Cyberspace Law (Law 793)
Eric Goldman
Fall 2006

1. **SESSIONS.** The course meets 9:00-10:15 am on Mondays and Wednesdays between August 21 and November 29 except September 4 (Labor Day), October 2 (Yom Kippur) and October 9 (Academic Recess).

We will have two special guest speakers on November 6 (Cindy Cohn of EFF) and November 27 (Jay Monahan of eBay). Please make every effort to attend these days. Also, Cindy and Nicole Ozer (ACLU) will be speaking at noon November 6 on “Social Justice and Cyber Liberties” (Bannan 135).

2. **GRADING.** The final exam will be 100% of the course grade and is tentatively scheduled for December 4 at 8:30 am. I strongly encourage you to review my past exams to understand my exam style. You can find past exams and sample answers at my website (note that the law may have changed in the interim).

3. **READER.** The course reader is the only required reading (except for any materials I distribute during the semester).

4. **OFFICE HOURS.** I can schedule a time to speak with you at your convenience. Please email me to make an appointment. I’m also happy to talk by email.

5. **READINGS.**

**Introduction: What is Cyberspace? Who Regulates It?**

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Optional: if you’d like to know more about the Internet’s technical operations, you might check out the Animated Internet website.

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Application: Adware/Spyware

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6. CONTACT INFORMATION.

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In all emails to me related to this course, please put the word “cyberlaw” in the subject line to avoid unintentional deletion as spam.

More course-related materials, including an electronic copy of this syllabus, are available at www.ericgoldman.org.
II. FINDINGS OF FACT

All parties agree that in order to apprehend the legal questions at issue in these cases, it is necessary to have a clear understanding of the exponentially growing, worldwide medium that is the Internet, which presents unique issues relating to the application of First Amendment jurisprudence and due process requirements to this new and evolving method of communication. For this reason all parties insisted on having extensive evidentiary hearings before the three-judge court. The court's Findings of fact are made pursuant to Fed. R. Civ. P. 52(a). The history and basic technology of this medium are not in dispute, and the first forty-eight paragraphs of the following Findings of fact are derived from the like-numbered paragraphs of a stipulation[8] the parties filed with the court.[9]

The Nature of Cyberspace

The Creation of the Internet and the Development of Cyberspace

1. The Internet is not a physical or tangible entity, but rather a giant network which interconnects innumerable smaller groups of linked computer networks. It is thus a network of networks. This is best understood if one considers what a linked group of computers -- referred to here as a "network" -- is, and what it does. Small networks are now ubiquitous (and are often called "local area networks"). For example, in many United States Courthouses, computers are linked to each other for the purpose of exchanging files and messages (and to share equipment such as printers). These are networks.

2. Some networks are "closed" networks, not linked to other computers or networks. Many networks, however, are connected to other networks, which are in turn connected to other networks in a manner which permits each computer in any network to communicate with computers on any other network in the system. This global Web of linked networks and computers is referred to as the Internet.

3. The nature of the Internet is such that it is very difficult, if not impossible, to determine its size at a given moment. It is indisputable, however, that the Internet has experienced extraordinary growth in recent years. In 1981, fewer than 300 computers were linked to the Internet, and by 1989, the number stood at fewer than 90,000 computers. By 1993, over 1,000,000 computers were linked. Today, over 9,400,000 host computers worldwide, of which approximately 60 percent located within the United States, are estimated to be linked to the Internet. This count does not include the personal computers people use to access the Internet using modems. In all, reasonable estimates are that as many as 40 million people around the world can and do access the enormously flexible communication Internet medium. That figure is expected to grow to 200 million Internet users by the year 1999.

4. Some of the computers and computer networks that make up the Internet are owned by governmental and public institutions, some are owned by non-profit organizations, and some are privately owned. The resulting whole is a decentralized, global medium of communications -- or "cyberspace" -- that links people, institutions, corporations, and governments around the world. The Internet is an international system. This communications medium allows any of the literally tens of millions of people with access to the Internet to exchange information. These communications can occur almost instantaneously, and can be directed either to specific individuals, to a broader group of people interested in a particular subject, or to the world as a
whole.

5. The Internet had its origins in 1969 as an experimental project of the Advanced Research Projects Agency ("ARPA"), and was called ARPANET. This network linked computers and computer networks owned by the military, defense contractors, and university laboratories conducting defense-related research. The network later allowed researchers across the country to access directly and to use extremely powerful supercomputers located at a few key universities and laboratories. As it evolved far beyond its research origins in the United States to encompass universities, corporations, and people around the world, the ARPANET came to be called the "DARPA Internet," and finally just the "Internet."

6. From its inception, the network was designed to be a decentralized, self-maintaining series of redundant links between computers and computer networks, capable of rapidly transmitting communications without direct human involvement or control, and with the automatic ability to re-route communications if one or more individual links were damaged or otherwise unavailable. Among other goals, this redundant system of linked computers was designed to allow vital research and communications to continue even if portions of the network were damaged, say, in a war.

7. To achieve this resilient nationwide (and ultimately global) communications medium, the ARPANET encouraged the creation of multiple links to and from each computer (or computer network) on the network. Thus, a computer located in Washington, D.C., might be linked (usually using dedicated telephone lines) to other computers in neighboring states or on the Eastern seaboard. Each of those computers could in turn be linked to other computers, which themselves would be linked to other computers.

8. A communication sent over this redundant series of linked computers could travel any of a number of routes to its destination. Thus, a message sent from a computer in Washington, D.C., to a computer in Palo Alto, California, might first be sent to a computer in Philadelphia, and then be forwarded to a computer in Pittsburgh, and then to Chicago, Denver, and Salt Lake City, before finally reaching Palo Alto. If the message could not travel along that path (because of military attack, simple technical malfunction, or other reason), the message would automatically (without human intervention or even knowledge) be re-routed, perhaps, from Washington, D.C. to Richmond, and then to Atlanta, New Orleans, Dallas, Albuquerque, Los Angeles, and finally to Palo Alto. This type of transmission, and re-routing, would likely occur in a matter of seconds.

9. Messages between computers on the Internet do not necessarily travel entirely along the same path. The Internet uses "packet switching" communication protocols that allow individual messages to be subdivided into smaller "packets" that are then sent independently to the destination, and are then automatically reassembled by the receiving computer. While all packets of a given message often travel along the same path to the destination, if computers along the route become overloaded, then packets can be re-routed to less loaded computers.

10. At the same time that ARPANET was maturing (it subsequently ceased to exist), similar networks developed to link universities, research facilities, businesses, and individuals around the world. These other formal or loose networks included BITNET, CSNET, FIDonet, and USENET. Eventually, each of these networks (many of which overlapped) were themselves linked together, allowing users of any computers linked to any one of the networks to transmit communications to users of computers on other networks. It is this series of linked networks (themselves linking computers and computer networks) that is today commonly known as the Internet.

11. No single entity -- academic, corporate, governmental, or non-profit -- administers the Internet. It exists and functions as a result of the fact that hundreds of thousands of separate operators of computers and computer networks independently decided to use common data transfer protocols to exchange communications and information with other computers (which in turn exchange communications and information with still other computers). There is no centralized storage location, control point, or communications channel for the Internet, and it would not be technically feasible for a single entity to control all of the information conveyed on the Internet.
How Individuals Access the Internet

12. Individuals have a wide variety of avenues to access cyberspace in general, and the Internet in particular. In terms of physical access, there are two common methods to establish an actual link to the Internet. First, one can use a computer or computer terminal that is directly (and usually permanently) connected to a computer network that is itself directly or indirectly connected to the Internet. Second, one can use a "personal computer" with a "modem" to connect over a telephone line to a larger computer or computer network that is itself directly or indirectly connected to the Internet. As detailed below, both direct and modem connections are made available to people by a wide variety of academic, governmental, or commercial entities.

13. Students, faculty, researchers, and others affiliated with the vast majority of colleges and universities in the United States can access the Internet through their educational institutions. Such access is often via direct connection using computers located in campus libraries, offices, or computer centers, or may be through telephone access using a modem from a student's or professor's campus or off-campus location. Some colleges and universities install "ports" or outlets for direct network connections in each dormitory room or provide access via computers located in common areas in dormitories. Such access enables students and professors to use information and content provided by the college or university itself, and to use the vast amount of research resources and other information available on the Internet worldwide.

14. Similarly, Internet resources and access are sufficiently important to many corporations and other employers that those employers link their office computer networks to the Internet and provide employees with direct or modem access to the office network (and thus to the Internet). Such access might be used by, for example, a corporation involved in scientific or medical research or manufacturing to enable corporate employees to exchange information and ideas with academic researchers in their fields.

15. Those who lack access to the Internet through their schools or employers still have a variety of ways they can access the Internet. Many communities across the country have established "freenets" or community networks to provide their citizens with a local link to the Internet (and to provide local-oriented content and discussion groups). The first such community network, the Cleveland Free-Net Community Computer System, was established in 1986, and free-nets now exist in scores of communities as diverse as Richmond, Virginia, Tallahassee, Florida, Seattle, Washington, and San Diego, California. Individuals typically can access free-nets at little or no cost via modem connection or by using computers available in community buildings. Free-nets are often operated by a local library, educational institution, or non-profit community group.

16. Individuals can also access the Internet through many local libraries. Libraries often offer patrons use of computers that are linked to the Internet. In addition, some libraries offer telephone modem access to the libraries' computers, which are themselves connected to the Internet. Increasingly, patrons now use library services and resources without ever physically entering the library itself. Libraries typically provide such direct or modem access at no cost to the individual user.

17. Individuals can also access the Internet by patronizing an increasing number of storefront "computer coffee shops," where customers -- while they drink their coffee -- can use computers provided by the shop to access the Internet. Such Internet access is typically provided by the shop for a small hourly fee.

18. Individuals can also access the Internet through commercial and non-commercial "Internet service providers" that typically offer modem telephone access to a computer or computer network linked to the Internet. Many such providers -- including the members of plaintiff Commercial Internet Exchange Association -- are commercial entities offering Internet access for a monthly or hourly fee. Some Internet service providers, however, are non-profit organizations that offer free or very low cost access to the Internet. For example, the International Internet Association offers free modem access to the Internet upon request. Also, a number of trade or other non-profit associations offer Internet access as a service to members.
19. Another common way for individuals to access the Internet is through one of the major national commercial "online services" such as America Online, CompuServe, the Microsoft Network, or Prodigy. These online services offer nationwide computer networks (so that subscribers can dial-in to a local telephone number), and the services provide extensive and well organized content within their own proprietary computer networks. In addition to allowing access to the extensive content available within each online service, the services also allow subscribers to link to the much larger resources of the Internet. Full access to the online service (including access to the Internet) can be obtained for modest monthly or hourly fees. The major commercial online services have almost twelve million individual subscribers across the United States.

20. In addition to using the national commercial online services, individuals can also access the Internet using some (but not all) of the thousands of local dial-in computer services, often called "bulletin board systems" or "BBSes." With an investment of as little as $2,000.00 and the cost of a telephone line, individuals, non-profit organizations, advocacy groups, and businesses can offer their own dial-in computer "bulletin board" service where friends, members, subscribers, or customers can exchange ideas and information. BBSs range from single computers with only one telephone line into the computer (allowing only one user at a time), to single computers with many telephone lines into the computer (allowing multiple simultaneous users), to multiple linked computers each servicing multiple dial-in telephone lines (allowing multiple simultaneous users). Some (but not all) of these BBS systems offer direct or indirect links to the Internet. Some BBS systems charge users a nominal fee for access, while many others are free to the individual users.

21. Although commercial access to the Internet is growing rapidly, many users of the Internet -- such as college students and staff -- do not individually pay for access (except to the extent, for example, that the cost of computer services is a component of college tuition). These and other Internet users can access the Internet without paying for such access with a credit card or other form of payment.

Methods to Communicate Over the Internet

22. Once one has access to the Internet, there are a wide variety of different methods of communication and information exchange over the network. These many methods of communication and information retrieval are constantly evolving and are therefore difficult to categorize concisely. The most common methods of communications on the Internet (as well as within the major online services) can be roughly grouped into six categories:

1. one-to-one messaging (such as "e-mail"),
2. one-to-many messaging (such as "listserv"),
3. distributed message databases (such as "USENET newsgroups"),
4. real time communication (such as "Internet Relay Chat"),
5. real time remote computer utilization (such as "telnet"), and
6. remote information retrieval (such as "ftp," "gopher," and the "World Wide Web").

Most of these methods of communication can be used to transmit text, data, computer programs, sound, visual images (i.e., pictures), and moving video images.

23. One-to-one messaging. One method of communication on the Internet is via electronic mail, or "e-mail," comparable in principle to sending a first class letter. One can address and transmit a message to one or more other people. E-mail on the Internet is not routed through a central control point, and can take many and varying paths to the recipients. Unlike postal mail, simple e-mail generally is not "sealed" or secure, and can be accessed or viewed on intermediate computers between the sender and recipient (unless the message is encrypted).

24. One-to-many messaging. The Internet also contains automatic mailing list services (such as "listservs"), [also referred to by witnesses as "mail exploders"] that allow communications about particular subjects of interest to a group of people. For example, people can subscribe to a "listserv" mailing list on a particular topic of interest to them. The subscriber can submit messages
on the topic to the listserv that are forwarded (via e-mail), either automatically or through a human moderator overseeing the listserv, to anyone who has subscribed to the mailing list. A recipient of such a message can reply to the message and have the reply also distributed to everyone on the mailing list. This service provides the capability to keep abreast of developments or events in a particular subject area. Most listserv-type mailing lists automatically forward all incoming messages to all mailing list subscribers. There are thousands of such mailing list services on the Internet, collectively with hundreds of thousands of subscribers. Users of "open" listservs typically can add or remove their names from the mailing list automatically, with no direct human involvement. Listservs may also be "closed," i.e., only allowing for one’s acceptance into the listserv by a human moderator.

25. Distributed message databases. Similar in function to listservs -- but quite different in how communications are transmitted -- are distributed message databases such as "USENET newsgroups." User-sponsored newsgroups are among the most popular and widespread applications of Internet services, and cover all imaginable topics of interest to users. Like listservs, newsgroups are open discussions and exchanges on particular topics. Users, however, need not subscribe to the discussion mailing list in advance, but can instead access the database at any time. Some USENET newsgroups are "moderated" but most are open access. For the moderated newsgroups, all messages to the newsgroup are forwarded to one person who can screen them for relevance to the topics under discussion. USENET newsgroups are disseminated using ad hoc, peer to peer connections between approximately 200,000 computers (called USENET "servers") around the world. For unmoderated newsgroups, when an individual user with access to a USENET server posts a message to a newsgroup, the message is automatically forwarded to all adjacent USENET servers that furnish access to the newsgroup, and it is then propagated to the servers adjacent to those servers, etc. The messages are temporarily stored on each receiving server, where they are available for review and response by individual users. The messages are automatically and periodically purged from each system after a time to make room for new messages. Responses to messages, like the original messages, are automatically distributed to all other computers receiving the newsgroup or forwarded to a moderator in the case of a moderated newsgroup. The dissemination of messages to USENET servers around the world is an automated process that does not require direct human intervention or review.

26. There are newsgroups on more than fifteen thousand different subjects. In 1994, approximately 70,000 messages were posted to newsgroups each day, and those messages were distributed to the approximately 190,000 computers or computer networks that participate in the USENET newsgroup system. Once the messages reach the approximately 190,000 receiving computers or computer networks, they are available to individual users of those computers or computer networks. Collectively, almost 100,000 new messages (or "articles") are posted to newsgroups each day.

27. Real time communication. In addition to transmitting messages that can be later read or accessed, individuals on the Internet can engage in an immediate dialog, in "real time", with other people on the Internet. In its simplest forms, "talk" allows one-to-one communications and "Internet Relay Chat" (or IRC) allows two or more to type messages to each other that almost immediately appear on the others' computer screens. IRC is analogous to a telephone party line, using a computer and keyboard rather than a telephone. With IRC, however, at any one time there are thousands of different party lines available, in which collectively tens of thousands of users are engaging in conversations on a huge range of subjects. Moreover, one can create a new party line to discuss a different topic at any time. Some IRC conversations are "moderated" or include "channel operators."

28. In addition, commercial online services such as America Online, CompuServe, the Microsoft Network, and Prodigy have their own "chat" systems allowing their members to converse.

29. Real time remote computer utilization. Another method to use information on the Internet is to access and control remote computers in "real time" using "telnet." For example, using telnet, a
researcher at a university would be able to use the computing power of a supercomputer located at a different university. A student can use telnet to connect to a remote library to access the library's online card catalog program.

30. Remote information retrieval. The final major category of communication may be the most well known use of the Internet -- the search for and retrieval of information located on remote computers. There are three primary methods to locate and retrieve information on the Internet.

31. A simple method uses "ftp" (or file transfer protocol) to list the names of computer files available on a remote computer, and to transfer one or more of those files to an individual's local computer.

32. Another approach uses a program and format named "gopher" to guide an individual's search through the resources available on a remote computer.

The World Wide Web

33. A third approach, and fast becoming the most well-known on the Internet, is the "World Wide Web." The Web utilizes a "hypertext" formatting language called hypertext markup language (HTML), and programs that "browse" the Web can display HTML documents containing text, images, sound, animation and moving video. Any HTML document can include links to other types of information or resources, so that while viewing an HTML document that, for example, describes resources available on the Internet, one can "click" using a computer mouse on the description of the resource and be immediately connected to the resource itself. Such "hyperlinks" allow information to be accessed and organized in very flexible ways, and allow people to locate and efficiently view related information even if the information is stored on numerous computers all around the world.

34. Purpose. The World Wide Web (W3C) was created to serve as the platform for a global, online store of knowledge, containing information from a diversity of sources and accessible to Internet users around the world. Though information on the Web is contained in individual computers, the fact that each of these computers is connected to the Internet through W3C protocols allows all of the information to become part of a single body of knowledge. It is currently the most advanced information system developed on the Internet, and embraces within its data model most information in previous networked information systems such as ftp, gopher, wais, and Usenet.

35. History. W3C was originally developed at CERN, the European Particle Physics Laboratory, and was initially used to allow information sharing within internationally dispersed teams of researchers and engineers. Originally aimed at the High Energy Physics community, it has spread to other areas and attracted much interest in user support, resource recovery, and many other areas which depend on collaborative and information sharing. The Web has extended beyond the scientific and academic community to include communications by individuals, non-profit organizations, and businesses.

36. Basic Operation. The World Wide Web is a series of documents stored in different computers all over the Internet. Documents contain information stored in a variety of formats, including text, still images, sounds, and video. An essential element of the Web is that any document has an address (rather like a telephone number). Most Web documents contain "links." These are short sections of text or image which refer to another document. Typically the linked text is blue or underlined when displayed, and when selected by the user, the referenced document is automatically displayed, wherever in the world it actually is stored. Links for example are used to lead from overview documents to more detailed documents, from tables of contents to particular pages, but also as cross-references, footnotes, and new forms of information structure.

37. Many organizations now have "home pages" on the Web. These are documents which provide a set of links designed to represent the organization, and through links from the home page, guide the user directly or indirectly to information about or relevant to that organization.

38. As an example of the use of links, if these Findings were to be put on a World Wide Web site, its home page might contain links such as those:

THE NATURE OF CYBERSPACE
CREATION OF THE INTERNET AND THE DEVELOPMENT OF CYBERSPACE
HOW PEOPLE ACCESS THE INTERNET
METHODS TO COMMUNICATE OVER THE INTERNET

39. Each of these links takes the user of the site from the beginning of the Findings to the appropriate section within this Adjudication. Links may also take the user from the original Web site to another Web site on another computer connected to the Internet. These links from one computer to another, from one document to another across the Internet, are what unify the Web into a single body of knowledge, and what makes the Web unique. The Web was designed with a maximum target time to follow a link of one tenth of a second.

40. Publishing. The World Wide Web exists fundamentally as a platform through which people and organizations can communicate through shared information. When information is made available, it is said to be "published" on the Web. Publishing on the Web simply requires that the "publisher" has a computer connected to the Internet and that the computer is running W3C server software. The computer can be as simple as a small personal computer costing less than $1500 dollars or as complex as a multi-million dollar mainframe computer. Many Web publishers choose instead to lease disk storage space from someone else who has the necessary computer facilities, eliminating the need for actually owning any equipment oneself.

41. The Web, as a universe of network accessible information, contains a variety of documents prepared with quite varying degrees of care, from the hastily typed idea, to the professionally executed corporate profile. The power of the Web stems from the ability of a link to point to any document, regardless of its status or physical location.

42. Information to be published on the Web must also be formatted according to the rules of the Web standards. These standardized formats assure that all Web users who want to read the material will be able to view it. Web standards are sophisticated and flexible enough that they have grown to meet the publishing needs of many large corporations, banks, brokerage houses, newspapers and magazines which now publish "online" editions of their material, as well as government agencies, and even courts, which use the Web to disseminate information to the public. At the same time, Web publishing is simple enough that thousands of individual users and small community organizations are using the Web to publish their own personal "home pages," the equivalent of individualized newsletters about that person or organization, which are available to everyone on the Web.

43. Web publishers have a choice to make their Web sites open to the general pool of all Internet users, or close them, thus making the information accessible only to those with advance authorization. Many publishers choose to keep their sites open to all in order to give their information the widest potential audience. In the event that the publishers choose to maintain restrictions on access, this may be accomplished by assigning specific user names and passwords as a prerequisite to access to the site. Or, in the case of Web sites maintained for internal use of one organization, access will only be allowed from other computers within that organization's local network.[11]

44. Searching the Web. A variety of systems have developed that allow users of the Web to search particular information among all of the public sites that are part of the Web. Services such as Yahoo, Magellan, AltaVista, Webcrawler, and Lycos are all services known as "search engines" which allow users to search for Web sites that contain certain categories of information, or to search for key words. For example, a Web user looking for the text of Supreme Court opinions would type the words "Supreme Court" into a search engine, and then be presented with a list of World Wide Web sites that contain Supreme Court information. This list would actually be a series of links to those sites. Having searched out a number of sites that might contain the desired information, the user would then follow individual links, browsing through the information on each site, until the desired material is found. For many content providers on the Web, the ability to be found by these search engines is very important.
45. Common standards. The Web links together disparate information on an ever-growing number of Internet-linked computers by setting common information storage formats (HTML) and a common language for the exchange of Web documents (HTTP). Although the information itself may be in many different formats, and stored on computers which are not otherwise compatible, the basic Web standards provide a basic set of standards which allow communication and exchange of information. Despite the fact that many types of computers are used on the Web, and the fact that many of these machines are otherwise incompatible, those who "publish" information on the Web are able to communicate with those who seek to access information with little difficulty because of these basic technical standards.

46. A distributed system with no centralized control. Running on tens of thousands of individual computers on the Internet, the Web is what is known as a distributed system. The Web was designed so that organizations with computers containing information can become part of the Web simply by attaching their computers to the Internet and running appropriate World Wide Web software. No single organization controls any membership in the Web, nor is there any single centralized point from which individual Web sites or services can be blocked from the Web. From a user's perspective, it may appear to be a single, integrated system, but in reality it has no centralized control point.

47. Contrast to closed databases. The Web's open, distributed, decentralized nature stands in sharp contrast to most information systems that have come before it. Private information services such as Westlaw, Lexis/Nexis, and Dialog, have contained large storehouses of knowledge, and can be accessed from the Internet with the appropriate passwords and access software. However, these databases are not linked together into a single whole, as is the World Wide Web.

48. Success of the Web in research, education, and political activities. The World Wide Web has become so popular because of its open, distributed, and easy-to-use nature. Rather than requiring those who seek information to purchase new software or hardware, and to learn a new kind of system for each new database of information they seek to access, the Web environment makes it easy for users to jump from one set of information to another. By the same token, the open nature of the Web makes it easy for publishers to reach their intended audiences without having to know in advance what kind of computer each potential reader has, and what kind of software they will be using.

Restricting Access to Unwanted On-Line Material[12]

PICS

49. With the rapid growth of the Internet, the increasing popularity of the Web, and the existence of material online that some parents may consider inappropriate for their children, various entities have begun to build systems intended to enable parents to control the material which comes into their homes and may be accessible to their children. The World Wide Web Consortium launched the PICS ("Platform for Internet Content Selection") program in order to develop technical standards that would support parents' ability to filter and screen material that their children see on the Web.

50. The Consortium intends that PICS will provide the ability for third parties, as well as individual content providers, to rate content on the Internet in a variety of ways. When fully implemented, PICS-compatible World Wide Web browsers, Usenet News Group readers, and other Internet applications, will provide parents the ability to choose from a variety of rating services, or a combination of services.

