a consistent look and feel to the Journal whether readers pick up the physical print copy or if they reach us through the website. Finally, the cover changes, and other subtle printing changes, have reduced production costs. We feel this is responsible stewardship of the Journal, since over time, demand for an online edition continues to increase even as demand for the traditional print version decreases. In addition, Volume 28 is working to develop a Kindle format for the Journal, and we hope to roll that out this year.¹³

As we look to the next 100 years of the Santa Clara University School of Law, we expect the Journal will continue to be recognized as a preeminent legal publication in the area of technology-related and intellectual property law. We hope the changes we have made represent that status, instantly communicate our connection with the law school, unify our print and web appearance, and strengthen our brand equity. Above all, we hope that our academic contributions to the Journal serve its readers well and provide next year's editors a firm base on which to continue to build its tradition.

11. The creation of the website was in progress at the time this Issue went to press. It will be available at <http://digitalcommons.law.scu.edu/chtlj/>.

12. For an explanation of the methodology used to rank law reviews, see <http://lawlib.wlu.edu/LJ/method.asp>.

13. We welcome feedback from our subscribers as to whether this would be a useful endeavor. Particularly if both a traditional print version and a Kindle format is available, which would be preferable. Please feel free to submit comments. Our contact information is available at <http://chtlj.org/contact>.