51. PICS working group [PICS-WG] participants include many of the major online services providers, commercial internet access providers, hardware and software companies, major internet content providers, and consumer organizations. Among active participants in the PICS effort are:

http://www.pas.rochester.edu/~mbanks/CDA/decision/facts.html

8/1/2006
CyberNOT list. The server provides software developers with access to a PICS rating service, and allows software developers to test their products' ability to interpret standard PICS labels. Microsystems is also offering its PICS client test program for Windows free of charge. The client program can be used by developers of PICS rating services to test their services and products.

SurfWatch

66. Another software product, SurfWatch, is also designed to allow parents and other concerned users to filter unwanted material on the Internet. SurfWatch is available for both Apple Macintosh, Microsoft Windows, and Microsoft Windows 95 Operating Systems, and works with direct Internet Access Providers (e.g., Netcom, PSI, UUnet, AT&T, and more than 1000 other Internet Service Providers).

67. The suggested retail price of SurfWatch Software is $49.95, with a street price of between $20.00 and $25.00. The product is also available as part of CompuServe/Spyr Inc.'s Internet in a Box for Kids, which includes access to Spyr's Kids only Internet service and a copy of SurfWatch. Internet in a Box for Kids retails for approximately $30.00. The subscription service, which updates the SurfWatch blocked site list automatically with new sites each month, is available for $5.95 per month or $60.00 per year. The subscription is included as part of the Internet in a Box for Kids program, and is also provided as a low-cost option from Internet Service Providers.

68. SurfWatch is available at over 12,000 retail locations, including National stores such as Comp USA, Egghead Software, Computer City, and several national mail order outlets. SurfWatch can also be ordered directly from its own site on the World Wide Web, and through the Internet Shopping Network.

69. Plaintiffs America Online (AOL), Microsoft Network, and Prodigy all offer parental control options free of charge to their members. AOL has established an online area designed specifically for children. The "Kids Only" parental control feature allows parents to establish an AOL account for their children that accesses only the Kids Only channel on America Online.[15]

70. AOL plans to incorporate PICS-compatible capability into its standard Web browser software, and to make available to subscribers other PICS-compatible Web browsers, such as the Netscape software.

71. Plaintiffs CompuServe and Prodigy give their subscribers the option of blocking all access to the Internet, or to particular media within their proprietary online content, such as bulletin boards and chat rooms.

72. Although parental control software currently can screen for certain suggestive words or for known sexually explicit sites, it cannot now screen for sexually explicit images unaccompanied by suggestive text unless those who configure the software are aware of the particular site.

73. Despite its limitations, currently available user-based software suggests that a reasonably effective method by which parents can prevent their children from accessing sexually explicit and other material which parents may believe is inappropriate for their children will soon be widely available.

Content on the Internet

74. The types of content now on the Internet defy easy classification. The entire card catalogue of the Carnegie Library is on-line, together with journals, journal abstracts, popular magazines, and titles of compact discs. The director of the Carnegie Library, Robert Croneberger, testified that on-line services are the emerging trend in libraries generally. Plaintiff Hotwired Ventures LLC organizes its Web site into information regarding travel, news and commentary, arts and entertainment, politics, and types of drinks. Plaintiff America Online, Inc., not only creates chat rooms for a broad variety of topics, but also allows members to create their own chat rooms to suit their own tastes. The ACLU uses an America Online chat room as an unmoderated forum for people to
debate civil liberties issues. Plaintiffs' expert, Scott Bradner,[16] estimated that 15,000
newsgroups exist today, and he described his own interest in a newsgroup devoted solely to
Formula 1 racing cars. America Online makes 15,000 bulletin boards available to its subscribers,
who post between 200,000 and 250,000 messages each day. Another plaintiffs' expert, Harold
Rheingold, participates in "virtual communities" that simulate social interaction. It is no
exaggeration to conclude that the content on the Internet is as diverse as human thought.

75. The Internet is not exclusively, or even primarily, a means of commercial communication. Many
commercial entities maintain Web sites to inform potential consumers about their goods and
services, or to solicit purchases, but many other Web sites exist solely for the dissemination of
non-commercial information. The other forms of Internet communication -- e-mail, bulletin
boards, newsgroups, and chat rooms -- frequently have non-commercial goals. For the economic
and technical reasons set forth in the following paragraphs, the Internet is an especially attractive
means for not-for-profit entities or public interest groups to reach their desired audiences. There
are examples in the parties' stipulation of some of the non-commercial uses that the Internet
serves. Plaintiff Human Rights Watch, Inc., offers information on its Internet site regarding
reported human rights abuses around the world. Plaintiff National Writers Union provides a forum
for writers on issues of concern to them. Plaintiff Stop Prisoner Rape, Inc., posts text, graphics,
and statistics regarding the incidence and prevention of rape in prisons. Plaintiff Critical Path
AIDS Project, Inc., offers information on safer sex, the transmission of HIV, and the treatment of
AIDS.

76. Such diversity of content on the Internet is possible because the Internet provides an easy and
inexpensive way for a speaker to reach a large audience, potentially of millions. The start-up and
operating costs entailed by communication on the Internet are significantly lower than those
associated with use of other forms of mass communication, such as television, radio, newspapers,
and magazines. This enables operation of their own Web sites not only by large companies, such
as Microsoft and Time Warner, but also by small, not-for-profit groups, such as Stop Prisoner
Rape and Critical Path AIDS Project. The Government's expert, Dr. Dan R. Olsen,[17] agreed that
creation of a Web site would cost between $1,000 and $15,000, with monthly operating costs
depending on one's goals and the Web site's traffic. Commercial online services such as America
Online allow subscribers to create Web pages free of charge. Any Internet user can communicate
by posting a message to one of the thousands of newsgroups and bulletin boards or by engaging in
an on-line "chat", and thereby reach an audience worldwide that shares an interest in a particular
topic.

77. The ease of communication through the Internet is facilitated by the use of hypertext markup
language (HTML), which allows for the creation of "hyperlinks" or "links". HTML enables a user
to jump from one source to other related sources by clicking on the link. A link might take the
user from a Web site to a Web site, or to other files within a particular Web site. Similarly, by typing
a request into a search engine, a user can retrieve many different sources of content related to the
search that the creators of the engine have collected.

78. Because of the technology underlying the Internet, the statutory term "content provider,"[18]
which is equivalent to the traditional "speaker," may actually be a hybrid of speakers. Through the
use of HTML, for example, Critical Path and Stop Prisoner Rape link their Web sites to several
related databases, and a user can immediately jump from the home pages of these organizations to
the related databases simply by clicking on a link. America Online creates chat rooms for
particular discussions but also allows subscribers to create their own chat rooms. Similarly, a
newsgroup gathers postings on a particular topic and distributes them to the newsgroup's
subscribers. Users of the Carnegie Library can read on-line versions of Vanity Fair and Playboy,
and America Online's subscribers can peruse the New York Times, Boating, and other periodicals.
Critical Path, Stop Prisoner Rape, America Online and the Carnegie Library all make available
content of other speakers over whom they have little or no editorial control.

79. Because of the different forms of Internet communication, a user of the Internet may speak or
listen interchangeably, blurring the distinction between "speakers" and "listeners" on the Internet. Chat rooms, e-mail, and newsgroups are interactive forms of communication, providing the user with the opportunity both to speak and to listen.

80. It follows that unlike traditional media, the barriers to entry as a speaker on the Internet do not differ significantly from the barriers to entry as a listener. Once one has entered cyberspace, one may engage in the dialogue that occurs there. In the argot of the medium, the receiver can and does become the content provider, and vice-versa.

81. The Internet is therefore a unique and wholly new medium of worldwide human communication.

Sexually Explicit Material On the Internet

82. The parties agree that sexually explicit material exists on the Internet. Such material includes text, pictures, and chat, and includes bulletin boards, newsgroups, and the other forms of Internet communication, and extends from the modestly titillating to the hardest-core.

83. There is no evidence that sexually-oriented material is the primary type of content on this new medium. Purveyors of such material take advantage of the same ease of access available to all users of the Internet, including establishment of a Web site.

84. Sexually explicit material is created, named, and posted in the same manner as material that is not sexually explicit. It is possible that a search engine can accidentally retrieve material of a sexual nature through an imprecise search, as demonstrated at the hearing. Imprecise searches may also retrieve irrelevant material that is not of a sexual nature. The accidental retrieval of sexually explicit material is one manifestation of the larger phenomenon of irrelevant search results.

85. Once a provider posts content on the Internet, it is available to all other Internet users worldwide. Similarly, once a user posts a message to a newsgroup or bulletin board, that message becomes available to all subscribers to that newsgroup or bulletin board. For example, when the UCR/California Museum of Photography posts to its Web site nudes by Edward Weston and Robert Mapplethorpe to announce that its new exhibit will travel to Baltimore and New York City, those images are available not only in Los Angeles, Baltimore, and New York City, but also in Cincinnati, Mobile, or Beijing -- wherever Internet users live. Similarly, the safer sex instructions that Critical Path posts to its Web site, written in street language so that the teenage receiver can understand them, are available not just in Philadelphia, but also in Provo and Prague. A chat room organized by the ACLU to discuss the United States Supreme Court's decision in FCC v. Pacifica Foundation would transmit George Carlin's seven dirty words to anyone who enters. Messages posted to a newsgroup dedicated to the Oklahoma City bombing travel to all subscribers to that newsgroup.

86. Once a provider posts its content on the Internet, it cannot prevent that content from entering any community. Unlike the newspaper, broadcast station, or cable system, Internet technology necessarily gives a speaker a potential worldwide audience. Because the Internet is a network of networks (as described above in Findings 1 through 4), any network connected to the Internet has the capacity to send and receive information to any other network. Hotwired Ventures, for example, cannot prevent its materials on mixology from entering communities that have no interest in that topic.

87. Demonstrations at the preliminary injunction hearings showed that it takes several steps to enter cyberspace. At the most fundamental level, a user must have access to a computer with the ability to reach the Internet (typically by way of a modem). A user must then direct the computer to connect with the access provider, enter a password, and enter the appropriate commands to find particular data. On the World Wide Web, a user must normally use a search engine or enter an appropriate address. Similarly, accessing newsgroups, bulletin boards, and chat rooms requires several steps.

88. Communications over the Internet do not "invade" an individual's home or appear on one's computer screen unbidden. Users seldom encounter content "by accident." A document's title or a
description of the document will usually appear before the document itself takes the step needed to view it, and in many cases the user will receive detailed information about a site's content before he or she need take the step to access the document. Almost all sexually explicit images are preceded by warnings as to the content. Even the Government's witness, Agent Howard Schmidt, Director of the Air Force Office of Special Investigation, testified that the "odds are slim" that a user would come across a sexually explicit site by accident.

89. Evidence adduced at the hearing showed significant differences between Internet communications and communications received by radio or television. Although content on the Internet is just a few clicks of a mouse away from the user, the receipt of information on the Internet requires a series of affirmative steps more deliberate and directed than merely turning a dial. A child requires some sophistication and some ability to read to retrieve material and thereby to use the Internet unattended.

Obstacles to Age Verification on the Internet

90. There is no effective way to determine the identity or the age of a user who is accessing material through e-mail, mail exploders, newsgroups or chat rooms. An e-mail address provides no authoritative information about the addresser, who may use an e-mail "alias" or an anonymous remailer. There is also no universal or reliable listing of e-mail addresses and corresponding names or telephone numbers, and any such listing would be or rapidly become incomplete. For these reasons, there is no reliable way in many instances for a sender to know if the e-mail recipient is an adult or a minor. The difficulty of e-mail age verification is compounded for mail exploders such as listservs, which automatically send information to all e-mail addresses on a sender's list. Government expert Dr. Olsen agreed that no current technology could give a speaker assurance that only adults were listed in a particular mail exploder's mailing list.

91. Because of similar technological difficulties, individuals posting a message to a newsgroup or engaging in chat room discussions cannot ensure that all readers are adults, and Dr. Olsen agreed. Although some newsgroups are moderated, the moderator's control is limited to what is posted and the moderator cannot control who receives the messages.

92. The Government offered no evidence that there is a reliable way to ensure that recipients and participants in such fora can be screened for age. The Government presented no evidence demonstrating the feasibility of its suggestion that chat rooms, newsgroups and other fora that contain material deemed indecent could be effectively segregated to "adult" or "moderated" areas of cyberspace.

93. Even if it were technologically feasible to block minors' access to newsgroups and similar fora, there is no method by which the creators of newsgroups which contain discussions of art, politics or any other subject that could potentially elicit "indecent" contributions could limit the blocking of access by minors to such "indecent" material and still allow them access to the remaining content, even if the overwhelming majority of that content was not indecent.

94. Likewise, participants in MUDs (Multi-User Dungeons) and MUSEs (Multi-User Simulation Environments) do not know whether the other participants are adults or minors. Although MUDs and MUSEs require a password for permanent participants, they need not give their real name nor verify their age, and there is no current technology to enable the administrator of these fantasy worlds to know if the participant is an adult or a minor.

95. Unlike other forms of communication on the Internet, there is technology by which an operator of a World Wide Web server may interrogate a user of a Web site. An HTML document can include a fill-in-the-blank "form" to request information from a visitor to a Web site, and this information can be transmitted back to the Web server and be processed by a computer program, usually a Common Gateway Interface (cgi) script. The Web server could then grant or deny access to the information sought. The cgi script is the means by which a Web site can process a fill-in form and thereby screen visitors by requesting a credit card number or adult password.
96. Content providers who publish on the World Wide Web via one of the large commercial online services, such as America Online or CompuServe, could not use an online age verification system that requires CGI script because the server software of these online services available to subscribers cannot process CGI scripts. There is no method currently available for Web page publishers who lack access to CGI scripts to screen recipients online for age.

The Practicalities of the Proffered Defenses

Note: The Government contends the CDA makes available three potential defenses to all content providers on the Internet: credit card verification, adult verification by password or adult identification number, and "tagging".

Credit Card Verification

97. Verification[12] of a credit card number over the Internet is not now technically possible. Witnesses testified that neither Visa nor Mastercard considers the Internet to be sufficiently secure under the current technology to process transactions in that manner. Although users can and do purchase products over the Internet by transmitting their credit card number, the seller must then process the transaction with Visa or Mastercard off-line using phone lines in the traditional way. There was testimony by several witnesses that Visa and Mastercard are in the process of developing means of credit card verification over the Internet.

98. Verification by credit card, if and when operational, will remain economically and practically unavailable for many of the non-commercial plaintiffs in these actions. The Government's expert "suspect[ed]" that verification agencies would decline to process a card unless it accompanied a commercial transaction. There was no evidence to the contrary.

99. There was evidence that the fee charged by verification agencies to process a card, whether for a purchase or not, will preclude use of the credit-card verification defense by many non-profit, non-commercial Web sites, and there was no evidence to the contrary. Plaintiffs' witness Patricia Nell Warren, an author whose free Web site allows users to purchase gay and lesbian literature, testified that she must pay $1 per verification to a verification agency. Her Web site can absorb this cost because it arises in connection with the sale of books available there.

100. Using credit card possession as a surrogate for age, and requiring use of a credit card to enter a site, would impose a significant economic cost on non-commercial entities. Critical Path, for example, received 3,300 hits daily from February 4 through March 4, 1996. If Critical Path must pay a fee every time a user initially enters its site, then, to provide free access to its non-commercial site, it would incur a monthly cost far beyond its modest resources. The ACLU's Barry Steinhardt testified that maintenance of a credit card verification system for all visitors to the ACLU's Web site would require it to shut down its Web site because the projected cost would exceed its budget.

101. Credit card verification would significantly delay the retrieval of information on the Internet. Dr. Olsen, the expert testifying for the Government, agreed that even "a minute is [an] absolutely unreasonable [delay] ... [P]eople will not put up with a minute." Plaintiffs' expert Donna Hoffman similarly testified that excessive delay disrupts the "flow" on the Internet and stifles both "hedonistic" and "goal-directed" browsing.

102. Imposition of a credit card requirement would completely bar adults who do not have a credit card and lack the resources to obtain one from accessing any blocked material. At this time, credit card verification is effectively unavailable to a substantial number of Internet content providers as a potential defense to the CDA.

Adult Verification by Password
103. The Government offered very limited evidence regarding the operation of existing age verification systems, and the evidence offered was not based on personal knowledge. AdultCheck and Verify, existing systems which appear to be used for accessing commercial pornographic sites, charge users for their services. Dr. Olsen admitted that his knowledge of these services was derived primarily from reading the advertisements on their Web pages. He had not interviewed any employees of these entities, had not personally used these systems, had no idea how many people are registered with them, and could not testify to the reliability of their attempt at age verification.

104. At least some, if not almost all, non-commercial organizations, such as the ACLU, Stop Prisoner Rape or Critical Path AIDS Project, regard charging listeners to access their speech as contrary to their goals of making their materials available to a wide audience free of charge.

105. It would not be feasible for many non-commercial organizations to design their own adult access code screening systems because the administrative burden of creating and maintaining a screening system and the ongoing costs involved is beyond their reach. There was testimony that the costs would be prohibitive even for a commercial entity such as HotWired, the online version of Wired magazine.

106. There is evidence suggesting that adult users, particularly casual Web browsers, would be discouraged from retrieving information that required use of a credit card or password. Andrew Anker testified that HotWired has received many complaints from its members about HotWired's registration system, which requires only that a member supply a name, e-mail address and self-created password. There is concern by commercial content providers that age verification requirements would decrease advertising and revenue because advertisers depend on a demonstration that the sites are widely available and frequently visited.

107. Even if credit card verification or adult password verification were implemented, the Government presented no testimony as to how such systems could ensure that the user of the password or credit card is in fact over 18. The burdens imposed by credit card verification and adult password verification systems make them effectively unavailable to a substantial number of Internet content providers.

The Government's "Tagging" Proposal

108. The feasibility and effectiveness of "tagging" to restrict children from accessing "indecent" speech, as proposed by the Government has not been established. "Tagging" would require content providers to label all of their "indecent" or "patently offensive" material by imbedding a string of characters, such as "XXX," in either the URL or HTML. If a user could install software on his or her computer to recognize the "XXX" tag, the user could screen out any content with that tag. Dr. Olsen proposed a "-L18" tag, an idea he developed for this hearing in response to Mr. Bradner's earlier testimony that certain tagging would not be feasible.

109. The parties appear to agree that it is technologically feasible -- "trivial", in the words of plaintiffs' expert -- to imbed tags in URLs and HTML, and the technology of tagging underlies both plaintiffs' PICS proposal and the Government's "-L18" proposal.

110. The Government's tagging proposal would require all content providers that post arguably "indecent" material to review all of their online content, a task that would be extremely burdensome for organizations that provide large amounts of material online which cannot afford to pay a large staff to review all of that material. The Carnegie Library would be required to hire numerous additional employees to review its on-line files at an extremely high cost to its limited budget. The cost and effort would be substantial for the Library and frequently prohibitive for others. Witness Kiroshi Kuromiya testified that it would be impossible for his organization, Critical Path, to review all of its material because it has only one full and one part-time employee.

111. The task of screening and tagging cannot be done simply by using software which screens for certain words, as Dr. Olsen acknowledged, and we find that determinations as to what is indecent require human judgment.

http://www.pas.rochester.edu/~mbanks/CDA/decision/facts.html

8/1/2006
112. In lieu of reviewing each file individually, a content provider could tag its entire site but this would prevent minors from accessing much material that is not "indecent" under the CDA.

113. To be effective, a scheme such as the -L18 proposal would require a worldwide consensus among speakers to use the same tag to label "indecent" material. There is currently no such consensus, and no Internet speaker currently labels its speech with the -L18 code or with any other widely-recognized label.

114. Tagging also assumes the existence of software that recognizes the tags and takes appropriate action when it notes tagged speech. Neither commercial Web browsers nor user-based screening software is currently configured to block a -L18 code. Until such software exists, all speech on the Internet will continue to travel to whomever requests it, without hindrance. Labelling speech has no effect in itself on the transmission (or not) of that speech. Neither plaintiffs nor the Government suggest that tagging alone would shield minors from speech or insulate a speaker from criminal liability under the CDA. It follows that all speech on any topic that is available to adults will also be available to children using the Internet (unless it is blocked by screening software running on the computer the child is using).

115. There is no way that a speaker can use current technology to know if a listener is using screening software.

116. Tags can not currently activate or deactivate themselves depending on the age or location of the receiver. Critical Path, which posts on-line safer sex instructions, would be unable to imbed tags that block its speech only in communities where it may be regarded as indecent. Critical Path, for example, must choose either to tag its site (blocking its speech in all communities) or not to tag, blocking its speech in none.

The Problems of Offshore Content and Caching

117. A large percentage, perhaps 40% or more, of content on the Internet originates outside the United States. At the hearing, a witness demonstrated how an Internet user could access a Web site of London (which presumably is on a server in England), and then link to other sites of interest in England. A user can sometimes discern from a URL that content is coming from overseas, since InterNIC allows a content provider to imbed a country code in a domain name.[20] Foreign content is otherwise indistinguishable from domestic content (as long as it is in English), since foreign speech is created, named, and posted in the same manner as domestic speech. There is no requirement that foreign speech contain a country code in its URL. It is undisputed that some foreign speech that travels over the Internet is sexually explicit.

118. The use of "caching" makes it difficult to determine whether the material originated from foreign or domestic sources. Because of the high cost of using the trans-Atlantic and trans-Pacific cables, and because the high demand on those cables leads to bottleneck delays, content is often "cached", or temporarily stored, on servers in the United States. Material from a foreign source in Europe can travel over the trans-Atlantic cable to the receiver in the United States, and pass through a domestic caching server which then stores a copy for subsequent retrieval. This domestic caching server, rather than the original foreign server, will send the material from the cache to the subsequent receivers, without placing a demand on the trans-oceanic cables. This shortcut effectively eliminates most of the distance for both the request and the information and, hence, most of the delay. The caching server discards the stored information according to its configuration (e.g., after a certain time or as the demand for the information diminishes). Caching therefore advances core Internet values: the cheap and speedy retrieval of information.

119. Caching is not merely an international phenomenon. Domestic content providers store popular domestic material on their caching servers to avoid the delay of successive searches for the same material and to decrease the demand on their Internet connection. America Online can cache the home page of the New York Times on its servers when a subscriber first requests it, so that subsequent subscribers who make the same request will receive the same home page, but from
America Online's caching service rather than from the New York Times's server.[21]

120. Put simply, to follow the example in the prior paragraph, America Online has no control over the content that the New York Times posts to its Web site, and the New York Times has no control over America Online's distribution of that content from a caching server.

Anonymity

121. Anonymity is important to Internet users who seek to access sensitive information, such as users of the Critical Path AIDS Project's Web site, the users, particularly gay youth, of Queer Resources Directory, and users of Stop Prisoner Rape (SPR). Many members of SPR's mailing list have asked to remain anonymous due to the stigma of prisoner rape.

Plaintiffs' Choices Under the CDA

122. Many speakers who display arguably indecent content on the Internet must choose between silence and the risk of prosecution. The CDA's defenses -- credit card verification, adult access codes, and adult personal identification numbers -- are effectively unavailable for non-commercial, not-for-profit entities.

123. The plaintiffs in this action are businesses, libraries, non-commercial and not-for-profit organizations, and educational societies and consortia. Although some of the material that plaintiffs post online -- such as information regarding protection from AIDS, birth control or prison rape -- is sexually explicit and may be considered "indecent" or "patently offensive" in some communities, none of the plaintiffs is a commercial purveyor of what is commonly termed "pornography."

[on to CONCLUSIONS OF LAW]

Footnotes

1. [referenced in INTRODUCTION]
2. [referenced in INTRODUCTION]
3. [referenced in INTRODUCTION]
4. [referenced in INTRODUCTION]
5. [referenced in INTRODUCTION]
6. [referenced in INTRODUCTION]
7. [referenced in INTRODUCTION]
8. The court again expresses its appreciation to the parties for their cooperative attitude in evolving the stipulation.
9. The Government has not by motion challenged the standing of any plaintiff in either case, and we harbor no doubts of our own on that point, notwithstanding the Government's suggestion in a footnote of its post-hearing brief. See Defendants' Post-Hearing Memorandum at 37 n.46 ("Plaintiffs' assertions as to the speech at issue are so off-point as to raise standing concerns."). Descriptions of these plaintiffs, as well as of the nature and content of the speech they contend is or may be affected by the CDA, are set forth in paragraphs 70 through 356 at pages 30 through 103 of the parties' stipulation filed in these actions. These paragraphs will not be reproduced here, but will be deemed adopted as Findings of the court.
10. It became clear from the testimony that moderated newsgroups are the exception and unmoderated newsgroups are the rule.
11. The evidence adduced at the hearings provided detail to this paragraph of the parties' stipulation. See Findings 95 to 107.

12. Testimony adduced at the hearing suggests that market forces exist to limit the availability of material on-line that parents consider inappropriate for their children. Although the parties sharply dispute the efficacy of so-called "parental empowerment" software, there is a sufficiently wide zone of agreement on what is available to restrict access to unwanted sites that the parties were able to enter into twenty-one paragraphs of stipulated facts on the subject, which form the basis of paragraphs 49 through 69 of our Findings of fact. Because of the rapidity of developments in this field, some of the technological facts we have found may become partially obsolete by the time of publication of these Findings.

13. This membership is constantly growing, according to the testimony of Albert Vezza, Chairman of the World Wide Web Consortium. See also Defendants' Ex. D-167.

14. See also Defendants' Ex. D-174 and the testimony of Mr. Vezza.

15. From this point, our Findings are, unless noted, no longer based upon the parties' stipulation, but upon the record adduced at the hearings.

16. Mr. Bradner is a member of the Internet Engineering Task Force, the group primarily responsible for Internet technical standards, as well as other Internet-related associations responsible for, among other things, the prevailing Internet Protocols. He is also associated with Harvard University.

17. Dr. Olsen chairs the Computer Science Department at Brigham Young University in Provo, Utah, and is the recently-appointed Director of the Human Computer Interaction Institute at Carnegie- Mellon University in Pittsburgh, Pennsylvania.

18. The term "information content provider" is defined in 509 of the CDA, at the new 47 U.S.C. 230(e)(3), as "any person or entity that is responsible, in whole or in part, for the creation or development of information provided through the Internet or any other interactive computer service."

19. By "verification", we mean the method by which a user types in his or her credit card number, and the Web site ensures that the credit card is valid before it allows the user to enter the site.

20. InterNIC is a naming organization, not a regulator of content. InterNIC and two other European organizations maintain a master list of domain names to ensure that no duplication occurs. Creators of Web sites must register their domain name with InterNIC, and the agency will instruct the creator to choose another name if the new Web site has the name of an already-existing site. InterNIC has no control over content on a site after registration.

21. This paragraph and the preceding paragraph also illustrate that a content provider might store its own material or someone else's on a caching server. The goal -- saving money and time -- is the same in both cases.
261 F.Supp.2d 532

United States District Court,
E.D. Virginia,
Alexandria Division.

Saad NOAH, Plaintiff,

v.

AOL TIME WARNER INC. and America Online, Inc., Defendants.

No. CIV.A. 02-1316-A.

MEMORANDUM OPINION

ELLIS, District Judge.

Plaintiff, on behalf of himself and a class of those similarly situated, sues his Internet service provider (ISP) for damages and injunctive relief, claiming that the ISP wrongfully refused to prevent participants in an online chat room from posting or submitting harassing comments that blasphemed and defamed plaintiff's Islamic religion and his co-religionists. Specifically, plaintiff claims his ISP's failure to prevent chat room participants from using the ISP's chat room to publish the harassing and defamatory comments constitutes a breach of the ISP's customer agreement with plaintiff and a violation of Title II of the Civil Rights Act of 1964, 42 U.S.C. § 2000a et seq.

At issue on a threshold dismissal motion are (i) the now familiar and well-litigated question whether a claim, like plaintiff's, which seeks to hold an ISP civilly liable as a publisher of third party statements is barred by the immunity granted ISP's by the Communications Decency Act of 1996, 47 U.S.C. § 230, (ii) the less familiar, indeed novel question whether an online chat room is a "place of public accommodation" under Title II, and (iii) the rather prosaic question whether plaintiff's breach of contract claim is barred by the very contract on which he relies, namely the Member Agreement contract.

For the reasons that follow, plaintiff's claims do not survive threshold inspection and must therefore be dismissed.

I. [FN1]

FN1. The facts recited here are derived from the complaint and taken as true for purposes of resolving the dismissal motion at bar. See Harrison v. Westinghouse Savannah River Co., 176 F.3d 776, 783 (4th Cir.1999).

Plaintiff Saad Noah, a Muslim, is a resident of Illinois and was a subscriber of defendant America Online, Inc. ("AOL")'s Internet service until he cancelled the service in July of 2000. AOL, which is located in the Eastern District of Virginia,
is, according to the complaint, the world's largest Internet service provider, with more than 30 million subscribers, or "members," worldwide. Defendant AOL Time Warner Inc. is the parent company of AOL.

Among the many services AOL provides its members are what are popularly known as "chat rooms." These occur where, as AOL does here, an ISP allows its participants to use its facilities to engage in real-time electronic conversations. Chat room participants type in their comments or observations, which are then read by other chat room participants, who may then type in their responses. Conversations in a chat room unfold in real time; the submitted comments appear transiently on participants' screens and then scroll off the screen as the conversation progresses. AOL chat rooms are typically set up for the discussion of a particular topic or area of interest, and any AOL member who wishes to join a conversation in a public chat room may do so.

Two AOL chat rooms are the focus of plaintiff's claims: the "Beliefs Islam" chat room and the "Koran" chat room. It is in these chat rooms that plaintiff alleges that he and other Muslims have been harassed, insulted, threatened, ridiculed and slandered by other AOL members due to their religious beliefs. The complaint lists dozens of harassing statements made by other AOL members in these chat rooms on specified dates, all of which plaintiff alleges he brought to AOL's attention together with requests that AOL take action to enforce its member guidelines and halt promulgation of the harassing statements. The statements span a period of two and one-half years, from January 10, 1998 to July 1, 2000, and are attributable to various AOL chat room participants only by virtue of a screen name. A representative sample of the reported offensive comments follows:

(i) On January 10, 1998 the AOL Member with the screen name "Aristotlee" wrote "islam is meaniglessssss thought," "allahsdick cut offffffffff," "dumballah bastard," "allah asssssshole," "allah jjsick is in holy dick place hey." "FUCK ALLAH," etc.


(iii) On November 4, 1998, "Hefedehefe" wrote "SMELLY TOWEL HEADS" and "MUSLIM TOWEL HEADS."

(iv) On July 11, 1999, "Jzingher" wrote "The Koran and Islam are creations of Satan to distract people from the true faith which is Judaism. Mohammed was merely a huckster who found a simple people he could manipulate."

(v) On July 18, 1999 "SARGON I" wrote "Qura'n lies about everything-a Satan made verses of darkness and destruction!", "Mohammed was no shit, only a killer, thief, a liar and an adulterer!", and "BYE STUPID MUSLIMS....ALL GO TO HELL."

(vi) On July 1, 2000, "DXfina3000" wrote "muslims suck," "they suck ass," "korans is use to wipe ass," "fuckin muslims," and "well allah can suck my dick you peice of ass."

Plaintiff understandably complained about these offensive, obnoxious, and indecent statements, initially through the channels provided by AOL for such complaints and eventually through emails sent directly to AOL's CEO Steve Case. Plaintiff alleges that although he reported every one of the alleged violations to AOL, AOL refused to exercise its power to eliminate the harassment in the "Beliefs Islam" and "Koran"
chat rooms. Moreover, plaintiff contends that AOL gave a "green light" to the harassment of Muslims in these forums, claiming that such harassment was not tolerated in chat rooms dealing with other subjects and faiths. In protest, plaintiff cancelled his AOL account in July 2000. Plaintiff further alleges that other Muslim members of AOL have also complained to AOL about similar harassing statements.

The relationship between AOL and each of its subscribing members is governed by the Terms of Service ("TOS"), which include a Member Agreement and the Community Guidelines. The Member Agreement is a "legal document that details [a member's] rights and obligations as an AOL member," and it requires, inter alia, that AOL members adhere to AOL's standards for online speech, as set forth in the Community Guidelines. These Guidelines state, in pertinent part, that

...You will be considered in violation of the Terms of Service if you (or others using your account) do any of the following: ....

* Harass, threaten, embarrass, or do anything else to another member that is unwanted. This means: ... don't attack their race, heritage, etc....

* Transmit or facilitate distribution of content that is harmful, abusive, racially or ethnically offensive, vulgar, sexually explicit, or in a reasonable person's view, objectionable. Community standards may vary, but there is no place on the service where hate speech is tolerated.

* Disrupt the flow of chat in chat rooms with vulgar language, abusiveness, ...

The Member Agreement states that AOL has the right to enforce these Community Guidelines "in its sole discretion." In response to a violation, "AOL may take action against your account," ranging from "issuance of a warning about a violation to termination of your account." AOL's Community Action Team is responsible for enforcing the content and conduct standards and members are encouraged to notify AOL of violations they observe online. Importantly, however, the Member Agreement states that AOL members "... also understand and agree that the AOL Community Guidelines and the AOL Privacy Policy, including AOL's enforcement of those policies, are not intended to confer, and do not confer, any rights or remedies upon any person."

Plaintiff filed this pro se action on September 3, 2002, claiming that AOL's alleged refusal to intervene to stop the harassing statements and enforce the TOS constitutes (i) discrimination in a place of public accommodation, in violation of Title II of the Civil Rights Act of 1964, 42 U.S.C. <section> 2000a, and (ii) a breach of AOL's TOS and the Member Agreement. The action purports to be a class action, brought on behalf of plaintiff and all others similarly situated.

In addition to these claims raised in the complaint, plaintiff seems to assert a third claim against defendants in his response to the motion to dismiss, where he alleges new facts concerning several incidents involving disciplinary actions taken by AOL against plaintiff and other, unnamed Muslim AOL members. Although the nature of the incidents is not entirely clear, plaintiff alleges that AOL discriminated against plaintiff and other Muslim AOL members by issuing false warnings against them and terminating their accounts in an effort to silence their pro-Islam speech. Plaintiff alleges his own AOL account was briefly terminated by AOL and subsequently reinstated, but his past messages were not restored. Relying on these incidents, plaintiff belatedly claims a violation of his First Amendment rights and of the First Amendment rights of similarly situated Muslims. Although not properly pled in
the complaint, given plaintiff's pro se status, this claim will nonetheless be considered on this motion to dismiss as if it had been raised in the original complaint. [FN2]

FN2. While it is true, as courts have uniformly noted, that pro se plaintiffs' pleadings should be charitably read, it is not and should not be the task of courts to sift through the facts alleged in a complaint to advise pro se plaintiffs of what claims they might have. See Weller v. Dept of Soc. Serv. for the City of Baltimore, 901 F.2d 387, 391 (4th Cir.1990) (noting that "the 'special judicial solicitude' with which a district court should view such pro se complaints does not transform the court into an advocate").

Defendants AOL and AOL Time Warner filed a motion to dismiss plaintiff's claims on January 22, 2003. Nearly a month later, two days before the motion was noticed for a hearing, plaintiff belatedly requested and ultimately received, as a matter of grace, an extension of time until March 7, 2003, in which to file his response. See Noah v. AOL Time Warner, Inc., Civil Action No. 02-1316-A (E.D.Va. February 20, 2003) (Order). Plaintiff missed this deadline as well, filing his response on March 10, 2003. Thereafter, defendants filed their reply on March 17, 2003. Because the issues and governing authorities are adequately set forth in the pleadings, oral argument is unnecessary and may be dispensed with, and this motion is appropriately disposed of on the papers.

II.

[1] As an initial matter, it must be noted that plaintiff, as a pro se litigant, may not pursue his claims as a class action for the obvious and sensible reason that a pro se plaintiff is simply not equipped by reason of training or experience to take on the responsibility of litigating the claims of others. As the Fourth Circuit noted in this regard, "the competence of a layman representing himself is "clearly too limited" to allow him to "risk the rights of others" by representing a class of plaintiffs. Oxendine v. Williams, 509 F.2d 1405, 1407 (4th Cir.1975). Accordingly, plaintiff cannot assert his claims as a class action representing all similarly situated Muslim AOL members.

III.

[2] Next, it is appropriate to address whether AOL's parent, AOL Time Warner, is a proper defendant in this case. That it is not a proper party is manifestly apparent from the complaint itself. There is no reference whatever in the complaint to any acts or conduct by AOL Time Warner alleged to be violative of any legal duty owed to plaintiff. Nor from the facts alleged does there appear to be any plausible basis for plaintiff to claim that AOL Time Warner is liable. See supra n. 2. In these circumstances, therefore, plaintiff has not stated a claim against AOL Time Warner and AOL Time Warner must be dismissed as a defendant in this case.

IV.

Plaintiff's Title II claim fails for two alternate and independent reasons: First,
access to obscene or otherwise objectionable material. 47 U.S.C. \section{230(c)(2). This liability language
could be construed as not applicable to claims for an injunction. By contrast, \section{230(c)(1), which is applicable
here, contains no such liability language, instead simply stating that "in
provider ... of an interactive computer service shall be treated as the
publisher" of third-party content. 47 U.S.C. \section{230(c)(1); see Kathleen
(distinguishing Loudoun on these grounds).

In sum, \section{230 bars plaintiff's claim under Title II because it seeks to
treat AOL as the publisher of the allegedly harassing statements of other AOL
members. To be sure, the offensive statements plaintiff complains of are a far cry
from the "diversity of political discourse, unique opportunities for cultural
development, and myriad avenues for intellectual activity" that \section{230 is
intended to promote and protect. 47 U.S.C. \section{230(a). Indeed, the
statements reported by plaintiff suggest a darker side of what has been called the
"robust nature of Internet communication." Zeran, 129 F.3d at 330. Nonetheless,
\section{230 reflects Congress's judgment that imposing liability on service
providers for the harmful speech of others would likely do more harm than good, by
exposing service providers to unmanageable liability and potentially leading to the
closure or restriction of such open forums as AOL's chat rooms. Id. at 331.
Accordingly, under \section{230, plaintiff may not seek recourse against AOL as
publisher of the offending statements; instead, plaintiff must pursue his rights,
if any, against the offending AOL members themselves.

D.
[5] Even assuming, arguendo, that plaintiff's Title II claim is not barred by
\section{230, it must nonetheless be dismissed for failure to state a claim because
AOL's chat rooms and other online services do not constitute a "place of public
accommodation" under Title II.

Title II provides that "[a]ll persons shall be entitled to full and equal enjoyment
of the goods, services, facilities, privileges, advantages, and accommodations of
any place of public accommodation, as defined in this section, without
discrimination or segregation on the ground of race, color, religion, or
national origin." 42 U.S.C. \section{2000a(a). Title II defines a "place of
public accommodation" as follows:
Each of the following establishments which serves the public is a place of public
accommodation within the meaning of this subchapter ... (1) any inn, hotel, motel, or other establishment which provides lodging to
transient guests, other than an establishment located within a building which
contains not more than five rooms for rent or hire and which is actually occupied
by the proprietor of such establishment as his residence; (2) any restaurant, cafeteria, lunchroom, lunch counter, soda fountain, or other
facility principally engaged in selling food for consumption on the premises,
including, but not limited to, any such facility located on the premises of any
retail establishment; or any gas station; (3) any motion picture house, theater, concert hall, sports arena, stadium or other
place of exhibition or entertainment; and (4) any establishment (A)(i) which is physically located within the premises of any
establishment otherwise covered by this subsection, or (ii) within the premises of which is physically located any such covered establishment, and (B) which holds itself out as serving patrons of such covered establishment. 42 U.S.C. <section> 2000a(b).

The theory of plaintiff's Title II claim is that he was denied the right of equal enjoyment of AOL's chat rooms because of AOL's alleged failure to take steps to stop the harassing comments and because of AOL's warnings to plaintiff and brief termination of plaintiff's service. In this regard, plaintiff contends that the chat rooms are "place[s] of ... entertainment" and thus within the public accommodation definition. 42 U.S.C. <section> 2000a(b)(3). Yet, as the relevant case law and an examination the statute's exhaustive definition make clear, "places of public accommodation" are limited to actual, physical places and structures, and thus cannot include chat rooms, which are not actual physical facilities but instead are virtual forums for communication provided by AOL to its members.

Title II's definition of "places of public accommodation" provides a list of "establishments" that qualify as such places. This list, without exception, consists of actual physical structures; namely any "inn, hotel, motel, ... restaurant, cafeteria, lunchroom, lunch counter, soda fountain, ... gasoline station ... motion picture house, theater, concert hall, sports arena [or] stadium." 42 U.S.C. <section> 2000a(b)(1)-(3). In addition, <section> 2000a(b)(4) emphasizes the importance of physical presence by referring to any "establishment ... which is physically located within" an establishment otherwise covered, or "within ... which" an otherwise covered establishment "is physically located." 42 U.S.C. <section> 2000a(b)(4) (emphasis added). Thus, in interpreting the catchall phrase "other place of exhibition or entertainment" on which plaintiff relies, the statute's consistent reference to actual physical structures points convincingly to the conclusion that the phrase does not include forums for entertainment that are not physical structures or locations. 42 U.S.C. <section> 2000a(b)(3); see Welsh v. Boy Scouts of America, 993 F.2d 1267, 1269 (7th Cir. 1993) (holding that the statute, "in listing several specific physical facilities, sheds light on the meaning of 'other place of ... entertainment' "); Clegg v. Cult Awareness Network, 18 F.3d 752, 755 (9th Cir. 1994) (holding that, by its plain language, Title II covers only "places, lodgings, facilities and establishments open to the public").

As the Supreme Court has held, <section> 2000a(b)(3) should be read broadly to give effect to the statute's purpose, namely to eliminate the "daily affront and humiliation" caused by "discriminatory denials of access to facilities ostensibly open to the general public." Daniel v. Paul, 395 U.S. 298, 306, 307-08, 89 S.Ct. 1697, 23 L.Ed.2d 318 (1969) (holding that an amusement park with facilities for swimming, boating, miniature golf, and dancing is a "place of entertainment" under Title II) (emphasis added). This broad coverage stems from a "natural reading of [the statute's] language," which should be "given full effect according to its generally accepted meaning." Id. As such, it is clear that the reach of Title II, however broad, cannot extend beyond actual physical facilities. Given Title II's sharp focus on actual physical facilities, such as inns, motels, restaurants, gas stations, theaters, and stadiums, it is clear that Congress intended the statute to reach only the listed facilities and other similar physical structures, not to "regulate a wide spectrum of consensual human relationships." Welsh, 993 F.2d at 1270. 
This emphasis on actual physical facilities is reinforced by the cases rejecting Title II claims against membership organizations. In Welsh, the plaintiffs, who were atheists, claimed that the Boy Scouts of America violated Title II in denying them membership, arguing that the Boy Scouts were a "place of ... entertainment." The majority of the Seventh Circuit panel in Welsh concluded that the Boy Scouts of America is not a "place of public accommodation" under Title II because it is not "closely connected to a particular facility." Welsh, 993 F.2d at 1269. [FN7] In doing so, the Welsh majority distinguished the Boy Scouts from membership organizations in which membership "functions as a 'ticket' to admission to a facility or location," that have been consistently held to be places of public accommodation under Title II. Id. at 1272. [FN8] Similarly, the Ninth Circuit in Clegg held that the Cult Awareness Network, a nonprofit organization that provides information to the public concerning cults and supports former cult members, was not a "place of public accommodation" because it had "no affiliation with any public facility." Clegg, 18 F.3d at 755. In short, it is clear from the cases considering membership organizations that status as a place of public accommodation under Title II requires some connection to some specific physical facility or structure. As noted in Welsh and Clegg, to ignore this requirement is to ignore the plain language of the statute and to render the list of example facilities provided by the statute superfluous. See Welsh, 993 F.2d at 1269; Clegg, 18 F.3d at 755.

FN7. Notably, the Boy Scouts have been deemed a place of public accommodation under the broader New Jersey state public accommodation law. See Boy Scouts of America v. Dale, 530 U.S. 640, 656-57, 120 S.Ct. 2446, 147 L.Ed.2d 554 (2000). The Supreme Court in Dale noted that the New Jersey Supreme Court's failure to "even attempt[] to tie the term 'place' to a physical location" increased the potential for a conflict between the state public accommodations laws and the First Amendment. Id. at 657, 120 S.Ct. 2446. In doing so, the Supreme Court implicitly endorsed the rationale behind a "physical facility" requirement in federal Title II law. See id. at 657 n. 3, 120 S.Ct. 2446 (noting that the New Jersey Supreme Court stands alone in its treatment of the Boy Scouts as a place of public accommodation).


In arguing that places of public accommodation are not limited to actual physical facilities under Title II, plaintiff turns to the case law interpreting the analogous "place of public accommodation" provision under Title III of the Americans With Disability Act (ADA). See 42 U.S.C. <section> 12182 (prohibiting discrimination in any place of public accommodation on the basis of disability); <section> 12181(7) (defining "place of public accommodation"). While the case law concerning places of public accommodation under the ADA is more abundant than that under Title II, it is not entirely uniform. Yet, a detour into the parallel ADA
cases is instructive and ultimately supports the conclusion that "places of public accommodation" must consist of, or have a clear connection to, actual physical facilities or structures.

The circuits are split regarding the essential question whether a place of public accommodation under the ADA must be an actual concrete physical structure. On the one hand, as plaintiff notes, the First Circuit has held that "places of public accommodation" under Title III of the ADA are not limited to actual physical facilities. See Carparts Distribution Center, Inc. v. Automotive Wholesale's Assoc. of New England, Inc., 37 F.3d 12, 18-20 (1st Cir. 1994) (holding that a trade association which administers a health insurance program, without any connection to a physical facility, can be a "place of public accommodation"). [FN9] On the other hand, the Third, Sixth and Ninth Circuits, in similar cases involving health insurance programs, followed the logic of Welsh and Clegg in holding that places of public accommodation under Title III of the ADA must be physical places. See Parker v. Metropolitan Life Insurance Co., 121 F.3d 1006, 1014 (6th Cir. 1997) (holding that "the clear connotation of the words in <section> 1218(7) is that a public accommodation is a physical place," because "[e]very term listed in <section> 1218(7) ... is a physical place open to public access"); Ford v. Schering-Plough Corp., 145 F.3d 601, 612-13 (3rd Cir. 1998) (holding that "the plain meaning of Title III is that a public accommodation is a place," and that <section> 1218(7) does not "refer to non-physical access"); Weyer v. Twentieth Century Fox Film Corp., 198 F.3d 1104, 1114-16 (9th Cir. 2000) (following Parker and Ford). Thus, it appears that the weight of authority endorses the "actual physical structure" requirement in the ADA context as well. [FN10]

FN9. In reaching this conclusion, the First Circuit in Carparts relied on the ADA's more expansive definition of "place of public accommodation," in particular its inclusion of a "travel service," "insurance office," and "other service establishments" as places of public accommodation Id. at 19; 42 U.S.C. <section> 12181(7). Focusing on these terms, the First Circuit concluded that "Congress clearly contemplated that 'service establishments' include providers of services which do not require a person to physically enter an actual physical structure," and thus that the Title III of the ADA is not limited to "physical structures which person must enter to obtain goods and services." Id. at 19-20. Simply put, the Carparts court found it irrational to conclude that Title III of the ADA reaches those who enter an office to purchase insurance services, but not those who purchase them over the mail or by telephone. Id. at 19. Notably, Title II of the Civil Rights Act does not include a "travel service," "insurance office," or "other service establishments" in its definition, making the relevance of Carparts and its progeny to Title II questionable, at best.

FN10. Yet, Carparts has not been completely abandoned. Indeed, some courts have continued to follow its holding and logic in cases involving health insurance programs, including a court in this district. See Lewis v. Aetna Life Ins. Co., 982 F.Supp. 1158, 1164 (E.D.Va. 1997).

Most significantly, two more recent ADA cases involving fact situations much closer to those at bar reaffirm the principle that a "places of public accommodation," even under the ADA's broader definition, must be actual, physical facilities. In one case, the plaintiffs claimed that Southwest Airlines was in
violation of the ADA because its "southwest.com" web site was incompatible with "screen reader" programs and thus inaccessible to blind persons. See Access Now, Inc. v. Southwest Airlines, Co., 227 F.Supp.2d 1312, 1316 (S.D.Fla.2002). Thus, the question presented was whether the airline's web site, which serves as an online ticket counter, constitutes a "place of public accommodation" under the ADA. The Access Now court held that places of public accommodation under the ADA are limited to "physical concrete structures," and that the web site was not an actual physical structure. Id. at 1319. Rejecting the invitation to endorse the Carparts approach and apply the ADA to Internet web sites despite their lack of physical presence, the Access Now court concluded that "[t]o expand the ADA to cover 'virtual' spaces would create new rights without well-defined standards." Id. at 1318. [FN11] Similarly, in another case, plaintiff contended that the defendant's digital cable system was in violation of the ADA because its on-screen channel guide was not accessible to the visually impaired. See Torres v. AT & T Broadband, LLC, 158 F.Supp.2d 1035, 1037-38 (N.D.Cal.2001). Here too, the district court rejected the notion that the digital cable system was a "place of public accommodation," because "in no way does viewing the system's images require the plaintiff to gain access to any actual physical public place," Id. at 1038 (citing Weyer, 198 F.3d at 1114-16). Furthermore, the Torres court sensibly concluded that the mere fact that the digital cable system relied on physical facilities to support and transmit its services did not convert the cable service into a "physical public place." Id. at 1038.

FN11. But see Doe v. Mutual of Omaha Ins. Co., 179 F.3d 557, 559 (7th Cir.1999) (citing Carparts approvingly and stating, in dicta, that Title III of the ADA reaches "the owner or operator of a store, hotel, restaurant, dentist's office, travel agency, theater, Web site, or other facility (whether in physical space or in electronic space )") (emphasis added) (citation omitted).

In sum, whether one relies on the Title II case law or looks to the broader ADA definition of public place of accommodation, it is clear that the logic of the statute and the weight of authority indicate that "places of entertainment" must be actual physical facilities. With this principle firmly established, it is clear that AOL's online chat rooms cannot be construed as "places of public accommodation" under Title II. An online chat room may arguably be a "place of entertainment," but it is not a physical structure to which a member of the public may be granted or denied access, and as such is fundamentally different from a "motion picture house, theater, concert hall, sports arena, [or] stadium." 42 U.S.C. <section> 2000a(b)(3)
. Although a chat room may serve as a virtual forum through which AOL members can meet and converse in cyberspace, it is not an "establishment," under the plain meaning of that term as defined by the statute. Unlike a theater, concert hall, arena, or any of the other "places of entertainment" specifically listed in <section> 2000a(b), a chat room does not exist in a particular physical location, indeed it can be accessed almost anywhere, including from homes, schools, cybercafes and libraries. In sum, although a chat room or other online forum might be referred to metaphorically as a "location" or "place," it lacks the physical presence necessary to constitute a place of public accommodation under Title II. See Access Now, 227 F.Supp.2d at 1312 (holding that an airline's online ticket service, which is arguably a "virtual" version of its physical ticket counters, is not a "place of public accommodation" because it is not a "physical concrete structure"); Torres, 158 F.Supp.2d at 1038 (holding that a digital cable system is not an "actual physical public place"). Accordingly, even if plaintiff's Title II claim were not
barred by <section> 230's grant of immunity to service providers, it would be fail
on the independent ground that AOL's chat rooms are not places of public
accommodation. [FN12]

FN12. Plaintiff's Title II claim suffers additional infirmities, as well.
First, plaintiff requests compensatory and punitive damages for his Title II
claim, but he is not entitled to recover damages under Title II. See Newman v.
Pigie Park Enters., 390 U.S. 400, 401, 88 S.Ct. 964, 19 L.Ed.2d 1263 (holding
that "[w]hen a plaintiff brings an action under [Title II], he cannot recover
damages"). Second, because plaintiff cancelled his AOL membership well before
this action was filed, he may not be able to show "continuing, present adverse
effects" and therefore may lack standing to seek injunctive relief. See City of
Finally, construing Title II as plaintiff requests, to require that AOL censor
or limit the speech of its members, may well cause the statute to run afoul of
the First Amendment. See Hurley v. Irish-American Gay, Lesbian and Bisexual

V.

[6] Plaintiff's breach of contract claim must likewise be dismissed because the
contractual rights plaintiff claims are simply not provided for in AOL's Member
Agreement. The plain language of the Member Agreement makes clear that AOL is not
obligated to take any action against those who violate its Community Guidelines.
Thus, the Member Agreement provides that AOL "has the right to enforce them in its
sole discretion," and that "if you ... violate the AOL Community Guidelines, AOL may
take action against your account." (emphasis added). The Member Agreement also
states that "[y]ou also understand and agree that the AOL Community Guidelines and
the AOL Privacy Policy, including AOL's enforcement of those policies, are not
intended to confer, and do not confer, any rights or remedies upon any person." (emphasis added). The Member Agreement states that while AOL "reserve[s] the right
to remove content that, in AOL's judgment, does not meet its standards or does not
comply with AOL's current Community Guidelines ... AOL is not responsible for any
failure or delay in removing such material."

In light of this plain contractual language, plaintiff cannot claim that AOL
breached a duty to protect him from the harassing speech of others; the Member
Agreement expressly disclaims any such duty. Furthermore, as the Third Circuit
noted in Green, AOL's disclaimer of any obligation to enforce its Community
Guidelines is perfectly in line with the evident Congressional intent of <section>
230, namely to ensure that service providers are not held responsible for content
provided by third parties. See Green, 318 F.3d at 471 (noting that "the Member
Agreement between the parties tracks the provisions of section 230"); see also
Zeran, 129 F.3d at 331 (noting that Congress enacted <section> 230 to ensure that
service providers could self-regulate the dissemination of offensive material
without exposing themselves to liability as publishers as a result of such
self-regulation).

Furthermore, plaintiff's attempt to cast this claim as a third-party beneficiary
claim is unavailing. Under the Member Agreement, AOL no more owes a duty to
other AOL members to enforce its Community Guidelines than it does with respect to
plaintiff.

E.

[7] Finally, plaintiff's belatedly-raised First Amendment claim is easily disposed of at this stage. In essence, plaintiff claims that AOL violated his First Amendment rights by issuing him warnings and briefly terminating his account, allegedly in response to his pro-Islamic statements. Yet, even assuming the truth of plaintiff's allegations, the First Amendment is of no avail to him in these circumstances; it does not protect against actions taken by private entities, rather it is "a guarantee only against abridgment by government, federal or state." Hudgens v. NLRB, 424 U.S. 507, 513, 96 S.Ct. 1029, 47 L.Ed.2d 196 (1976). Plaintiff does not argue that AOL is a state actor, nor is there any evident basis for such an argument. See Green, 318 F.3d at 472 (noting that AOL is a "private, for profit company" and rejecting the argument that AOL should be treated as a state actor); Cyber Promotions Inc. v. American Online, Inc., 948 F.Supp. 436, 441-44 (E.D.Pa.1996) (rejecting the argument that AOL is a state actor). Accordingly, because AOL is not a state actor, plaintiff's First Amendment claim must be dismissed.

An appropriate order will issue.
PRECEDENTIAL

Filed January 27, 2003

UNITED STATES COURT OF APPEALS
FOR THE THIRD CIRCUIT

No. 01-3390

TOYS "R" US, INC.;
GEOFFREY, INC.,

Appellants

v.

STEP TWO, S.A.;
IMAGINARIUM NET, S.L.

ON APPEAL FROM THE
UNITED STATES DISTRICT COURT FOR THE
DISTRICT OF NEW JERSEY

District Court Judge: Honorable Katharine S. Hayden
(D.C. No. 01-00632)

Argued: September 12, 2002

Before: ALITO and FUENTES, Circuit Judges,
and OBERDORFER,* District Judge.

(Opinion Filed: January 27, 2003)

* The Honorable Louis F. Oberdorfer, Senior District Judge for the
District of Columbia, sitting by designation.

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OPINION OF THE COURT

OBERDORFER, District Judge:
Toys "R" Us, Inc. and Geoffrey, Inc. ("Toys") brought this action against Step Two, S.A. and Imaginarium Net, S.L. ("Step Two"), alleging that Step Two used its Internet web sites to engage in trademark infringement, unfair competition, misuse of the trademark notice symbol, and unlawful "cybersquatting," in violation of the Lanham Act, 15 U.S.C. § 1501 et seq., and New Jersey state law. The District Court denied Toys’ request for jurisdictional discovery and, simultaneously, granted Step Two’s motion to dismiss for lack of personal jurisdiction. We hold that the District Court should not have denied Toys’ request for jurisdictional discovery. We therefore reverse and remand for limited jurisdictional discovery, relating to Step Two’s business activities in the United States, and for reconsideration of personal jurisdiction with the benefit of the product of that discovery, with a view to its renewing administration of the case, in the event the District Court finds that it does have jurisdiction.

I.

Toys, a Delaware corporation with its headquarters in New Jersey, owns retail stores worldwide where it sells toys, games, and numerous other products. In August 1999, Toys acquired Imaginarium Toy Centers, Inc., which owned and operated a network of "Imaginarium" stores for the sale of educational toys and games. As part of this acquisition, Toys acquired several Imaginarium trademarks, and subsequently filed applications for the registration of additional Imaginarium marks. Prior to Toys’ acquisition, the owners of the Imaginarium mark had been marketing a line of educational toys and games since 1985 and had first registered the Imaginarium mark with the United States Patent and Trademark Office in 1989. Toys currently owns thirty-seven freestanding Imaginarium stores in the U.S., of which seven are located in New Jersey. In addition, there are Imaginarium shops within 175 of the Toys "R" Us stores in the U.S., including five New Jersey stores.

Step Two is a Spanish corporation that owns or has franchised toy stores operating under the name "Imaginarium" in Spain and nine other countries. It first registered the Imaginarium mark in Spain in 1991, and opened its first Imaginarium store in the Spanish city of Zaragosa in November 1992. Step Two began expanding its chain of Imaginarium stores by means of a franchise system in 1994. It has registered the Imaginarium mark in several other countries where its stores are located. There are now 165 Step Two Imaginarium stores. The stores have the same unique facade and logo as those owned by Toys, and sell the same types of merchandise as Toys sells in its Imaginarium stores. However, Step Two does not operate any stores, maintain any offices or bank accounts, or have any employees anywhere in the United States. Nor does it pay taxes to the U.S. or to any U.S. state. (JA 135-36.) Step Two maintains that it has not directed any advertising or
marketing efforts towards the United States. The record
does, however, indicate some contacts between Step Two
and the United States: for example, a portion of the
merchandise sold at Step Two’s Imaginarium stores is
purchased from vendors in the United States. Additionally,
Felix Tena, President of Step Two, attends the New York
Toy Fair once each year. (JA 314.)

In the mid-1990s, both parties turned to the Internet to
boost their sales. In 1995, Imaginarium Toy Centers, Inc.

(which Toys later acquired) registered the domain name
<imaginarium.com> and launched a web site featuring
merchandise sold at Imaginarium stores. In 1996, Step Two
registered the domain name <imaginarium.es>, and began
advertising merchandise that was available at its
Imaginarium stores.1 In April 1999, Imaginarium Toy
Centers registered the domain name <imaginarium.net>,
and launched another web site where it offered
Imaginarium merchandise for sale. In June 1999, Step Two
registered two additional “Imaginarium” domain names,
<imaginariumworld.com> and <imaginarium-world.com>. In
May 2000, Step Two registered three more domain names:
<imaginariumnet.com>, <imaginariumnet.net>, and
<imaginariumnet.org>.2 Step Two’s web sites are
maintained by Imaginarium Net, S.L., a subsidiary of Step

At the time this lawsuit was filed, four of the
aforementioned sites operated by Step Two were interactive,
allowing users to purchase merchandise online.3 When
buying merchandise via Step Two’s web sites, purchasers
are asked to input their name and email address, as well as
a credit card number, delivery address, and phone number.
At no point during the online purchase process are users
asked to input their billing or mailing address. The web
sites provide a contact phone number within Spain that

1. Step Two maintains that goods have been available for purchase via
its web site only since November 2000. Before that time, merchandise
was advertised, but not sold, online.

2. Step Two originally contracted with the European company
Intercomputer S.A. (now owned by PsiNet Europe) to register the
domain names <imaginariumworld.com> and <imaginarium world.com>,
and with the European company Interdomain to register
<imaginariumnet.com>, <imaginariumnet.net>, and
<imaginariumnet.org>. These domain names were ultimately registered
with Network Solutions, Inc. (“NSI”), a U.S. company. Step Two pays
PsiNet Europe to maintain these domain names, and does not send any
payments to NSI. (JA 314.)

3. The web sites at <imaginariumnet.com> and <imaginariumnet.net>
were not used to sell merchandise. Discovery may be necessary to
determine whether Step Two has changed its web sites during the course
of this litigation.
lacks the country code that a user overseas would need to dial. Moreover, the prices are in Spanish pesetas and Euros, and goods ordered from those sites can be shipped only within Spain. Step Two's Imaginarium web sites are entirely in Spanish.

Visitors to the four sales-oriented Step Two web sites may elect to receive an electronic newsletter, or sign up for membership in "Club Imaginarium," a promotional club with games and information for children. Each registrant for Club Imaginarium is required to provide a name and an email address. At the time this suit was filed, there was a section for "voluntary information," including the registrant's home address, on the Club Imaginarium registration page. This optional portion of the page required users to choose from a pull-down list of Spanish provinces, and did not accommodate mailing addresses in the United States. After joining Club Imaginarium via the web site, registrants receive an automatic email response.

Mr. Tena submitted an affidavit stating that Step Two had not made any sales via its web sites to U.S. residents. (JA 136.) Toys, however, adduced evidence of two sales to residents of New Jersey conducted via Step Two's Imaginarium web sites. These purchases were initiated by Toys. Lydia Leon, a legal assistant in the Legal Department of Geoffrey, Inc., made the first purchase. Ms. Leon, a resident of New Jersey, purchased a toy via <www.imaginariumworld.com> on January 23, 2001. (JA 167-69.) The second purchase was made in February 2001 by Luis M. Lopez, an employee of Darby & Darby P.C., attorneys for Toys. Mr. Lopez is also a resident of New Jersey, and accessed <www.imaginarium.es> to make his purchase. (JA 207-14.)

For both of these sales, the items were shipped to Angeles Benavides Davila, a Toys employee in Madrid,

4. An earlier version of the Club Imaginarium registration form was included in the record as Exhibit N of the Affidavit of Luis M. Lopez. (JA 272.) This page asked users to input the "Province," and did not have a pull-down menu. There was no field for "Country." According to Step Two, this alternate version was available only at <www.imaginariumnet.org>.

Spain; Ms. Benavides Davila then forwarded the items to the offices of Geoffrey, Inc. in New Jersey. Both purchases were made with credit cards issued by U.S. banks. Additionally, both purchasers received in New Jersey an email confirming their purchases, and a subsequent email with a login and password to access Club Imaginarium. One of the two purchasers also separately registered for
Club Imaginarium, exchanged emails with a Step Two employee about his purchase, and received a copy of an email newsletter from Step Two. Aside from these two sales, there is no evidence in the record of a sale to anyone in the United States. After learning of these two sales, Mr. Tena submitted a second affidavit stating that his company does not know where its purchasers reside, as that information is not apparent from a purchaser's email address, and Step Two keeps records only of shipping addresses. (JA 310-11.)

On February 7, 2001, Toys filed the instant complaint against Step Two in federal district court. Step Two moved to dismiss for lack of personal jurisdiction on April 10, 2001. Toys opposed the motion, and requested discovery on the issue of jurisdiction. After hearing oral argument on July 30, 2001, the District Court denied the discovery request and granted the motion to dismiss. Toys appealed these decisions on August 28, 2001.

II.

In the following discussion, we first consider the standard for personal jurisdiction based upon a defendant's operation of a commercially interactive web site, as articulated by courts within this circuit and other Courts of Appeals. In light of that standard and the arguments presented in the proceeding below, we then assess the propriety of the District Court's denial of jurisdictional discovery.

A. Personal Jurisdiction Based on the Operation of a Web Site

The advent of the Internet has required courts to fashion guidelines for when personal jurisdiction can be based on a defendant's operation of a web site. Courts have sought to articulate a standard that both embodies traditional rules and accounts for new factual scenarios created by the Internet. Under traditional jurisdictional analysis, the exercise of specific personal jurisdiction requires that the "plaintiff's cause of action is related to or arises out of the defendant's contacts with the forum." Pinker v. Roche Holdings Ltd., 292 F.3d 361, 368 (3d Cir. 2002). Beyond this basic nexus, for a finding of specific personal jurisdiction, the Due Process Clause of the Fifth Amendment requires (1) that the "defendant have constitutionally sufficient 'minimum contacts' with the forum," id. (quoting Burger King Corp. v. Rudzewicz, 471 U.S. 462, 474 (1985)), and (2) that "subjecting the defendant to the court's jurisdiction comports with 'traditional notions of fair play and substantial justice,'" id. (quoting Int'l Shoe Co. v. Washington, 326 U.S. 301, 316 (1945)). The first requirement, "minimum contacts," has been defined as " 'some act by which the defendant purposefully avails itself of the privilege of conducting activities within the forum State, thus invoking the benefits

The precise question raised by this case is whether the operation of a commercially interactive web site accessible in the forum state is sufficient to support specific personal jurisdiction, or whether there must be additional evidence that the defendant has "purposefully availed" itself of the privilege of engaging in activity in that state. Prior decisions indicate that such evidence is necessary, and that it should reflect intentional interaction with the forum state. If a defendant web site operator intentionally targets the site to the forum state, and/or knowingly conducts business with forum state residents via the site, then the "purposeful availment" requirement is satisfied. Below, we first review cases from this and other circuits that articulate this requirement. Next, we consider the role of related non-Internet contacts in demonstrating purposeful availment.

We then assess whether the "purposeful availment" requirement has been satisfied in the present case.

1. The "Purposeful Availment" Requirement in Internet Cases

a. Third Circuit Cases

The opinion in Zippo Mfg. Co. v. Zippo Dot Com, Inc., 952 F. Supp. 1119 (W.D. Pa. 1997) has become a seminal authority regarding personal jurisdiction based upon the operation of an Internet web site. The court in Zippo stressed that the propriety of exercising jurisdiction depends on where on a sliding scale of commercial interactivity the web site falls. In cases where the defendant is clearly doing business through its web site in the forum state, and where the claim relates to or arises out of use of the web site, the Zippo court held that personal jurisdiction exists. Id. at 1124. In reaching this conclusion, the Zippo court relied on CompuServe, Inc. v. Patterson, 89 F.3d 1257 (6th Cir. 1996), which found the exercise of personal jurisdiction to be proper where the commercial web site's interactivity reflected specifically intended interaction with residents of the forum state. Zippo, 952 F. Supp. at 1124 (citing CompuServe, 89 F.3d at 1264-66).

Analyzing the case before it, the Zippo court similarly underscored the intentional nature of the defendant's conduct vis-a-vis the forum state. In Zippo, the defendant had purposefully availed itself of doing business in Pennsylvania when it "repeatedly and consciously chose to process Pennsylvania residents' applications and to assign
them passwords," knowing that the contacts would result in business relationships with Pennsylvania customers. Id. at 1126. The court summarized the pivotal importance of intentionality as follows:

When a defendant makes a conscious choice to conduct business with the residents of a forum state, 'it has clear notice that it is subject to suit there.' . . . If [the defendant] had not wanted to be amenable to jurisdiction in Pennsylvania, . . . it could have chosen not to sell its services to Pennsylvania residents.

Id. at 1126-27 (citing World-Wide Volkswagen, 444 U.S. at 297).

Since Zippo, several district court decisions from this Circuit have made explicit the requirement that the defendant intentionally interact with the forum state via the web site in order to show purposeful availment and, in turn, justify the exercise of specific personal jurisdiction. See, e.g., S. Morantz, Inc. v. Hang & Shine Ultrasonics, Inc., 79 F. Supp. 2d 537, 540 (E.D. Pa. 1999) (observing that "a web site targeted at a particular jurisdiction is likely to give rise to personal jurisdiction."). As another district court in this Circuit put it, "[c]ourts have repeatedly recognized that there must be 'something more' . . . to demonstrate that the defendant directed its activity towards the forum state." Desktop Technologies, Inc. v. Colorworks Reprod. & Design, 1999 WL 98572, at *5 (E.D. Pa. Feb. 25, 1999) (citation omitted) (emphasis added).

b. Case Law from Other Circuits

Several Courts of Appeals decisions have adopted "purposeful availment" requirements that are consistent with the principles articulated in the Zippo line of cases. The Fourth Circuit, in ALS Scan v. Digital Service Consultants, Inc., 293 F.3d 707 (4th Cir. 2002), expressly incorporated an "intentionality" requirement when fashioning a test for personal jurisdiction in the context of the Internet:

a State may, consistent with due process, exercise judicial power over a person outside of the State when that person (1) directs electronic activity into the State, (2) with the manifested intent of engaging in business or other interactions within the State, and (3) that activity creates, in a person within the State, a potential cause of action cognizable in the State's courts.

Id. at 714 (emphasis added).

In Cybersell, Inc. v. Cybersell, Inc., 130 F.3d 414 (9th Cir. 1997), the Ninth Circuit considered an infringement action brought against a Florida web site operator whose allegedly infringing site was accessible in Arizona, the state where the plaintiff had its principal place of business. In declining
to exercise specific personal jurisdiction, the Cybersell court
found there must be "something more" [beyond the mere
posting of a passive web site] to indicate that the defendant

purposefully (albeit electronically) directed his activity in a
substantial way to the forum state." Id. at 418. Decisions
from other circuits have articulated similar standards. See,
e.g., Neogen Corp. v. Neo Gen Screening, Inc., 282 F.3d 883,
890 (6th Cir. 2002) (holding that the purposeful availment
requirement is satisfied "if the web site is interactive to a
degree that reveals specifically intended interaction with
residents of the state") (citation omitted) (emphasis added).

2. Non-Internet Contacts

In deciding whether to exercise jurisdiction over a cause
of action arising from a defendant's operation of a web site,
a court may consider the defendant's related non-Internet
activities as part of the "purposeful availment" calculus.
One case that relies on non-Internet contacts for the
exercise of jurisdiction -- a case Toys repeatedly cites -- is
Euromarket Designs, Inc. v. Crate and Barrel Ltd., 96 F.
Supp. 2d 824 (N.D. Ill. 2000). In Euromarket, the court
exercised jurisdiction over an Irish manufacturer based on
its commercially interactive web site, even though the
products purchased through the web site could not be
shipped to Illinois. The court identified a number of non-
Internet contacts between the defendant and Illinois,
including the fact that the defendant's vendors included
Illinois suppliers, its attendance at trade shows in Illinois,
and its advertisement in publications that circulate in the
United States (albeit originating outside). Id. at 838. The
Euromarket court also relied on the fact that the defendant
billed Illinois customers, collected revenues from Illinois
customers, and recorded sales from goods ordered from
Illinois, id., and that the web site was designed to
accommodate addresses in the United States. Id. at 836.

Thus far, Toys has not shown that Step Two maintained
the type of contacts that supported jurisdiction in
Euromarket -- i.e., that the defendant intentionally and
knowingly transacted business with residents of the forum
state, and had significant other contacts with the forum
besides those generated by its web site. This limited record
does not provide an occasion for us to spell out the exact
mix of Internet and non-Internet contacts required to
support an exercise of personal jurisdiction. That
determination should be made on a case-by-case basis by

assessing the "nature and quality" of the contacts. Zippo,
952 F. Supp. at 1127 (quoting Int'l Shoe, 320 U.S. at 320).
However, non-internet contacts such as serial business
trips to the forum state, telephone and fax communications
directed to the forum state, purchase contracts with forum

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state residents, contracts that apply the law of the forum state, and advertisements in local newspapers, may form part of the "something more" needed to establish personal jurisdiction. See Barrett v. Catacombs Press, 44 F. Supp. 2d 717, 726 (S.D. Pa. 1999), and cases there collected. It is noteworthy that the Supreme Court in Burger King Corp., when expounding on the "minimum contacts" requirement, referred generally to a defendant's "activities" in the forum state -- a term that includes the aforementioned non-Internet contacts. Burger King Corp., 471 U.S. at 475.

3. Personal Jurisdiction over Step Two

As Zippo and the Courts of Appeals decisions indicate, the mere operation of a commercially interactive web site should not subject the operator to jurisdiction anywhere in the world. Rather, there must be evidence that the defendant "purposefully availed" itself of conducting activity in the forum state, by directly targeting its web site to the state, knowingly interacting with residents of the forum state via its web site, or through sufficient other related contacts.

Based on the facts established in this case thus far, Toys has failed to satisfy the purposeful availing requirement. Step Two's web sites, while commercial and interactive, do not appear to have been designed or intended to reach customers in New Jersey. Step Two's web sites are entirely in Spanish; prices for its merchandise are in pesetas or Euros, and merchandise can be shipped only to addresses within Spain. Most important, none of the portions of Step Two's web sites are designed to accommodate addresses within the United States. While it is possible to join Club Imaginarium and receive newsletters with only an email address, Step Two asks registrants to indicate their residence using fields that are not designed for addresses in the United States.

Moreover, the record may not now support a finding that

Step Two knowingly conducted business with residents of New Jersey. The only documented sales to persons in the United States are the two contacts orchestrated by Toys, and it appears that Step Two scarcely recognized that sales with U.S. residents had been consummated. 5

At best, Toys has presented only inconclusive circumstantial evidence to suggest that Step Two targeted its web site to New Jersey residents, or that it purposefully availed itself of any effort to conduct activity in New Jersey. Many of the grounds for jurisdiction that Toys advanced below have been deemed insufficient by the courts. First, the two documented sales appear to be the kind of "fortuitous," "random," and "attenuated" contacts that the Supreme Court has held insufficient to warrant the exercise of jurisdiction. See Burger King Corp., 471 U.S. at 475 (citations omitted). As for the electronic newsletters and
other email correspondence, "telephone communication or mail sent by a defendant do not trigger personal jurisdiction if they do not show purposeful availment." Barrett, 44 F. Supp. 2d at 729 (quoting Mellon Bank (East) PSFS, N.A. v. DiVeronica Bros., Inc., 983 F.2d 551, 556 (3d Cir. 1993)). The court in Barrett found that the exchange of three emails between the plaintiff and defendant regarding the contents of the defendant’s web site, without more, did not "amount to the level of purposeful targeting required under the minimum contacts analysis." Id. at 729; see also

5. Toys argues that Step Two was aware that it was conducting business with New Jersey residents. In particular, Toys points to the email correspondence between Mr. Luis M. Lopez and a representative of Step Two regarding Mr. Lopez’s overpayment. Mr. Lopez requested that the difference be mailed to his home address in "South Orange, NJ 07079," but did not spell out "New Jersey" or specify that he resided in the United States. (JA 254, 256.) The Step Two representative, apparently uncertain about the address, sent a reply stating "I have received your address and as far as I can see, it is pretty far from here (we are in Zaragoza). I would appreciate your giving me more information on the address so that I can be sure that it will arrive." (JA 256.) Mr. Lopez’s response to this message -- if he sent one -- is not included in the record. Although Step Two ultimately learned that Mr. Lopez is a United States resident, a trier of fact could reasonably find from the correspondence that the company did not contemplate that sales would occur with U.S.-based purchasers.

Machulsky v. Hall, 210 F. Supp. 2d 531, 542 (D.N.J. 2002) (minimal email correspondence, "by itself or even in conjunction with a single purchase, does not constitute sufficient minimum contacts."). Non-Internet contacts, such as Mr. Tena’s visits to New York and the relationships with U.S. vendors, have not been explored sufficiently to determine whether they are related to Toys’ cause of action, or whether they reflect "purposeful availment."

Absent further evidence showing purposeful availment, Toys cannot establish specific jurisdiction over Step Two.6 However, any information regarding Step Two’s intent vis-a-vis its Internet business and regarding other related contacts is known by Step Two, and can be learned by Toys only through discovery. The District Court’s denial of jurisdictional discovery is thus a critical issue, insofar as it may have prevented Toys from obtaining the information needed to establish personal jurisdiction. We next turn to whether the District Court properly denied Toys’ request for jurisdictional discovery.

B. Jurisdictional Discovery

The pivotal issue on appeal is whether the District Court erred in denying Toys’ request for jurisdictional discovery. A district court’s decision to deny jurisdictional discovery is reviewed for abuse of discretion. See Brumfield v. Sanders,
6. As an alternative to the "minimum contacts" analysis for specific jurisdiction, Toys argues that jurisdiction over Step Two may be based on the "effects" test. Following the lead of the Supreme Court in Calder v. Jones, 465 U.S. 783, 788-89 (1984), the Third Circuit has held that personal jurisdiction may, under certain circumstances, be based on the effects in the forum state of a defendant's tortious actions elsewhere. Remick v. Manfredy, 238 F.3d 248, 258 (3d Cir. 2001). One of the Third Circuit's requirements is that the "defendant expressly aimed his tortious conduct at the forum . . . ." Id. (internal quotations omitted).

Even assuming that Step Two's registration of the Imaginarium domain names and its operation of web sites under that name bring about an injury to Toys in New Jersey (its corporate headquarters), Toys has failed to establish that Step Two engaged in intentionally tortious conduct expressly aimed at New Jersey. In the present case, this-intentionality requirement is the key missing component for jurisdiction under either the "minimum contacts" analysis or the "effects" test.

232 F.3d 376, 380 (3d Cir. 2000); Pacitti v. Macy's, 193 F.3d 766, 776 (3d Cir. 1999).

Toys requested jurisdictional discovery for the purpose of establishing either specific personal jurisdiction, or jurisdiction under the federal long-arm statute, Fed. R. Civ. P. 4(k)(2). The District Court denied Toys' request, explaining that "the clear focus of the Court is directed, as it should be, to the web site[,] [a]nd to the activity of the defendants related to that web site, which is making sales here, . . .." The court added that "the apparent contradictions, if such there will be in the Tena affidavit, [and] what else Mr. Tena might have been doing here, just have no relationship to where the eye is directed and should stay and that is, the web site activities of this defendant." (JA 13-14.)

We are persuaded that the District Court erred when it denied Toys' request for jurisdictional discovery. The court's unwavering focus on the web site precluded consideration of other Internet and non-Internet contacts -- indicated in various parts of the record -- which, if explored, might provide the "something more" needed to bring Step Two within our jurisdiction. Cybersell, Inc., 130 F.3d at 418; Desktop Technologies, Inc., 1999 WL 98572, at *3. Although the plaintiff bears the burden of demonstrating facts that support personal jurisdiction, Pinker, 292 F.3d at 368, courts are to assist the plaintiff by allowing jurisdictional discovery unless the plaintiff's claim is "clearly frivolous." Massachusetts School of Law at Andover, Inc. v. American Bar Ass'n, 107 F.3d 1026, 1042 (3d Cir. 1997). If a plaintiff presents factual allegations that suggest "with reasonable particularity" the possible existence of the requisite "contacts between [the party] and the forum state," Mellon Bank (East) PSFS, Nat'l Ass'n v. Farino, 950 F.2d 1217, 1223 (3d Cir. 1992), the plaintiff's right to conduct jurisdictional discovery should be sustained.
7. The federal long-arm statute sanctions personal jurisdiction over foreign defendants for claims arising under federal law when the defendant has sufficient contacts with the nation as a whole to justify the imposition of U.S. law, but without sufficient contacts to satisfy the due process concerns of the long-arm statute of any particular state.

Where the plaintiff has made this required threshold showing, courts within this Circuit have sustained the right to conduct discovery before the district court dismisses for lack of personal jurisdiction. See, e.g., In re Automotive Refinishing Paint Antitrust Litigation, 2002 WL 31261330, at *9 (E.D. Pa. July 31, 2002) (denying motion to dismiss and permitting jurisdictional discovery where plaintiff made a "threshold prima facie showing of personal jurisdiction over Defendants"); W. Africa Trading & Shipping Co., et al. v. London Int'l Group, et al., 968 F. Supp. 96, 101 (D.N.J. 1997) (denying defendant's motion to dismiss where the plaintiff's "request for jurisdictional discovery is critical to the determination of whether [the court can] exercise personal jurisdiction over the defendant."); Centralized Health Systems, Inc. v. Cambridge Medical Instruments, Inc., 1989 WL 136277, at *1 (E.D. Pa. Nov. 8, 1989) (holding motion to dismiss in abeyance to permit party to take discovery on jurisdiction where distribution arrangement might satisfy minimum contacts). Here, instead of adopting a deferential approach to Toys' request for discovery, the District Court appears to have focused entirely on the website, thereby preventing further inquiry into non-Internet contacts.

The record before the District Court contained sufficient non-frivolous allegations (and admissions) to support the request for jurisdictional discovery. First, Toys' complaint alleges that Step Two has "completely copied the IMAGINARIUM concept" from Toys. Compl. at P 24. For example, Toys alleges that "the mix of toys sold by Step Two is identical to the mix of toys sold by Toys under the IMAGINARIUM mark," and that "Step Two continues to copy Toys' marketing developments and Intellectual property." Id. at PP 24, 25. Underlying Toys' complaint is its concern that Step Two is "attempt[ing] to expand [its] business throughout the world including the United States by operating international web sites that offer goods similar to the goods offered in Toy's [sic] IMAGINARIUM stores." Id. at P 29. Step Two's intent, according to Toys, is to "capitalize for [its] own pecuniary gain on the goodwill and excellent reputation of Toys . . . ." Id. at P 50.

It is well established that in deciding a motion to dismiss for lack of jurisdiction, a court is required to accept the plaintiff's allegations as true, and is to construe disputed facts in favor of the plaintiff. Pinker, 292 F.3d at 368. Given
the allegations as to Step Two's mimicry of Toys' ventures on the Internet and its copy-cat marketing efforts, it would be reasonable to allow more detailed discovery into Step Two's business plans for purchases, sales, and marketing. Limited discovery relating to these matters would shed light on the extent, if any, Step Two's business activity--including, but not limited to, its web site--were aimed towards the United States. This information, known only to Step Two, would speak to an essential element of the personal jurisdiction calculus.

Other aspects of the record should have also alerted the District Court to the possible existence of the "something else" needed to exercise personal jurisdiction. For example, Step Two concedes that a portion of the merchandise sold through its Imaginarium stores and web sites are purchased from U.S. vendors, and that Mr. Tena attends the New York Toy Fair each year. Further discovery into the vendor relationships and Mr. Tena's activities here, if any, may shed light on Step Two's intentions with respect to the U.S. market, or the extent of its business contacts in the United States. Discovery might also reveal whether these non-Internet contacts directly facilitate Step Two's alleged exploitation of Toys' marketing techniques by providing it with a supply of items identical to Toys' inventory to sell on its web sites.

The two documented sales to residents of New Jersey--and the subsequent emails sent from Step Two to the two purchasers--also speak "with reasonable particularity" to the possible existence of contacts needed to support jurisdiction. Mellon Bank (East) PSFS, 960 F.2d at 1223. Although affiliates of Toys orchestrated the two sales, Mr. Tena's conflicting affidavits raise the possibility that additional sales to U.S. residents may have been conducted via the web sites. The need for additional discovery regarding sales is further underscored by the parties' uncertainty as to whether the residence of purchasers can be determined from their credit card number or through some other electronic means.8

Counsel for Toys mentioned some of these contacts when it explained to the District Court why it should be allowed jurisdictional discovery:

Mr. Tena states in his affidavit that he has substantial regular and systematic contacts with the United States, [and] he attends trade shows. He purchases from vendors in the United States. I think at the very least, Your Honor, we should be able to inquire into what these substantial and continuing contacts are. Because apparently he buys a lot of the toys that he resells from U.S. vendors, because the ones that we have got were in English that we would be permitted to take discovery on that aspect. To determine whether or not ... he has made more sales within the State of New
Jersey and in the United States as a whole, as far as accepting orders from United States residents. And/or whether there's a basis for general jurisdiction under Rule 4(k)(2), because of his regular and systematic contacts with the United States. Apparently a lot of his toys are obtained through United States vendors.

(JA 389.)

Toys' request for jurisdictional discovery was specific, non-frivolous, and a logical follow-up based on the information known to Toys. The District Court erred by denying this reasonable request. Toys should be allowed jurisdictional discovery, on the limited issue of Step Two's business activities in the United States, including business

8. In its brief on appeal, Step Two contends that Toys should not be allowed discovery because there is simply no basis for believing that there are any other contacts to find and, moreover, seeking discovery about other web site-generated contacts would be futile as Step Two does not keep track of billing addresses or the physical location of its email correspondents. At oral argument, however, counsel for Toys suggested there are means by which an individual's residence can be determined from a credit card number. Toys also suggests, in its brief on appeal, that the residence of on-line purchasers may be determined from the phone number that purchasers are required to input. These possibilities can be explored through discovery.

plans, marketing strategies, sales, and other commercial interactions. Although Step Two does not appear to have widespread contacts with the United States, this limited discovery will also help determine whether jurisdiction exists under the federal long-arm statute. Accordingly, on remand, the District Court should consider whether any newly discovered facts will support jurisdiction under traditional jurisdictional analysis, or under Rule 4(k)(2).

CONCLUSION

For all of the reasons set forth above, we reverse the District Court's denial of Toys' request for jurisdictional discovery, vacate the District Court's dismissal of Toys' complaint, and remand the case for limited jurisdictional discovery guided by the foregoing analysis, and for reconsideration of jurisdiction with the benefit of the product of that discovery.

A True Copy:

Teste:

Clerk of the United States Court of Appeals for the Third Circuit
UNITED STATES COURT OF APPEALS
FOR THE SECOND CIRCUIT

August Term, 2001

Argued: March 14, 2002
Decided: October 1, 2002

Docket Nos. 01-7860(L), 01-7870(CON), 01-7872(CON)

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CHRISTOPHER SPECHT, JOHN GIBSON, MICHAEL FAGAN, SEAN KELLY, MARK GRUBER, and SHERRY WEINDORF, individually and on behalf of all others similarly situated,

Plaintiffs-Appellees,

v.

NETSCAPE COMMUNICATIONS CORPORATION and AMERICA ONLINE, INC.,

Defendants-Appellants.

________________________

Before: McLAUGHLIN, LEVAL, and SOTOMAYOR, Circuit Judges.

Plaintiffs in this action brought suit, individually and on behalf of all others similarly situated, against a provider of computer software programs and its corporate parent, alleging that a "plug-in" software program, created by defendants to facilitate Internet use and made available on defendants' website for free downloading, invaded plaintiffs' privacy by clandestinely transmitting personal information to the software provider when plaintiffs employed the plug-in program to browse the Internet. Defendants moved to compel arbitration and to stay court proceedings, arguing that plaintiffs' claims were subject to an arbitration provision contained in license terms that plaintiffs allegedly had accepted when they downloaded the plug-in program. The United States District Court for the Southern District of New York (Alvin K. Hellerstein, J.) denied the motion. We affirm, holding that (1) plaintiffs neither
received reasonable notice of the existence of the license terms nor manifested unambiguous
assent to those terms before acting on the webpage's invitation to download the plug-in program;
(2) plaintiffs' claims relating to the plug-in program are not subject to a separate arbitration
agreement contained in license terms governing use of defendants' Internet browser software;
and (3) the legal doctrine that requires nonsignatories to an arbitration agreement to arbitrate
when they have received a direct benefit under a contract containing the arbitration agreement
does not apply to a website owner who allegedly benefited when users employing the plug-in
program downloaded files from the website.

Affirmed.

ROGER W. YOERGES, Wilmer Cutler & Pickering, Washington,
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Mahfood, Miami, FL, of counsel), for Plaintiffs-Appellees.

SOTOMAYOR, Circuit Judge:

This is an appeal from a judgment of the Southern District of New York denying a
motion by defendants-appellants Netscape Communications Corporation and its corporate parent,
America Online, Inc. (collectively, "defendants" or "Netscape"), to compel arbitration and to stay
court proceedings. In order to resolve the central question of arbitrability presented here, we
must address issues of contract formation in cyberspace. Principally, we are asked to determine
whether plaintiffs-appellees ("plaintiffs"), by acting upon defendants’ invitation to download free software made available on defendants’ webpage, agreed to be bound by the software’s license terms (which included the arbitration clause at issue), even though plaintiffs could not have learned of the existence of those terms unless, prior to executing the download, they had scrolled down the webpage to a screen located below the download button. We agree with the district court that a reasonably prudent Internet user in circumstances such as these would not have known or learned of the existence of the license terms before responding to defendants’ invitation to download the free software, and that defendants therefore did not provide reasonable notice of the license terms. In consequence, plaintiffs’ bare act of downloading the software did not unambiguously manifest assent to the arbitration provision contained in the license terms.

We also agree with the district court that plaintiffs’ claims relating to the software at issue—a “plug-in” program entitled SmartDownload ("SmartDownload" or "the plug-in program"), offered by Netscape to enhance the functioning of the separate browser program called Netscape Communicator ("Communicator" or "the browser program")—are not subject to an arbitration agreement contained in the license terms governing the use of Communicator. Finally, we conclude that the district court properly rejected defendants’ argument that plaintiff website owner Christopher Specht, though not a party to any Netscape license agreement, is nevertheless required to arbitrate his claims concerning SmartDownload because he allegedly benefited directly under SmartDownload’s license agreement. Defendants’ theory that Specht benefited whenever visitors employing SmartDownload downloaded certain files made available on his website is simply too tenuous and speculative to justify application of the legal doctrine that requires a nonparty to an arbitration agreement to arbitrate if he or she has received a direct
benefit under a contract containing the arbitration agreement.

We therefore affirm the district court's denial of defendants' motion to compel arbitration and to stay court proceedings.

BACKGROUND

I. Facts

In three related putative class actions, plaintiffs alleged that, unknown to them, their use of SmartDownload transmitted to defendants private information about plaintiffs' downloading of files from the Internet, thereby effecting an electronic surveillance of their online activities in violation of two federal statutes, the Electronic Communications Privacy Act, 18 U.S.C. §§ 2510 et seq., and the Computer Fraud and Abuse Act, 18 U.S.C. § 1030.

Specifically, plaintiffs alleged that when they first used Netscape's Communicator—a software program that permits Internet browsing—the program created and stored on each of their computer hard drives a small text file known as a "cookie" that functioned "as a kind of electronic identification tag for future communications" between their computers and Netscape. Plaintiffs further alleged that when they installed SmartDownload—a separate software "plug-in" that served to enhance Communicator's browsing

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1 Although the district court did not consolidate these three cases, it noted that its opinion denying the motion to compel arbitration and to stay court proceedings "applied equally to all three cases." Specht v. Netscape Communications Corp., 150 F. Supp. 2d 585, 587 n.1 (S.D.N.Y. 2001). On August 10, 2001, this Court consolidated the appeals.

2 Netscape's website defines "plug-ins" as "software programs that extend the capabilities of the Netscape Browser in a specific way—giving you, for example, the ability to play audio samples or view video movies from within your browser." (http://wp.netscape.com/plugins/) SmartDownload purportedly made it easier for users of browser programs like Communicator to download files from the Internet without losing their progress when they paused to engage in some other task, or if their Internet connection was severed. See Specht, 150 F. Supp. 2d at 587.
capabilities—SmartDownload created and stored on their computer hard drives another string of characters, known as a “Key,” which similarly functioned as an identification tag in future communications with Netscape. According to the complaints in this case, each time a computer user employed Communicator to download a file from the Internet, SmartDownload “assume[d] from Communicator the task of downloading” the file and transmitted to Netscape the address of the file being downloaded together with the cookie created by Communicator and the Key created by SmartDownload. These processes, plaintiffs claim, constituted unlawful “eavesdropping” on users of Netscape’s software products as well as on Internet websites from which users employing SmartDownload downloaded files.

In the time period relevant to this litigation, Netscape offered on its website various software programs, including Communicator and SmartDownload, which visitors to the site were invited to obtain free of charge. It is undisputed that five of the six named plaintiffs—Michael Fagan, John Gibson, Mark Gruber, Sean Kelly, and Sherry Weindorf—downloaded Communicator from the Netscape website. These plaintiffs acknowledge that when they proceeded to initiate installation of Communicator, they were automatically shown a scrollable text of that program’s license agreement and were not permitted to complete the installation until they had clicked on a “Yes” button to indicate that they accepted all the license terms. If a user

3 There is a difference between downloading and installing a software program. When a user downloads a program from the Internet to his or her computer, the program file is stored on the user’s hard drive but typically is not operable until the user installs or executes it, usually by double-clicking on the file and causing the program to run.

4 This kind of online software license agreement has come to be known as “clickwrap” (by analogy to “shrinkwrap,” used in the licensing of tangible forms of software sold in packages) because it “presents the user with a message on his or her computer screen, requiring that the user manifest his or her assent to the terms of the license agreement by clicking on an
attempted to install Communicator without clicking "Yes," the installation would be aborted. All
five named user plaintiffs\(^5\) expressly agreed to Communicator's license terms by clicking "Yes."
The Communicator license agreement that these plaintiffs saw made no mention of
SmartDownload or other plug-in programs, and stated that "[t]hese terms apply to Netscape
Communicator and Netscape Navigator\(^6\) and that "all disputes relating to this Agreement
(excepting any dispute relating to intellectual property rights)" are subject to "binding arbitration
in Santa Clara County, California."

Although Communicator could be obtained independently of SmartDownload, all
the named user plaintiffs, except Fagan, downloaded and installed Communicator in connection

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\(^5\) The term "user plaintiffs" here and elsewhere in this opinion denotes those plaintiffs
who are suing for harm they allegedly incurred as computer users, in contrast to plaintiff Specht,
who alleges that he was harmed in his capacity as a website owner.

\(^6\) While Navigator was Netscape's "stand-alone" Internet browser program during the
period in question, Communicator was a "software suite" that comprised Navigator and other
software products. All five named user plaintiffs stated in affidavits that they had obtained
upgraded versions of Communicator. Fagan, who, as noted below, allegedly did not obtain the
browser program in connection with downloading SmartDownload, expressed some uncertainty
during his deposition as to whether he had acquired Communicator or Navigator. The identity of
Fagan's browser program is immaterial to this appeal, however, as Communicator and Navigator
shared the same license agreement.
with downloading SmartDownload.\textsuperscript{7} Each of these plaintiffs allegedly arrived at a Netscape webpage\textsuperscript{8} captioned “SmartDownload Communicator” that urged them to “Download With Confidence Using SmartDownload!” At or near the bottom of the screen facing plaintiffs was the prompt “Start Download” and a tinted button labeled “Download.” By clicking on the button, plaintiffs initiated the download of SmartDownload. Once that process was complete, SmartDownload, as its first plug-in task, permitted plaintiffs to proceed with downloading and installing Communicator, an operation that was accompanied by the clickwrap display of Communicator’s license terms described above.

The signal difference between downloading Communicator and downloading SmartDownload was that no clickwrap presentation accompanied the latter operation. Instead, once plaintiffs Gibson, Gruber, Kelly, and Weindorf had clicked on the “Download” button located at or near the bottom of their screen, and the downloading of SmartDownload was complete, these plaintiffs encountered no further information about the plug-in program or the existence of license terms governing its use.\textsuperscript{9} The sole reference to SmartDownload’s license

\textsuperscript{7} Unlike the four other user plaintiffs, Fagan chose the option of obtaining Netscape’s browser program without first downloading SmartDownload. As discussed below, Fagan allegedly obtained SmartDownload from a separate “shareware” website unrelated to Netscape.

\textsuperscript{8} For purposes of this opinion, the term “webpage” or “page” is used to designate a document that resides, usually with other webpages, on a single Internet website and that contains information that is viewed on a computer monitor by scrolling through the document. To view a webpage in its entirety, a user typically must scroll through multiple screens.

\textsuperscript{9} Plaintiff Kelly, a relatively sophisticated Internet user, testified that when he clicked to download SmartDownload, he did not think that he was downloading a software program at all, but rather that SmartDownload “was merely a piece of download technology.” He later became aware that SmartDownload was residing as software on his hard drive when he attempted to download electronic files from the Internet.
terms on the "SmartDownload Communicator" webpage was located in text that would have become visible to plaintiffs only if they had scrolled down to the next screen.

Had plaintiffs scrolled down instead of acting on defendants' invitation to click on the "Download" button, they would have encountered the following invitation: "Please review and agree to the terms of the Netscape SmartDownload software license agreement before downloading and using the software." Plaintiffs Gibson, Gruber, Kelly, and Weindorf averred in their affidavits that they never saw this reference to the SmartDownload license agreement when they clicked on the "Download" button. They also testified during depositions that they saw no reference to license terms when they clicked to download SmartDownload, although under questioning by defendants' counsel, some plaintiffs added that they could not "remember" or be "sure" whether the screen shots of the SmartDownload page attached to their affidavits reflected precisely what they had seen on their computer screens when they downloaded SmartDownload.10

In sum, plaintiffs Gibson, Gruber, Kelly, and Weindorf allege that the process of obtaining SmartDownload contrasted sharply with that of obtaining Communicator. Having selected SmartDownload, they were required neither to express unambiguous assent to that program's license agreement nor even to view the license terms or become aware of their existence before proceeding with the invited download of the free plug-in program. Moreover, once these plaintiffs had initiated the download, the existence of SmartDownload's license terms

10 In the screen shot of the SmartDownload webpage attached to Weindorf's affidavit, the reference to license terms is partially visible, though almost illegible, at the bottom of the screen. In the screen shots attached to the affidavits of Gibson, Gruber, and Kelly, the reference to license terms is not visible.
was not mentioned while the software was running or at any later point in plaintiffs’ experience of the product.

Even for a user who, unlike plaintiffs, did happen to scroll down past the download button, SmartDownload’s license terms would not have been immediately displayed in the manner of Communicator’s clickwrapped terms. Instead, if such a user had seen the notice of SmartDownload’s terms and then clicked on the underlined invitation to review and agree to the terms, a hypertext link would have taken the user to a separate webpage entitled “License & Support Agreements.” The first paragraph on this page read, in pertinent part:

The use of each Netscape software product is governed by a license agreement. You must read and agree to the license agreement terms BEFORE acquiring a product. Please click on the appropriate link below to review the current license agreement for the product of interest to you before acquisition. For products available for download, you must read and agree to the license agreement terms BEFORE you install the software. If you do not agree to the license terms, do not download, install or use the software.

Below this paragraph appeared a list of license agreements, the first of which was “License Agreement for Netscape Navigator and Netscape Communicator Product Family (Netscape Navigator, Netscape Communicator and Netscape SmartDownload).” If the user clicked on that link, he or she would be taken to yet another webpage that contained the full text of a license agreement that was identical in every respect to the Communicator license agreement except that it stated that its “terms apply to Netscape Communicator, Netscape Navigator, and Netscape SmartDownload.” The license agreement granted the user a nonexclusive license to use and reproduce the software, subject to certain terms:

BY CLICKING THE ACCEPTANCE BUTTON OR
INSTALLING OR USING NETSCAPE COMMUNICATOR, NETSCAPE NAVIGATOR, OR NETSCAPE SMARTDOWNLOAD SOFTWARE (THE "PRODUCT"), THE INDIVIDUAL OR ENTITY LICENSING THE PRODUCT ("LICENSEE") IS CONSENTING TO BE BOUND BY AND IS BECOMING A PARTY TO THIS AGREEMENT. IF LICENSEE DOES NOT AGREE TO ALL OF THE TERMS OF THIS AGREEMENT, THE BUTTON INDICATING NON-ACCEPTANCE MUST BE SELECTED, AND LICENSEE MUST NOT INSTALL OR USE THE SOFTWARE.

Among the license terms was a provision requiring virtually all disputes relating to the agreement to be submitted to arbitration:

Unless otherwise agreed in writing, all disputes relating to this Agreement (excepting any dispute relating to intellectual property rights) shall be subject to final and binding arbitration in Santa Clara County, California, under the auspices of JAMS/EndDispute, with the losing party paying all costs of arbitration.

Unlike the four named user plaintiffs who downloaded SmartDownload from the Netscape website, the fifth named plaintiff, Michael Fagan, claims to have downloaded the plug-in program from a "shareware" website operated by ZDNet, an entity unrelated to Netscape.

Shareware sites are websites, maintained by companies or individuals, that contain libraries of free, publicly available software. The pages that a user would have seen while downloading SmartDownload from ZDNet differed from those that he or she would have encountered while downloading SmartDownload from the Netscape website. Notably, instead of any kind of notice of the SmartDownload license agreement, the ZDNet pages offered only a hypertext link to "more information" about SmartDownload, which, if clicked on, took the user to a Netscape webpage that, in turn, contained a link to the license agreement. Thus, a visitor to the ZDNet website could have obtained SmartDownload, as Fagan avers he did, without ever seeing a
reference to that program’s license terms, even if he or she had scrolled through all of ZDNet’s
webpages.

The sixth named plaintiff, Christopher Specht, never obtained or used
SmartDownload, but instead operated a website from which visitors could download certain
electronic files that permitted them to create an account with an internet service provider called
WhyWeb. Specht alleges that every time a user who had previously installed SmartDownload
visited his website and downloaded WhyWeb-related files, defendants intercepted this
information. Defendants allege that Specht would receive a representative’s commission from
WhyWeb every time a user who obtained a WhyWeb file from his website subsequently
subscribed to the WhyWeb service. Thus, argue defendants, because the “Netscape license
agreement . . . conferred on each user the right to download and use both Communicator and
SmartDownload software,” Specht received a benefit under that license agreement in that
SmartDownload “assisted in obtaining the WhyWeb file and increased the likelihood of success
in the download process.” This benefit, defendants claim, was direct enough to require Specht to
arbitrate his claims pursuant to Netscape’s license terms. Specht, however, maintains that he
never received any commissions based on the WhyWeb files available on his website.

II. Proceedings Below

In the district court, defendants moved to compel arbitration and to stay court
proceedings pursuant to the Federal Arbitration Act (“FAA”), 9 U.S.C. § 4, arguing that the
disputes reflected in the complaints, like any other dispute relating to the SmartDownload license
agreement, are subject to the arbitration clause contained in that agreement. Finding that
Netscape’s webpage, unlike typical examples of clickwrap, neither adequately alerted users to the
existence of SmartDownload’s license terms nor required users unambiguously to manifest assent to those terms as a condition of downloading the product, the court held that the user plaintiffs had not entered into the SmartDownload license agreement. Specht, 150 F. Supp. 2d at 595-96.

The district court also ruled that the separate license agreement governing use of Communicator, even though the user plaintiffs had assented to its terms, involved an independent transaction that made no mention of SmartDownload and so did not bind plaintiffs to arbitrate their claims relating to SmartDownload. Id. at 596. The court further concluded that Fagan could not be bound by the SmartDownload license agreement, because the shareware site from which he allegedly obtained the plug-in program provided even less notice of SmartDownload’s license terms than did Netscape’s page. Id. at 596-97. Finally, the court ruled that Specht was not bound by the SmartDownload arbitration agreement as a noncontracting beneficiary, because he (1) had no preexisting relationship with any of the parties, (2) was not an agent of any party, and (3) received no direct benefit from users’ downloading of files from his site, even if those users did employ SmartDownload to enhance their downloading. Id. at 597-98.

Defendants took this timely appeal pursuant to 9 U.S.C. § 16, and the district court stayed all proceedings in the underlying cases pending resolution of the appeal. This Court has jurisdiction pursuant to § 16(a)(1)(B), as this is an appeal from an order denying defendants’ motion to compel arbitration under the FAA. Mediterranean Shipping Co. S.A. Geneva v. POL-Atlantic, 229 F.3d 397, 402 (2d Cir. 2000).
govern issues concerning the validity, revocability, and enforceability of contracts generally.”). Therefore, state law governs the question of whether the parties in the present case entered into an agreement to arbitrate disputes relating to the SmartDownload license agreement. The district court further held that California law governs the question of contract formation here; the parties do not appeal that determination.

II. Whether This Court Should Remand for a Trial on Contract Formation

Defendants argue on appeal that the district court erred in deciding the question of contract formation as a matter of law. A central issue in dispute, according to defendants, is whether the user plaintiffs actually saw the notice of SmartDownload’s license terms when they downloaded the plug-in program. Although plaintiffs in their affidavits and depositions generally swore that they never saw the notice of terms on Netscape’s webpage, defendants point to deposition testimony in which some plaintiffs, under repeated questioning by defendants’ counsel, responded that they could not “remember” or be entirely “sure” whether the link to SmartDownload’s license terms was visible on their computer screens. Defendants argue that on some computers, depending on the configuration of the monitor and browser, SmartDownload’s license link “appears on the first screen, without any need for the user to scroll at all.” Thus, according to defendants, “a trial on the factual issues that Defendants raised about each and every Plaintiffs’ [sic] downloading experience” is required on remand to remedy the district court’s “error” in denying defendants’ motion as a matter of law.

Section 4 of the FAA provides, in relevant part, that “[i]f the making of the arbitration agreement . . . be in issue, the court shall proceed summarily to the trial thereof.” 9 U.S.C. § 4. We conclude for two reasons, however, that defendants are not entitled to a remand
for a full trial. First, during oral argument in the district court on the arbitrability of the five user plaintiffs’ claims, defendants’ counsel repeatedly insisted that the district court could decide “as a matter of law based on the uncontroverted facts in this case” whether “a reasonably prudent person could or should have known of the [license] terms by which acceptance would be signified.” “I don’t want you to try the facts,” defendants’ counsel told the court. “I think that the evidence in this case upon which this court can make a determination [of whether a contract existed] as a matter of law is uncontroverted.” Accordingly, the district court decided the issue of reasonable notice and objective manifestation of assent as a matter of law. “[I]t is a well-established general rule that an appellate court will not consider an issue raised for the first time on appeal.” Greene v. United States, 13 F.3d 577, 586 (2d Cir. 1994); see also Gurary v. Winehouse, 190 F.3d 37, 44 (2d Cir. 1999) (“Having failed to make the present argument to the district court, plaintiff will not be heard to advance it here.”). Nor would it cause injustice in this case for us to decline to accept defendants’ invitation to consider an issue that defendants did not advance below.

Later, when Judge Hellerstein suggested that it was “an issue of fact . . . to be tried” whether plaintiff Fagan downloaded SmartDownload from Netscape’s webpage or from the ZDNet shareware site, defendants’ counsel stated: “I am not sure there is an issue of fact. It is sort of a summary judgment kind of standard.” Still later, counsel remarked: “I think we established that there really is no genuine issue that Mr. Fagan got his smart download [sic] by visiting the Netscape webpage from which he fairly had notice that there was a license agreement.” Defendants’ position that there was “no genuine issue” regarding reasonable notice of the existence of the license terms is consistent with this Circuit’s standard for determining whether a trial is required on the issue of the making of an arbitration agreement. See Doctor’s Assocs., Inc. v. Distajo, 107 F.3d 126, 129-30 (2d Cir. 1997) (“As when opposing a motion for summary judgment under Fed. R. Civ. P. 56, the party requesting a jury trial must submit evidentiary facts showing that there is a dispute of fact to be tried.”) (quotation marks omitted)); Doctor’s Assocs., Inc. v. Stuart, 85 F.3d 975, 983-84 (2d Cir. 1996) (“To warrant a trial under 9 U.S.C. § 4, the issue raised must be ‘genuine.’”) (quotation marks omitted)).
Second, after conducting weeks of discovery on defendants' motion to compel arbitration, the parties placed before the district court an ample record consisting of affidavits and extensive deposition testimony by each named plaintiff; numerous declarations by counsel and witnesses for the parties; dozens of exhibits, including computer screen shots and other visual evidence concerning the user plaintiffs' experience of the Netscape webpage; oral argument supplemented by a computer demonstration; and additional briefs following oral argument. This well-developed record contrasts sharply with the meager records that on occasion have caused this Court to remand for trial on the issue of contract formation pursuant to 9 U.S.C. § 4. See, e.g., Interbras Cayman Co. v. Orient Victory Shipping Co., S.A., 663 F.2d 4, 5 (2d Cir. 1981) (record consisted of affidavits and other papers); Interocean Shipping, 462 F.2d at 676 (record consisted of pleadings, affidavits, and documentary attachments). We are satisfied that the unusually full record before the district court in this case constituted "a hearing where evidence is received." Interocean Shipping, 462 F.2d at 677. Moreover, upon the record assembled, a fact-finder could not reasonably find that defendants prevailed in showing that any of the user plaintiffs had entered into an agreement on defendants' license terms.

In sum, we conclude that the district court properly decided the question of reasonable notice and objective manifestation of assent as a matter of law on the record before it, and we decline defendants' request to remand for a full trial on that question.

III. Whether the User Plaintiffs Had Reasonable Notice of and Manifested Assent to the SmartDownload License Agreement

Whether governed by the common law or by Article 2 of the Uniform Commercial Code ("UCC"), a transaction, in order to be a contract, requires a manifestation of
agreement between the parties. See Windsor Mills, Inc. v. Collins & Aikman Corp., 101 Cal. Rptr. 347, 350 (Cal. Ct. App. 1972) ("[C]onsent to, or acceptance of, the arbitration provision [is] necessary to create an agreement to arbitrate."); see also Cal. Com. Code § 2204(1) ("A contract for sale of goods may be made in any manner sufficient to show agreement, including conduct by both parties which recognizes the existence of such a contract.").13 Mutual

13 The district court concluded that the SmartDownload transactions here should be governed by "California law as it relates to the sale of goods, including the Uniform Commercial Code in effect in California." Specht, 150 F. Supp. 2d at 591. It is not obvious, however, that UCC Article 2 ("sales of goods") applies to the licensing of software that is downloadable from the Internet. Cf. Advent Sys. Ltd. v. Unisys Corp., 925 F.2d 670, 675 (3d Cir. 1991) ("The increasing frequency of computer products as subjects of commercial litigation has led to controversy over whether software is a 'good' or intellectual property. The [UCC] does not specifically mention software."); Lorin Brennan, Why Article 2 Cannot Apply to Software Transactions, PLI Patents, Copyrights, Trademarks, & Literary Property Course Handbook Series (Feb.-Mar. 2001) (demonstrating the trend in case law away from application of UCC provisions to software sales and licensing and toward application of intellectual property principles). There is no doubt that a sale of tangible goods over the Internet is governed by Article 2 of the UCC. See, e.g., Butler v. Beer Across Am., 83 F. Supp. 2d 1261, 1263-64 & n.6 (N.D. Ala. 2000) (applying Article 2 to an Internet sale of bottles of beer). Some courts have also applied Article 2, occasionally with misgivings, to sales of off-the-shelf software in tangible, packaged formats. See, e.g., ProCD, 86 F.3d at 1450 ("[W]e treat the [database] licenses as ordinary contracts accompanying the sale of products, and therefore as governed by the common law of contracts and the Uniform Commercial Code. Whether there are legal differences between 'contracts' and 'licenses' (which may matter under the copyright doctrine of first sale) is a subject for another day."); i.LAN Sys., Inc. v. NetScout Serv. Level Corp., 183 F. Supp. 2d 328, 332 (D. Mass. 2002) (stating, in the context of a dispute between business parties, that "Article 2 technically does not, and certainly will not in the future, govern software licenses, but for the time being, the Court will assume that it does").

Downloadable software, however, is scarcely a "tangible" good, and, in part because software may be obtained, copied, or transferred effortlessly at the stroke of a computer key, licensing of such Internet products has assumed a vast importance in recent years. Recognizing that "a body of law based on images of the sale of manufactured goods ill fits licenses and other transactions in computer information," the National Conference of Commissioners on Uniform State Laws has promulgated the Uniform Computer Information Transactions Act ("UCITA"), a code resembling UCC Article 2 in many respects but drafted to reflect emergent practices in the sale and licensing of computer information. UCITA, prefatory note (rev. ed. Aug. 23, 2001) (available at www.ucitaonline.com/ucita.html). UCITA—originally intended as a new Article 2B to supplement Articles 2 and 2A of the UCC but later proposed as an independent code—has
manifestation of assent, whether by written or spoken word or by conduct, is the touchstone of contract. *Binder v. Aetna Life Ins. Co.*, 89 Cal. Rptr. 2d 540, 551 (Cal. Ct. App. 1999); *cf.* Restatement (Second) of Contracts § 19(2) (1981) ("The conduct of a party is not effective as a manifestation of his assent unless he intends to engage in the conduct and knows or has reason to know that the other party may infer from his conduct that he assents."). Although an onlooker observing the disputed transactions in this case would have seen each of the user plaintiffs click on the SmartDownload "Download" button, *see Cedars Sinai Med. Ctr. v. Mid-West Nat'l Life Ins. Co.*, 118 F. Supp. 2d 1002, 1008 (C.D. Cal. 2000) ("In California, a party's intent to contract is judged objectively, by the party's outward manifestation of consent."); a consumer's clicking on a download button does not communicate assent to contractual terms if the offer did not make clear to the consumer that clicking on the download button would signify assent to those terms, *see Windsor Mills*, 101 Cal. Rptr. at 351 ("[W]hen the offeree does not know that a proposal has been made to him this objective standard does not apply."). California's common law is clear that "an offeree, regardless of apparent manifestation of his consent, is not bound by inconspicuous contractual provisions of which he is unaware, contained in a document whose contractual nature is not obvious." *Id.; see also Marin Storage & Trucking, Inc. v. Benco Contracting & Eng'g, Inc.*, 107 Cal. Rptr. 2d 645, 651 (Cal. Ct. App. 2001) (same).

Arbitration agreements are no exception to the requirement of manifestation of


We need not decide today whether UCC Article 2 applies to Internet transactions in downloadable products. The district court's analysis and the parties' arguments on appeal show that, for present purposes, there is no essential difference between UCC Article 2 and the common law of contracts. We therefore apply the common law, with exceptions as noted.
assent. "This principle of knowing consent applies with particular force to provisions for arbitration." *Windsor Mills*, 101 Cal. Rptr. at 351. Clarity and conspicuousness of arbitration terms are important in securing informed assent. "If a party wishes to bind in writing another to an agreement to arbitrate future disputes, such purpose should be accomplished in a way that each party to the arrangement will fully and clearly comprehend that the agreement to arbitrate exists and binds the parties thereto." *Commercial Factors Corp. v. Kurtzman Bros.*, 280 P.2d 146, 147-48 (Cal. Dist. Ct. App. 1955) (internal quotation marks omitted). Thus, California contract law measures assent by an objective standard that takes into account both what the offeree said, wrote, or did and the transactional context in which the offeree verbalized or acted.

A. The Reasonably Prudent Offeree of Downloadable Software

Defendants argue that plaintiffs must be held to a standard of reasonable prudence and that, because notice of the existence of SmartDownload license terms was on the next scrollable screen, plaintiffs were on "inquiry notice" of those terms. 14 We disagree with the proposition that a reasonably prudent offeree in plaintiffs' position would necessarily have known or learned of the existence of the SmartDownload license agreement prior to acting, so that plaintiffs may be held to have assented to that agreement with constructive notice of its terms. *See* Cal. Civ. Code § 1589 ("A voluntary acceptance of the benefit of a transaction is equivalent to a consent to all the obligations arising from it, so far as the facts are known, or ought to be known, to the person accepting."). It is true that "[a] party cannot avoid the terms of a contract on the ground that he or she failed to read it before signing." *Marin Storage &

Trucking, 107 Cal. Rptr. 2d at 651. But courts are quick to add: “An exception to this general rule exists when the writing does not appear to be a contract and the terms are not called to the attention of the recipient. In such a case, no contract is formed with respect to the undisclosed term.” Id.; cf. Cory v. Golden State Bank, 157 Cal. Rptr. 538, 541 (Cal. Ct. App. 1979) (“[T]he provision in question is effectively hidden from the view of money order purchasers until after the transactions are completed. . . . Under these circumstances, it must be concluded that the Bank’s money order purchasers are not chargeable with either actual or constructive notice of the service charge provision, and therefore cannot be deemed to have consented to the provision as part of their transaction with the Bank.”).

Most of the cases cited by defendants in support of their inquiry-notice argument are drawn from the world of paper contracting. See, e.g., Taussig v. Bode & Haslett, 66 P. 259, 265-66 (Cal. 1901) (where party had opportunity to read leakage disclaimer printed on warehouse receipt, he had duty to do so); In re First Capital Life Ins. Co., 40 Cal. Rptr. 2d 816, 820 (Cal. Ct. App. 1995) (purchase of insurance policy after opportunity to read and understand policy terms creates binding agreement); King v. Larsen Realty, Inc., 175 Cal. Rptr. 226, 231 (Cal. Ct. App. 1981) (where realtors’ board manual specifying that party was required to arbitrate was “readily available,” party was “on notice” that he was agreeing to mandatory arbitration); Cal. State Auto. Ass’n Inter-Ins. Bureau v. Barrett Garages, Inc., 64 Cal. Rptr. 699, 703 (Cal. Ct. App. 1967) (recipient of airport parking claim check was bound by terms printed on claim check, because a “ordinarily prudent” person would have been alerted to the terms); Larrus v. First Nat’l Bank, 266 P.2d 143, 147 (Cal. Dist. Ct. App. 1954) (“clearly printed” statement on bank card stating that depositor agreed to bank’s regulations provided sufficient notice to create
agreement, where party had opportunity to view statement and to ask for full text of regulations, but did not do so; see also Hux v. Butler, 339 F.2d 696, 700 (6th Cir. 1964) (constructive notice found where “slightest inquiry” would have disclosed relevant facts to offeree); Walker v. Carnival Cruise Lines, 63 F. Supp. 2d 1083, 1089 (N.D. Cal. 1999) (under California and federal law, “conspicuous notice” directing the attention of parties to existence of contract terms renders terms binding) (quotation marks omitted); Shacket v. Roger Smith Aircraft Sales, Inc., 651 F. Supp. 675, 691 (N.D. Ill. 1986) (constructive notice found where “minimal investigation” would have revealed facts to offeree).

As the foregoing cases suggest, receipt of a physical document containing contract terms or notice thereof is frequently deemed, in the world of paper transactions, a sufficient circumstance to place the offeree on inquiry notice of those terms. “Every person who has actual notice of circumstances sufficient to put a prudent man upon inquiry as to a particular fact, has constructive notice of the fact itself in all cases in which, by prosecuting such inquiry, he might have learned such fact.” Cal. Civ. Code § 19. These principles apply equally to the emergent world of online product delivery, pop-up screens, hyperlinked pages, clickwrap licensing, scrollable documents, and urgent admonitions to “Download Now!” What plaintiffs saw when they were being invited by defendants to download this fast, free plug-in called SmartDownload was a screen containing praise for the product and, at the very bottom of the screen, a “Download” button. Defendants argue that under the principles set forth in the cases cited above, a “fair and prudent person using ordinary care” would have been on inquiry notice of SmartDownload’s license terms. Shacket, 651 F. Supp. at 690.

We are not persuaded that a reasonably prudent offeree in these circumstances
would have known of the existence of license terms. Plaintiffs were responding to an offer that
did not carry an immediately visible notice of the existence of license terms or require
unambiguous manifestation of assent to those terms. Thus, plaintiffs' "apparent manifestation of
. . . consent" was to terms "contained in a document whose contractual nature [was] not
obvious." Windsor Mills, 101 Cal. Rptr. at 351. Moreover, the fact that, given the position of
the scroll bar on their computer screens, plaintiffs may have been aware that an unexplored
portion of the Netscape webpage remained below the download button does not mean that they
reasonably should have concluded that this portion contained a notice of license terms. In their
deposition testimony, plaintiffs variously stated that they used the scroll bar "[o]nly if there is
something that I feel I need to see that is on—that is off the page," or that the elevated position of
the scroll bar suggested the presence of "mere[] formalities, standard lower banner links" or "that
the page is bigger than what I can see." Plaintiffs testified, and defendants did not refute, that
plaintiffs were in fact unaware that defendants intended to attach license terms to the use of
SmartDownload.

We conclude that in circumstances such as these, where consumers are urged to
download free software at the immediate click of a button, a reference to the existence of license
terms on a submerged screen is not sufficient to place consumers on inquiry or constructive
notice of those terms.¹⁵ The SmartDownload webpage screen was "printed in such a manner that
it tended to conceal the fact that it was an express acceptance of [Netscape's] rules and

¹⁵ We do not address the district court's alternative holding that notice was further vitiated
by the fact that the reference to SmartDownload's license terms, even if scrolled to, was couched
in precatory terms ("a mild request") rather than mandatory ones. Specht, 150 F. Supp. 2d at
596.
regulations.” *Larrus*, 266 P.2d at 147. Internet users may have, as defendants put it, “as much
time as they need[]” to scroll through multiple screens on a webpage, but there is no reason to
assume that viewers will scroll down to subsequent screens simply because screens are there.
When products are “free” and users are invited to download them in the absence of reasonably
conspicuous notice that they are about to bind themselves to contract terms, the transactional
circumstances cannot be fully analogized to those in the paper world of arm’s-length bargaining.
In the next two sections, we discuss case law and other legal authorities that have addressed the
circumstances of computer sales, software licensing, and online transacting. Those authorities
tend strongly to support our conclusion that plaintiffs did not manifest assent to
SmartDownload’s license terms.

**B. Shrinkwrap Licensing and Related Practices**

Defendants cite certain well-known cases involving shrinkwrap licensing and
related commercial practices in support of their contention that plaintiffs became bound by the
SmartDownload license terms by virtue of inquiry notice. For example, in *Hill v. Gateway 2000,
Inc.*, 105 F.3d 1147 (7th Cir. 1997), the Seventh Circuit held that where a purchaser had ordered
a computer over the telephone, received the order in a shipped box containing the computer
along with printed contract terms, and did not return the computer within the thirty days required
by the terms, the purchaser was bound by the contract. *Id.* at 1148-49. In *ProCD, Inc. v.
Zeidenberg*, the same court held that where an individual purchased software in a box containing
license terms which were displayed on the computer screen every time the user executed the
software program, the user had sufficient opportunity to review the terms and to return the
software, and so was contractually bound after retaining the product. *ProCD*, 86 F.3d at 1452;
cf. Moore v. Microsoft Corp., 293 A.D.2d 587, 587, 741 N.Y.S.2d 91, 92 (2d Dep't 2002) (software user was bound by license agreement where terms were prominently displayed on computer screen before software could be installed and where user was required to indicate assent by clicking "I agree"); Brower v. Gateway 2000, Inc., 246 A.D.2d 246, 251, 676 N.Y.S.2d 569, 572 (1st Dep't 1998) (buyer assented to arbitration clause shipped inside box with computer and software by retaining items beyond date specified by license terms); M.A. Mortenson Co. v. Timberline Software Corp., 970 P.2d 803, 809 (Wash. Ct. App. 1999) (buyer manifested assent to software license terms by installing and using software), aff'd, 998 P.2d 305 (Wash. 2000); see also i.LAN Sys., 183 F. Supp. 2d at 338 (business entity "explicitly accepted the clickwrap license agreement [contained in purchased software] when it clicked on the box stating 'I agree'").

These cases do not help defendants. To the extent that they hold that the purchaser of a computer or tangible software is contractually bound after failing to object to printed license terms provided with the product, Hill and Brower do not differ markedly from the cases involving traditional paper contracting discussed in the previous section. Insofar as the purchaser in ProCD was confronted with conspicuous, mandatory license terms every time he ran the software on his computer, that case actually undermines defendants' contention that downloading in the absence of conspicuous terms is an act that binds plaintiffs to those terms. In Mortenson, the full text of license terms was printed on each sealed diskette envelope inside the software box, printed again on the inside cover of the user manual, and notice of the terms appeared on the computer screen every time the purchaser executed the program. Mortenson, 970 P.2d at 806. In sum, the foregoing cases are clearly distinguishable from the facts of the
present action.

C. **Online Transactions**

Cases in which courts have found contracts arising from Internet use do not assist defendants, because in those circumstances there was much clearer notice than in the present case that a user’s act would manifest assent to contract terms. See, e.g., *Hotmail Corp. v. Van$Money Pie Inc.*, 47 U.S.P.Q.2d 1020, 1025 (N.D. Cal. 1998) (granting preliminary injunction based in part on breach of “Terms of Service” agreement, to which defendants had assented); *America Online, Inc. v. Booker*, 781 So. 2d 423, 425 (Fla. Dist. Ct. App. 2001) (upholding forum selection clause in “freely negotiated agreement” contained in online terms of service); *Caspi v. Microsoft Network, L.L.C.*, 732 A.2d 528, 530, 532-33 (N.J. Super. Ct. App. Div. 1999) (upholding forum selection clause where subscribers to online software were required to review license terms in scrollable window and to click “I Agree” or “I Don’t Agree”); *Barrett v. Network Solutions, Inc.*, 38 S.W.3d 200, 203-04 (Tex. App. 2001) (upholding forum selection clause in online contract for registering Internet domain names that required users to scroll through terms before accepting or rejecting them); cf. *Pollstar v. Gigmania, Ltd.*, 170 F. Supp. 2d 974, 981-82 (E.D. Cal. 2000) (expressing concern that notice of license terms had appeared in small, gray text on a gray background on a linked webpage, but concluding that it was too early

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16 Defendants place great importance on *Register.com, Inc. v. Verio, Inc.*, 126 F. Supp. 2d 238 (S.D.N.Y. 2000), which held that a user of the Internet domain-name database, Register.com, had “manifested its assent to be bound” by the database’s terms of use when it electronically submitted queries to the database. Id. at 248. But *Verio* is not helpful to defendants. There, the plaintiff's terms of use of its information were well known to the defendant, which took the information daily with full awareness that it was using the information in a manner prohibited by the terms of the plaintiff’s offer. The case is not closely analogous to ours.
in the case to order dismissal).\textsuperscript{17}

\textsuperscript{17} Although the parties here do not refer to it, California’s consumer fraud statute, Cal. Bus. & Prof. Code § 17538, is one of the few state statutes to regulate online transactions in goods or services. The statute provides that in disclosing information regarding return and refund policies and other vital consumer information, online vendors must legibly display the information either:

(i) [on] the first screen displayed when the vendor’s electronic site is accessed, (ii) on the screen on which goods or services are first offered, (iii) on the screen on which a buyer may place the order for goods or services, (iv) on the screen on which the buyer may enter payment information, such as a credit card account number, or (v) for nonbrowser-based technologies, in a manner that gives the user a reasonable opportunity to review that information.

\textit{Id.} § 17538(d)(2)(A). The statute’s clear purpose is to ensure that consumers engaging in online transactions have relevant information before they can be bound. Although consumer fraud as such is not alleged in the present action, and § 17538 protects only California residents, we note that the statute is consistent with the principle of conspicuous notice of the existence of contract terms that is also found in California’s common law of contracts.

In addition, the model code, UCITA, discussed above, generally recognizes the importance of conspicuous notice and unambiguous manifestation of assent in online sales and licensing of computer information. For example, § 112, which addresses manifestation of assent, provides that a user’s opportunity to review online contract terms exists if a “record” (or electronic writing) of the contract terms is “made available in a manner that ought to call it to the attention of a reasonable person and permit review.” UCITA, § 112(e)(1) (rev. ed. Aug. 23, 2001) (available at \url{www.ucitaonline.com/ucita.html}). Section 112 also provides, in pertinent part, that “[a] person manifests assent to a record or term if the person, acting with knowledge of, or after having an opportunity to review the record or term or a copy of it...intentionally engages in conduct or makes statements with reason to know that the other party or its electronic agent may infer from the conduct or statement that the person assents to the record or term.” \textit{Id.} § 112(a)(2). In the case of a “mass-market license,” a party adopts the terms of the license only by manifesting assent “before or during the party’s initial performance or use of or access to the information.” \textit{Id.} § 209(a).

UCITA § 211 sets forth a number of guidelines for “internet-type” transactions involving the supply of information or software. For example, a licensor should make standard terms “available for review” prior to delivery or obligation to pay (1) by “displaying prominently and in close proximity to a description of the computer information, or to instructions or steps for acquiring it, the standard terms or a reference to an electronic location from which they can be readily obtained,” or (2) by “disclosing the availability of the standard terms in a prominent place on the site from which the computer information is offered and promptly furnishing a copy of the standard terms on request before the transfer of the computer information.” \textit{Id.} § 211(1)(A-B). The commentary to § 211 adds: “The intent of the close proximity standard is that the terms or
After reviewing the California common law and other relevant legal authority, we conclude that under the circumstances here, plaintiffs’ downloading of SmartDownload did not constitute acceptance of defendants’ license terms. Reasonably conspicuous notice of the existence of contract terms and unambiguous manifestation of assent to those terms by consumers are essential if electronic bargaining is to have integrity and credibility. We hold that a reasonably prudent offeree in plaintiffs’ position would not have known or learned, prior to acting on the invitation to download, of the reference to SmartDownload’s license terms hidden below the “Download” button on the next screen. We affirm the district court’s conclusion that the user plaintiffs, including Fagan, are not bound by the arbitration clause contained in those terms.\footnote{Because we conclude that the Netscape webpage did not provide reasonable notice of the existence of SmartDownload’s license terms, it is irrelevant to our decision whether plaintiff Fagan obtained SmartDownload from that webpage, as defendants contend, or from a shareware}
IV. Whether Plaintiffs’ Assent to Communicator’s License Agreement Requires Them To Arbitrate Their Claims Regarding SmartDownload

Plaintiffs do not dispute that they assented to the license terms governing Netscape’s Communicator. The parties disagree, however, over the scope of that license’s arbitration clause. Defendants contend that the scope is broad enough to encompass plaintiffs’ claims regarding SmartDownload, even if plaintiffs did not separately assent to SmartDownload’s license terms and even though Communicator’s license terms did not expressly mention SmartDownload. Thus, defendants argue, plaintiffs must arbitrate.

The scope of an arbitration agreement is a legal issue that we review de novo.

Oldroyd, 134 F.3d at 76. “[A]ny doubts concerning the scope of arbitrable issues should be resolved in favor of arbitration.” Genesco, 815 F.2d at 847 (quotation marks omitted). Although “the FAA does not require parties to arbitrate when they have not agreed to do so,” Volt Info. Sciences, Inc. v. Bd. of Trs. Of Leland Stanford Junior Univ., 489 U.S. 468, 478 (1989), arbitration is indicated unless it can be said “with positive assurance” that an arbitration clause is not susceptible to an interpretation that covers the asserted dispute. Thomas James Assoc., Inc. v. Jameson, 102 F.3d 60, 65 (2d Cir. 1996) (quotation marks omitted).

The Communicator license agreement, which required arbitration of “all disputes
relating to this Agreement (excepting any dispute relating to intellectual property rights)," must be classified as "broad." *Corregis Ins. Co. v. Am. Health Found.*, 241 F.3d 123, 128-29 (2d Cir. 2001). Where the scope of an arbitration agreement is broad,

there arises a presumption of arbitrability; if, however, the dispute is in respect of a matter that, on its face, is clearly collateral to the contract, then a court should test the presumption by reviewing the allegations underlying the dispute and by asking whether the claim alleged implicates issues of contract construction or the parties’ rights and obligations under it.... [C]laims that present no question involving construction of the contract, and no questions in respect of the parties’ rights and obligations under it, are beyond the scope of the arbitration agreement.

*Collins & Aikman*, 58 F.3d at 23. In determining whether a particular claim falls within the scope of the parties’ arbitration agreement, this Court "focus[es] on the factual allegations in the complaint rather than the legal causes of action asserted." *Genesco*, 815 F.2d at 846. If those allegations "touch matters" covered by the Netscape license agreement, plaintiffs’ claims must be arbitrated. *Id.*

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19 A question not raised by the parties is whether this dispute involves "intellectual property rights." Certainly, Netscape’s intellectual property ("IP") rights would not seem to be implicated, even though Netscape may in some sense employ its IP—in the form of computer software—to plant cookies and, as plaintiffs allege, harvest users’ personal information. But do plaintiffs have IP rights in their personal information? Certain cases have recognized, mostly under a trespass-to-chattels theory, that computer and database owners enjoy possessory interests in their computer equipment, bandwidth, and server capacity, but those interests are analyzed in terms of traditional personal property, not IP. See, e.g., *Verio*, 126 F. Supp. 2d at 249-53; *eBay, Inc. v. Bidder’s Edge, Inc.*, 100 F. Supp. 2d 1058, 1069-72 (N.D. Cal. 2000). Moreover, plaintiffs’ personal information, stored in cookies, is the sort of factual data that are expressly excluded from federal copyright protection. See *Nihon Keizai Shimbun, Inc. v. Comline Bus. Data, Inc.*, 166 F.3d 65, 70 (2d Cir. 1999) ("That copyright does not extend to facts is a 'most fundamental axiom of copyright law.'") (quoting *Feist Publ’ns, Inc. v. Rural Tel. Serv. Co.*, 499 U.S. 340, 344 (1991)). Thus, copyrights are not implicated here. Nor are trade secrets, good will, or other valuable intangibles. In consequence, plaintiffs’ claims would not appear to be shielded from arbitration on the ground that this is a "dispute relating to intellectual property rights." This is not an issue that we decide today, however.
To begin with, we find that the underlying dispute in this case—whether defendants violated plaintiffs’ rights under the Electronic Communications Privacy Act and the Computer Fraud and Abuse Act—involves matters that are clearly collateral to the Communicator license agreement. While the SmartDownload license agreement expressly applied “to Netscape Communicator, Netscape Navigator, and Netscape SmartDownload,” the Communicator license agreement expressly applied only “to Netscape Communicator and Netscape Navigator.” Thus, on its face, the Communicator license agreement governed disputes concerning Netscape’s browser programs only, not disputes concerning a plug-in program like SmartDownload. Moreover, Communicator’s license terms included a merger or integration clause stating that “[t]his Agreement constitutes the entire agreement between the parties concerning the subject matter hereof.” SmartDownload’s license terms contained the same clause. Such provisions are recognized by California courts as a means of excluding prior or contemporaneous parol evidence from the scope of a contract. See Franklin v. USX Corp., 105 Cal. Rptr. 2d 11, 15 (Cal. Ct. App. 2001). Although the presence of merger clauses is not dispositive here, we note that defendants’ express desire to limit the reach of the respective license agreements, combined with the absence of reference to SmartDownload in the Communicator license agreement, suggests that a dispute regarding defendants’ allegedly unlawful use of SmartDownload is clearly collateral to the Communicator license agreement.

This conclusion is reinforced by the other terms of the Communicator license agreement, which include a provision describing the non-exclusive nature of the grant and permission to reproduce the software for personal and internal business purposes; restrictions on modification, decompilation, redistribution or other sale or transfer, and removal or alteration of
trademarks or other intellectual property; provisions for the licensor’s right to terminate and its proprietary rights; a complete disclaimer of warranties ("as is") and an entire-risk clause; a limitation of liability clause for consequential and other damages, together with a liquidated damages term; clauses regarding encryption and export; a disclaimer of warranties for high risk activities; and a miscellaneous paragraph that contains merger, choice-of-law, arbitration, and severability clauses, non-waiver and non-assignment provisions, a force majeure term, and a clause providing for reimbursement of the prevailing party in any dispute. Apart from the potential generic applicability of the warranty and liability disclaimers, a dispute concerning alleged electronic eavesdropping via transmissions from a separate plug-in program would not appear to fall within Communicator’s license terms. We conclude, therefore, that this dispute concerns matters that, on their face, are clearly collateral to the Communicator license agreement.

Having determined this much, we next must test the presumption of arbitrability by asking whether plaintiffs’ allegations implicate or touch on issues of contract construction or the parties’ rights and obligations under the contract. Collins & Aikman, 58 F.3d at 23; Genesco, 815 F.2d at 846. That is, even though the parties’ dispute concerns matters clearly collateral to the Communicator license terms, we must determine whether plaintiffs by their particular allegations have brought the dispute within the license terms. Defendants argue that plaintiffs’ complaints “literally bristled with allegations that Communicator and SmartDownload operated in conjunction with one another to eavesdrop on Plaintiffs’ Internet communications.” We disagree. Plaintiffs’ allegations nowhere collapse or blur the distinction between Communicator and SmartDownload, but instead consistently separate the two software programs and assert that SmartDownload alone is responsible for unlawful eavesdropping. Plaintiffs begin by alleging
that “SmartDownload facilitates the transfer of large files over the Internet by permitting a transfer to be resumed if it is interrupted.” Plaintiffs then explain that “[o]nce SmartDownload is downloaded and running on a Web user’s computer, it automatically connects to Netscape’s file servers and downloads the installation program for Communicator.” Plaintiffs add that defendants also encourage visitors to Netscape’s website “to download and install SmartDownload even if they are not installing or upgrading Communicator.”

Plaintiffs go on to point out that installing Communicator “automatically creates and stores on the Web user’s computer a small text file known as a ‘cookie.’” There follow two paragraphs essentially alleging that cookies were originally intended to perform such innocuous tasks as providing “temporary identification for purposes such as electronic commerce,” and that the Netscape cookie performs this original identifying, and entirely lawful, function. Separate paragraphs then describe the “Key” or “UserID” that SmartDownload allegedly independently places on user’s computers, and point out that “SmartDownload assumes from Communicator the task of downloading various files. Communicator itself could and would perform these downloading tasks if SmartDownload were not installed.” “Thereafter,” the complaints continue,

each time a Web user downloads any file from any site on the Internet using SmartDownload, SmartDownload automatically transmits to defendants the name and Internet address of the file and the Web site from which it is being sent. Within the same transmission, SmartDownload also includes the contents of the Netscape cookie previously created by Communicator and the “Key” previously created by SmartDownload.

In the course of their description of the installation and downloading process, plaintiffs keep SmartDownload separate from Communicator and clearly indicate that it is SmartDownload that performed the allegedly unlawful eavesdropping and made use of the
otherwise innocuous Communicator cookie as well as its own “Key” and “UserID” to transmit plaintiffs’ information to Netscape. The complaints refer to “SmartDownload’s spying” and explain that “Defendants are using SmartDownload to eavesdrop.” Plaintiffs’ allegations consistently distinguish and isolate the functions of SmartDownload in such a way as to make it clear that it is through SmartDownload, not Communicator, that defendants committed the abuses that are the subject of the complaints.

After careful review of these allegations, we conclude that plaintiffs’ claims “present no question involving construction of the [Communicator license agreement], and no questions in respect of the parties’ rights and obligations under it.” Collins & Aikman, 58 F.3d at 23. It follows that the claims of the five user plaintiffs are beyond the scope of the arbitration clause contained in the Communicator license agreement. Because those claims are not arbitrable under that agreement or under the SmartDownload license agreement, to which plaintiffs never assented, we affirm the district court’s holding that the five user plaintiffs may not be compelled to arbitrate their claims.

V. Whether Plaintiff Specht Can Be Required To Arbitrate as a Nonparty Beneficiary

Plaintiff Specht operated a website that he claims defendants electronically spied on every time users employing SmartDownload to enhance their browser software downloaded, from his site, software files that he provided for setting up an account with a separate service called WhyWeb. Defendants counter that Specht received a “direct benefit” under the “Netscape license agreement,” which they say authorized consumers to use SmartDownload and Communicator to obtain Specht’s files. Defendants contend that if a user who obtained a file
from Specht's site subsequently subscribed to WhyWeb's service, Specht would receive a commission from WhyWeb. Thus, according to defendants, if users employing SmartDownload accessed his site and obtained WhyWeb files, Specht would receive a direct benefit "because the software assisted in obtaining a WhyWeb file and increased the likelihood of success in the download process." Specht, however, claims that he received no commissions from providing WhyWeb software.

We note at the outset that defendants do not argue, as indeed they could not, that Specht benefited from SmartDownload license agreements entered into by the named user plaintiffs or the putative class that they represent. A contract theory of third-party benefits requires a predicate contract, and we have already determined that the user plaintiffs did not assent to the SmartDownload license agreement. We are thus asked, in effect, to imagine a class of users who, having obtained SmartDownload and/or Communicator after properly assenting to license terms, visited Specht's website by means of Communicator or a non-Netscape browser enhanced by SmartDownload and, while there, downloaded WhyWeb files which they proceeded to use to subscribe to WhyWeb, in turn triggering a commission fee from WhyWeb for Specht.

Even accepting arguendo this strained and roundabout hypothesis, we must reject defendants' legal conclusion. Typically, whether a contract benefits or accords rights to a third party (most often, the right to enforce the contract) depends significantly on the intention of the original contracting parties. See Sessions Payroll Mgmt., Inc. v. Noble Constr. Co, Inc., 101 Cal. Rptr. 2d 127, 133 (Cal. Ct. App. 2000) (explaining that a third-party beneficiary may enforce a contract made expressly for its benefit and has the burden of proving that the contracting parties actually promised the performance). Clearly, Netscape and these unknown visitors to Specht's
website did not expressly confer or intend to confer any contractual benefits on Specht or website operators generally (other than defendants). Defendants therefore take a different tack, arguing that they need only show that Specht received some direct benefit, knowingly or not, under a Netscape license agreement.

To support this claim, defendants cite American Bureau of Shipping v. Tencara Shipyards S.P.A., 170 F.3d 349 (2d Cir. 1999). But the benefit at issue in American Bureau of Shipping was much more direct than that described by defendants. There, a ship classification society, which had issued an interim certification of classification (ICC) for a racing yacht that later suffered hull damage allegedly resulting from defective design, sought to compel the yacht’s builder, owners, and insurers to arbitrate pursuant to arbitration clauses contained in the ICC and other contracts. The owners never signed any arbitration agreement, but this Court noted that a nonsignatory could be “estopped from denying its obligation to arbitrate when it receives a ‘direct benefit’ from a contract containing an arbitration clause.” Id. at 353 (citing Thomson-CSF, S.A. v. Am. Arbitration Ass’n, 64 F.3d 773, 778-79 (2d Cir. 1995)).

The Court held that the yacht owners had received the following direct benefits under the relevant contracts: (1) significantly lower insurance rates on the yacht; (2) the ability to sail under the French flag; and possibly (3) the ability to register the yacht. Id.; cf. Deloitte Noraudit A/S v. Deloitte Haskins & Sells, U.S., 9 F.3d 1060 (2d Cir. 1993) (holding that a nonsignatory to an arbitration agreement was bound to arbitrate because it knowingly received direct benefits, which included the right to

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20 Cf. County of Contra Costa v. Kaiser Found. Health Plan, Inc., 54 Cal. Rptr. 2d 628, 631 (Cal. Ct. App. 1996) (noting that California cases binding nonsignatories to arbitrate their claims fall into two categories: (1) where a benefit was conferred on the nonsignatory as a result of a contract; and (2) where a preexisting relationship existed between the nonsignatory and one of the parties to the arbitration agreement).
use a trade name, under the relevant contract).

   Even if defendants' theory of Specht's SmartDownload-enhanced potential for earning commissions were more convincing, such an abstract advantage is not remotely as tangible and definite as the benefits that have led this Court to compel nonsignatories to arbitrate. Nor does the intricate, Rube Goldberg-like chain of events postulated by defendants constitute a "direct" benefit in the sense contemplated by American Bureau of Shipping and Deloitte Noraudit. Because we conclude that Specht was not a direct beneficiary under SmartDownload's license agreement or any other Netscape agreement, we affirm the district court's refusal to compel arbitration of his claims.²¹

CONCLUSION

   For the foregoing reasons, we affirm the district court's denial of defendants' motion to compel arbitration and to stay court proceedings.

²¹ Plaintiffs argue in the alternative that their claims are inarbitrable because the Electronic Communications Privacy Act and the Computer Fraud and Abuse Act reflect a congressional intent to preclude arbitration of claims arising under those statutes. In view of our disposition of this case, we need not address that argument.
UNITED STATES COURT OF APPEALS
FOR THE SECOND CIRCUIT

August Term, 2000
(Argued: January 21, 2001
Decided: January 23, 2004)

Docket No. 00-9596

REGISTER.COM, INC.,

Plaintiff-Appellee,

-v-

VERIO, INC.,

Defendant-Appellant.

Before: LEVAL, Circuit Judge, and J. F. KEENAN, District Judge.*

Appeal by defendant Verio, Inc. from preliminary injunction granted by the United States District Court for the Southern District of New York (Jones, J.) on motion of plaintiff Register.com, Inc., a registrar of Internet domain names. The order enjoined the defendant from using the plaintiff's mark in communications with prospective customers, accessing plaintiff's computers by use of software programs performing multiple automated, successive queries, and using contact information relating to recent registrants of Internet domain names ("WHOIS information") obtained from plaintiff's computers for mass solicitation. AFFIRMED.

WILLIAM F. PATRY, New York, NY (Kenneth A. Plevan, Scott D. Brown, Paul M. Fakler, on the brief), for Appellee.

* The Honorable John F. Keenan, United States District Judge for the Southern District of New York, sitting by designation. The Honorable Fred I. Parker was a member of the panel but died on August 12, 2003. Judge Parker would have voted to reverse the district court's order. This appeal is being decided by the two remaining members of the panel, who are in agreement. See Local Rule § 0.14(b).
MICHAEL A. JACOBS, San Francisco, CA,
(James E. Hough, Mark David McPherson, on the
brief) for Appellant.

LEVAL, Circuit Judge:

Defendant, Verio, Inc. (“Verio”) appeals from an order of the United States District
Court for the Southern District of New York (Barbara S. Jones, J.) granting the motion of
plaintiff Register.com, Inc. (“Register”) for a preliminary injunction. The court’s order enjoined
Verio from (1) using Register’s trademarks; (2) representing or otherwise suggesting to third
parties that Verio’s services have the sponsorship, endorsement, or approval of Register; (3)
accessing Register’s computers by use of automated software programs performing multiple
successive queries; and (4) using data obtained from Register’s database of contact information
of registrants of Internet domain names to solicit the registrants for the sale of web site
development services by electronic mail, telephone calls, or direct mail. We affirm. 1

BACKGROUND

This plaintiff Register is one of over fifty companies serving as registrars for the issuance
of domain names on the world wide web. As a registrar, Register issues domain names to

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1 Judge Parker was not in agreement with this disposition. Deliberations have followed an unusual course. Judge
Parker initially was assigned to prepare a draft opinion affirming the district court. In the course of preparing the
draft, Judge Parker changed his mind and proposed to rule in favor of the defendant, overturning the injunction in
most respects. Judge Parker’s draft opinion, however, failed to convince the other members of the panel, who
adhered to the view that the injunction should be affirmed. Judge Parker died shortly thereafter, prior to the
circulation of a draft opinion affirming the injunction, from which Judge Parker presumably would have dissented.

We attach Judge Parker’s draft opinion as an Appendix. We do so for two reasons: One is to expose Judge
Parker’s views, which would have been set forth in a dissenting opinion, but for his death; the second is because his
opinion contains an exceptionally thorough, detailed and useful statement of facts, including a comprehensive
description of the functioning of the domain name system. We have stated the facts more briefly, mentioning only
those points necessary to the arguments discussed, inviting the reader to consult Judge Parker’s very thorough fact
statement for a more detailed account.

This dissent is omitted.
persons and entities preparing to establish web sites on the Internet. Web sites are identified and
accessed by reference to their domain names.

Register was appointed a registrar of domain names by the Internet Corporation for
Assigned Names and Numbers, known by the acronym “ICANN.” ICANN is a private, non-
profit public benefit corporation which was established by agencies of the U.S. government to
administer the Internet domain name system. To become a registrar of domain names, Register
was required to enter into a standard form agreement with ICANN, designated as the ICANN
Registrar Accreditation Agreement, November 1999 version (referred to herein as the “ICANN
Agreement”).

Applicants to register a domain name submit to the registrar contact information,
including at a minimum, the applicant’s name, postal address, telephone number, and electronic
mail address. The ICANN Agreement, referring to this registrant contact information under the
rubric “WHOIS information,” requires the registrar, under terms discussed in greater detail
below, to preserve it, update it daily, and provide for free public access to it through the Internet
as well as through an independent access port, called port 43. See ICANN Agreement § II.F.1.

Section II.F.5 of the ICANN Agreement (which furnishes a major basis for the appellant
Verio’s contentions on this appeal) requires that the registrar “not impose terms and conditions”
on the use made by others of its WHOIS data “except as permitted by ICANN-adopted policy.”
In specifying what restrictions may be imposed, the ICANN Agreement requires the registrar to
permit use of its WHOIS data “for any lawful purposes except to: . . . support the transmission of
mass unsolicited, commercial advertising or solicitations via email (spam); [and other listed

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purposes not relevant to this appeal.” (emphasis added).

Another section of the ICANN Agreement (upon which appellee Register relies) provides as follows,

No Third-Party Beneficiaries: This Agreement shall not be construed to create any obligation by either ICANN or Registrar to any non-party to this Agreement . . . .

ICANN Agreement § I.I.S.2. Third parties could nonetheless seek enforcement of a registrar’s obligations set forth in the ICANN Agreement by resort to a grievance process under ICANN’s auspices.

In compliance with § I.I.F.1 of the ICANN Agreement, Register updated the WHOIS information on a daily basis and established Internet and port 43 service, which allowed free public query of its WHOIS information. An entity making a WHOIS query through Register’s Internet site or port 43 would receive a reply furnishing the requested WHOIS information, captioned by a legend devised by Register, which stated,

By submitting a WHOIS query, you agree that you will use this data only for lawful purposes and that under no circumstances will you use this data to . . . support the transmission of mass unsolicited, commercial advertising or solicitation via email.

The terms of that legend tracked § I.I.F.5 of the ICANN Agreement in specifying the restrictions Register imposed on the use of its WHOIS data. Subsequently, as explained below, Register amended the terms of this legend to impose more stringent restrictions on the use of the information gathered through such queries.

In addition to performing the function of a registrar of domain names, Register also
engages in the business of selling web-related services to entities that maintain web sites. These services cover various aspects of web site development. In order to solicit business for the services it offers, Register sends out marketing communications. Among the entities it solicits for the sale of such services are entities whose domain names it registered. However, during the registration process, Register offers registrants the opportunity to elect whether or not they will receive marketing communications from it.

The defendant Verio, against whom the preliminary injunction was issued, is engaged in the business of selling a variety of web site design, development and operation services. In the sale of such services, Verio competes with Register’s web site development business. To facilitate its pursuit of customers, Verio undertook to obtain daily updates of the WHOIS information relating to newly registered domain names. To achieve this, Verio devised an automated software program, or robot, which each day would submit multiple successive WHOIS queries through the port 43 accesses of various registrars. Upon acquiring the WHOIS information of new registrants, Verio would send them marketing solicitations by email, telemarketing and direct mail. To the extent that Verio’s solicitations were sent by email, the practice was inconsistent with the terms of the restrictive legend Register attached to its responses to Verio’s queries.

At first, Verio’s solicitations addressed to Register’s registrants made explicit reference to their recent registration through Register. This led some of the recipients of Verio’s solicitations to believe the solicitation was initiated by Register (or an affiliate), and was sent in violation of the registrant’s election not to receive solicitations from Register. Register began to
receive complaints from registrants. Register in turn complained to Verio and demanded that
Verio cease and desist from this form of marketing. Register asserted that Verio was harming
Register's goodwill, and that by soliciting via email, was violating the terms to which it had
agreed on submitting its queries for WHOIS information. Verio responded to the effect that it
had stopped mentioning Register in its solicitation message.

In the meantime, Register changed the restrictive legend it attached to its responses to
WHOIS queries. While previously the legend conformed to the terms of § II F.5, which
authorized Register to prohibit use of the WHOIS information for mass solicitations "via email,"
its new legend undertook to bar mass solicitation "via direct mail, electronic mail, or by
telephone."² Section II.F.5 of Register's ICANN Agreement, as noted above, required Register
to permit use of the WHOIS data "for any lawful purpose except to ... support the transmission
of mass unsolicited solicitations via email (spam). Thus, by undertaking to prohibit Verio from
using the WHOIS information for solicitations "via direct mail . . . or by telephone," Register
was acting in apparent violation of this term of its ICANN Agreement.

Register wrote to Verio demanding that it cease using WHOIS information derived from
Register not only for email marketing, but also for marketing by direct mail and telephone.
Verio ceased using the information in email marketing, but refused to stop marketing by direct
mail and telephone.

² The new legend stated:

By submitting a WHOIS query, you agree that . . . under no circumstances will you use this data to . . . support the transmission of mass unsolicited . . . advertising or solicitations via direct mail, electronic mail, or by telephone.
Register brought this suit on August 3, 2000, and moved for a temporary restraining
order and a preliminary injunction. Register asserted, among other claims, that Verio was (a)
causing confusion among customers, who were led to believe Verio was affiliated with Register;
(b) accessing Register’s computers without authorization, a violation of the Computer Fraud and
Abuse Act, 18 U.S.C. § 1030; and, (c) trespassing on Register’s chattels in a manner likely to
harm Register’s computer systems by the use of Verio’s automated robot software programs. On
December 8, 2000, the district court entered a preliminary injunction. The injunction barred
Verio from the following activities:

1. Using or causing to be used the "Register.com" mark or the "first step on the
   web" mark or any other designation similar thereto, on or in connection with the
   advertising, marketing, or promotion of Verio and/or any of Verio’s services;

2. Representing, or committing any act which is calculated to or is likely to cause
   third parties to believe that Verio and/or Verio’s services are sponsored by, or
   have the endorsement or approval of Register.com;

3. Accessing Register.com’s computers and computer networks in any manner,
   including, but not limited to, by software programs performing multiple,
   automated, successive queries, provided that nothing in this Order shall prohibit
   Verio from accessing Register.com’s WHOIS database in accordance with the
   terms and conditions thereof; and

4. Using any data currently in Verio’s possession, custody or control, that using its
   best efforts, Verio can identify as having been obtained from Register.com’s
   computers and computer networks to enable the transmission of unsolicited
   commercial electronic mail, telephone calls, or direct mail to the individuals listed
   in said data, provided that nothing in this Order shall prohibit Verio from (i)
   communicating with any of its existing customers, (ii) responding to
   communications received from any Register.com customer initially contacted
   before August 4, 2000, or (iii) communicating with any Register.com customer
   whose contact information is obtained by Verio from any source other than
   Register.com’s computers and computer networks.

DISCUSSION

Standard of review and preliminary injunction standard

A grant of a preliminary injunction is reviewed on appeal for abuse of discretion, see SEC v. Cavanagh, 155 F.3d 129, 132 (2d Cir. 1998), which will be found if the district court “applies legal standards incorrectly or relies upon clearly erroneous findings of fact,” id., or “proceed[s] on the basis of an erroneous view of the applicable law,” Donovan v. Bierwirth, 680 F.2d 263, 269 (2d Cir. 1982).

Verio advances a plethora of arguments why the preliminary injunction should be vacated. We find them to be without merit. We address the most substantial of Verio’s arguments.

(a) Verio’s enforcement of the restrictions placed on Register by the ICANN Agreement

Verio conceded that it knew of the restrictions Register placed on the use of the WHOIS data and knew that, by using Register’s WHOIS data for direct mail and telemarketing solicitations, it was violating Register’s restrictions. Verio’s principal argument is that Register was not authorized to forbid Verio from using the data for direct mail and telemarketing solicitation because the ICANN Agreement prohibited Register from imposing any “terms and conditions” on use of WHOIS data, “except as permitted by ICANN-adopted policy,” which specified that Register was required to permit “any lawful purpose, except . . . mass solicitation[“]
Register does not deny that the restrictions it imposed contravened this requirement of the ICANN Agreement. Register contends, however, that the question whether it violated § II.F.5 of its Agreement with ICANN is a matter between itself and ICANN, and that Verio cannot enforce the obligations placed on Register by the ICANN Agreement. Register points to § II.S.2 of the ICANN Agreement, captioned “No Third-Party Beneficiaries,” which, as noted, states that the agreement is not to be construed “to create any obligation by either ICANN or Registrar to any non-party.” Register asserts that Verio, a non-party, is asking the court to construe § II.F.5 as creating an obligation owed by Register to Verio, and that the Agreement expressly forbids such a construction.

ICANN intervened in the district court as an amicus curiae and strongly supports Register’s position, opposing Verio’s right to invoke Register’s contractual promises to ICANN. ICANN explained that ICANN has established a remedial process for the resolution of such disputes through which Verio might have sought satisfaction. “If Verio had concerns regarding Register.com’s conditions for access to WHOIS data, it should have raised them within the ICANN process rather [than] simply taking Register.com’s data, violating the conditions [imposed by Register], and then seeking to justify its violation in this Court . . . . [Verio’s claim was] intended to be addressed only within the ICANN process.” ICANN asserted that the No Third-Party Beneficiary provision, barring third parties from seeking to enforce promises made by a registrar to ICANN through court proceedings, was “vital to the overall scheme of [its] various agreements.”
This is because proper expression of the letter and spirit of ICANN policies is most appropriately achieved through the ICANN process itself, and not through forums that lack the every day familiarity with the intricate technical and policy issues that the ICANN process was designed to address.

ICANN's brief went on to state:

[E]nforcement of agreements with ICANN [was to] be informed by the judgment of the various segments of the internet community as expressed through ICANN. In the fast-paced environment of the Internet, new issues and situations arise quickly, and sometimes the language of contractual provisions does not perfectly match the underlying policies. For this and other reasons, hard-and-fast enforcement [by courts] of the letter of every term of every agreement is not always appropriate. An integral part of the agreements that the registrars . . . entered with ICANN is the understanding that these situations would be handled through consultation and consideration within the ICANN process . . . . Allowing issues under the agreements registrars make with ICANN to be diverted from [ICANN's] carefully crafted remedial scheme to the courts, at the behest of third parties . . . , would seriously threaten the Internet community's ability, under the auspices of ICANN, to achieve a proper balance of the competing policy values that are so frequently involved.

We are persuaded by the arguments Register and ICANN advance. It is true Register incurred a contractual obligation to ICANN not to prevent the use of its WHOIS data for direct mail and telemarketing solicitation. But ICANN deliberately included in the same contract that persons aggrieved by Register's violation of such a term should seek satisfaction within the framework of ICANN's grievance policy, and should not be heard in courts of law to plead entitlement to enforce Register's promise to ICANN. As experience develops in the fast changing world of the Internet, ICANN, informed by the various constituencies in the Internet community, might well no longer consider it salutary to enforce a policy which it earlier expressed in the ICANN Agreement. For courts to undertake to enforce promises made by registrars to ICANN at the instance of third parties might therefore be harmful to ICANN's
efforts to develop well-informed and sound Internet policy.

Verio’s invocation of the ICANN Agreement necessarily depends on its entitlement to enforce Register’s promises to ICANN in the role of third party beneficiary. The ICANN Agreement specified that it should be deemed to have been made in California, where ICANN is located. Under § 1559 of the California Civil Code, a “contract, made expressly for the benefit of a third person, may be enforced by him.” Cal. Civ. Code § 1559. For Verio to seek to enforce Register’s promises it made to ICANN in the ICANN Agreement, Verio must show that the Agreement was made for its benefit. See Am. Home Ins. Co. v. Travelers Indemnity Co., 175 Cal. Rptr. 826, 834 (Cal. App. 1981). Verio did not meet this burden. To the contrary, the Agreement expressly and intentionally excluded non-parties from claiming rights under it in court proceedings.

We are not persuaded by the arguments Judge Parker advanced in his draft. Although acknowledging that Verio could not claim third party beneficiary rights to enforce Register’s promises to ICANN, Judge Parker nonetheless found three reasons for enforcing Verio’s claim: (i) “public policy interests at stake,” (ii) Register’s “indisputable obligations to ICANN as a registrar,” and (iii) the equities, involving Register’s “unclean hands” in imposing a restriction it was contractually bound not to impose. We respectfully disagree. As for the first argument, that Register’s restriction violated public policy, it is far from clear that this is so. It is true that the

3 We note in passing, Judge Parker’s characterization of the public policy – that WHOIS information should be “free as air” – is a rhetorical oversimplification; the public policy as set forth in the ICANN Agreement expressly contemplated that the WHOIS data not be available for use in mass email solicitation. It also imposed another restriction not pertinent to this appeal and expressly reserved the possibility that further restrictions might be imposed if and when “ICANN adopts a different policy.” ICANN Agreement § II.F.5.
ICANN Agreement at the time ICANN presented it to Register permitted mass solicitation by means other than email. But it is not clear that at the time of this dispute, ICANN intended to adhere to that policy. As ICANN’s amicus brief suggested, the world of the Internet changes rapidly, and public policy as to how that world should be governed may change rapidly as well. ICANN in fact has since changed the terms of its standard agreement for the accreditation of registrars to broaden the uses of WHOIS information that registrars may prohibit to include not only mass email solicitations but also mass telephone and fax solicitations. See ICANN Registrar Accreditation Agreement § 3.3.5 (May 18, 2001). It is far from clear that ICANN continues to view public policy the way it did at the time it crafted Register’s agreement. In any event, if Verio wished to have the dispute resolved in accordance with public policy, it was free to bring its grievance to ICANN. Verio declined to do so. ICANN included the “No Third-Party Beneficiary” provision precisely so that it would retain control of enforcement of policy, rather than yielding it to courts.

As for Judge Parker’s second argument, Register’s “indisputable obligation to ICANN as a registrar” to permit Verio to use the WHOIS information for mass solicitation by mail and telephone, we do not see how this argument differs from Verio’s claim of entitlement as a third party beneficiary, which § ILS.2 explicitly negates. The fact that Register owed a contractual obligation to ICANN not to impose certain restrictions on use of WHOIS information does not mean that it owed an obligation to Verio not to impose such restrictions. As ICANN’s brief in the district court indicates, ICANN was well aware of Register’s deviation from the restrictions imposed by the ICANN Agreement, but ICANN chose not to take steps to compel Register to
adhere to its contract.

Nor are we convinced by Judge Parker's third argument of Register's "unclean hands."

Judge Parker characterizes Register's failure to honor its contractual obligation to ICANN as unethical conduct, making Register ineligible for equitable relief. But Register owed no duty in that regard to anyone but ICANN, and ICANN has expressed no dissatisfaction with Register's failure to adhere to that term of the contract. Verio was free to seek ICANN's intervention on its behalf, but declined to do so, perhaps because it knew or suspected that ICANN would decline to compel Register to adhere to the contract term. Under the circumstances, we see no reason to assume on appeal that Register's conduct should be considered unethical, especially where the district court made no such finding.

(b) Verio's assent to Register's contract terms

Verio's next contention assumes that Register was legally authorized to demand that takers of WHOIS data from its systems refrain from using it for mass solicitation by mail and telephone, as well as by email. Verio contends that it nonetheless never became contractually bound to the conditions imposed by Register's restrictive legend because, in the case of each query Verio made, the legend did not appear until after Verio had submitted the query and received the WHOIS data. Accordingly, Verio contends that in no instance did it receive legally enforceable notice of the conditions Register intended to impose. Verio therefore argues it should not be deemed to have taken WHOIS data from Register's systems subject to Register's conditions.
Verio’s argument might well be persuasive if its queries addressed to Register’s computers had been sporadic and infrequent. If Verio had submitted only one query, or even if it had submitted only a few sporadic queries, that would give considerable force to its contention that it obtained the WHOIS data without being conscious that Register intended to impose conditions, and without being deemed to have accepted Register’s conditions. But Verio was daily submitting numerous queries, each of which resulted in its receiving notice of the terms Register exacted. Furthermore, Verio admits that it knew perfectly well what terms Register demanded. Verio’s argument fails.

The situation might be compared to one in which plaintiff P maintains a roadside fruit stand displaying bins of apples. A visitor, defendant D, takes an apple and bites into it. As D turns to leave, D sees a sign, visible only as one turns to exit, which says “Apples – 50 cents apiece.” D does not pay for the apple. D believes he has no obligation to pay because he had no notice when he bit into the apple that 50 cents was expected in return. D’s view is that he never agreed to pay for the apple. Thereafter, each day, several times a day, D revisits the stand, takes an apple, and eats it. D never leaves money.

P sues D in contract for the price of the apples taken. D defends on the ground that on no occasion did he see P’s price notice until after he had bitten into the apples. D may well prevail as to the first apple taken. D had no reason to understand upon taking it that P was demanding the payment. In our view, however, D cannot continue on a daily basis to take apples for free, knowing full well that P is offering them only in exchange for 50 cents in compensation, merely because the sign demanding payment is so placed that on each occasion D does not see it until he
has bitten into the apple.

Verio's circumstance is effectively the same. Each day Verio repeatedly enters
Register's computers and takes that day's new WHOIS data. Each day upon receiving the
requested data, Verio receives Register's notice of the terms on which it makes the data available
—that the data not be used for mass solicitation via direct mail, email, or telephone. Verio
acknowledges that it continued drawing the data from Register's computers with full knowledge
that Register offered access subject to these restrictions. Verio is no more free to take Register's
data without being bound by the terms on which Register offers it, than D was free, in the
example, once he became aware of the terms of P's offer, to take P's apples without obligation to
pay the 50 cent price at which P offered them.

Verio seeks support for its position from cases that have dealt with the formation of
contracts on the Internet. An excellent example, although decided subsequent to the submission
of this case, is Specht v. Netscape Communications Corp., 306 F.3d 17 (2d Cir. 2002). The
dispute was whether users of Netscape's software, who downloaded it from Netscape's web site,
were bound by an agreement to arbitrate disputes with Netscape, where Netscape had posted the
terms of its offer of the software (including the obligation to arbitrate disputes) on the web site
from which they downloaded the software. We ruled against Netscape and in favor of the users
of its software because the users would not have seen the terms Netscape exacted without
scrolling down their computer screens, and there was no reason for them to do so. The evidence
did not demonstrate that one who had downloaded Netscape's software had necessarily seen the
terms of its offer.
Verio, however, cannot avail itself of the reasoning of Specht. In Specht, the users in whose favor we decided visited Netscape’s web site one time to download its software. Netscape’s posting of its terms did not compel the conclusion that its downloaders took the software subject to those terms because there was no way to determine that any downloader had seen the terms of the offer. There was no basis for imputing to the downloaders of Netscape’s software knowledge of the terms on which the software was offered. This case is crucially different. Verio visited Register’s computers daily to access WHOIS data and each day saw the terms of Register’s offer; Verio admitted that, in entering Register’s computers to get the data, it was fully aware of the terms on which Register offered the access.

Verio’s next argument is that it was not bound by Register’s terms because it rejected them. Even assuming Register is entitled to demand compliance with its terms in exchange for Verio’s entry into its systems to take WHOIS data, and even acknowledging that Verio was fully aware of Register’s terms, Verio contends that it still is not bound by Register’s terms because it did not agree to be bound. In support of its claim, Verio cites a district court case from the Central District of California, Ticketmaster Corp. v. Tickets.com, Inc., No. CV99-7654, 2000 WL 1887522 (C.D. Cal. Aug. 10, 2000), in which the court rejected Ticketmaster’s application for a preliminary injunction to enforce posted terms of use of data available on its website against a regular user. Noting that the user of Ticketmaster’s web site is not required to check an “I agree” box before proceeding, the court concluded that there was insufficient proof of agreement to support a preliminary injunction. Id. at *5.

We acknowledge that the Ticketmaster decision gives Verio some support, but not
enough. In the first place, the Ticketmaster court was not making a definitive ruling rejecting
Ticketmaster’s contract claim. It was rather exercising a district court’s discretion to deny a
preliminary injunction because of a doubt whether the movant had adequately shown likelihood
of success on the merits.

But more importantly, we are not inclined to agree with the *Ticketmaster* court’s analysis.

There is a crucial difference between the circumstances of *Specht*, where we declined to enforce
Netscape’s specified terms against a user of its software because of inadequate evidence that the
user had seen the terms when downloading the software, and those of *Ticketmaster*, where the
taker of information from Ticketmaster’s site knew full well the terms on which the information
was offered but was not offered an icon marked, “I agree,” on which to click. Under the
circumstances of *Ticketmaster*, we see no reason why the enforceability of the offeror’s terms
should depend on whether the taker states (or clicks), “I agree.”

We recognize that contract offers on the Internet often require the offeree to click on an
“I agree” icon. And no doubt, in many circumstances, such a statement of agreement by the
offeree is essential to the formation of a contract. But not in all circumstances. While new
commerce on the Internet has exposed courts to many new situations, it has not fundamentally
changed the principles of contract. It is standard contract doctrine that when a benefit is offered
subject to stated conditions, and the offeree makes a decision to take the benefit with knowledge
of the terms of the offer, the taking constitutes an acceptance of the terms, which accordingly
become binding on the offeree. *See, e.g.,* Restatement (Second) of Contracts § 69 (1)(a) (1981)
(“[S]ilence and inaction operate as an acceptance . . . [w]here an offeree takes the benefit of
offered services with reasonable opportunity to reject them and reason to know that they were offered with the expectation of compensation.”); 2 Richard A. Lord, Williston on Contracts § 6:9 (4th ed. 1991) ("[T]he acceptance of the benefit of services may well be held to imply a promise to pay for them if at the time of acceptance the offeree has a reasonable opportunity to reject the service and knows or has reason to know that compensation is expected."); Arthur Linton Corbin, Corbin on Contracts § 71 (West 1 vol. ed. 1952) ("The acceptance of the benefit of the services is a promise to pay for them, if at the time of accepting the benefit the offeree has a reasonable opportunity to reject it and knows that compensation is expected."); Jones v. Brisbin, 41 Wash. 2d 167, 172 (1952) ("Where a person, with reasonable opportunity to reject offered services, takes the benefit of them under circumstances which would indicate, to a reasonable man, that they were offered with the expectation of compensation, a contract, complete with mutual assent, results."); Markstein Bros. Millinery Co. v. J.A. White & Co., 151 Ark. 1 (1921) (buyer of hats was bound to pay for hats when buyer failed to return them to seller within five days of inspection as seller requested in clear and obvious notice statement).

Returning to the apple stand, the visitor, who sees apples offered for 50 cents apiece and takes an apple, owes 50 cents, regardless whether he did or did not say, "I agree." The choice offered in such circumstances is to take the apple on the known terms of the offer or not to take the apple. As we see it, the defendant in Ticketmaster and Verio in this case had a similar choice. Each was offered access to information subject to terms of which they were well aware. Their choice was either to accept the offer of contract, taking the information subject to the terms of the offer, or, if the terms were not acceptable, to decline to take the benefits.
We find that the district court was within its discretion in concluding that Register showed likelihood of success on the merits of its contract claim.

(c) Irreparable harm

Verio contends that an injunction is not appropriate to enforce the terms of a contract. It is true that specific relief is not the conventional remedy for breach of contract, but there is certainly no ironclad rule against its use. Specific relief may be awarded in certain circumstances.

If an injury can be appropriately compensated by an award of monetary damages, then an adequate remedy at law exists, and no irreparable injury may be found to justify specific relief. Borey v. Nat'l Union Fire Ins. Co., 934 F.2d 30, 34 (2d Cir. 1991). But, irreparable harm may be found where damages are difficult to establish and measure. Ticor Title Ins. Co. v. Cohen, 173 F.3d 63, 69 (2d Cir. 1999). We have found, for example, that injunctive relief is appropriate where it would be “very difficult to calculate monetary damages that would successfully redress the loss of a relationship with a client that would produce an indeterminate amount of business in years to come.” Id. at 69.

The district court found it impossible to estimate “with any precision the amount of the monetary loss which has resulted and which would result in the future from the loss of Register.com’s relationships with customers and co-brand partners,” by reason of Verio’s actions. Register.com, 126 F. Supp. 2d at 248. In our view, the district court did not abuse its discretion in finding that, unless specific relief were granted, Verio’s actions would cause
Register irreparable harm through loss of reputation, good will, and business opportunities.

(d) Trespass to chattels

Verio also attacks the grant of the preliminary injunction against its accessing Register’s computers by automated software programs performing multiple successive queries. This prong of the injunction was premised on Register’s claim of trespass to chattels. Verio contends the ruling was in error because Register failed to establish that Verio’s conduct resulted in harm to Register’s servers and because Verio’s robot access to the WHOIS database through Register was “not unauthorized.” We believe the district court’s findings were within the range of its permissible discretion.

“A trespass to a chattel may be committed by intentionally . . . using or intermeddling with a chattel in the possession of another,” Restatement (Second) of Torts § 217(b) (1965), where “the chattel is impaired as to its condition, quality, or value,” id. § 218(b); see also City of Amsterdam v. Goldreyer Ltd., 882 F. Supp. 1273, 1281 (E.D.N.Y. 1995) (citing the Restatement definition as New York law).

The district court found that Verio’s use of search robots, consisting of software programs performing multiple automated successive queries, consumed a significant portion of the capacity of Register’s computer systems. While Verio’s robots alone would not incapacitate Register’s systems, the court found that if Verio were permitted to continue to access Register’s computers through such robots, it was “highly probable” that other Internet service providers would devise similar programs to access Register’s data, and that the system would be overtaxed
and would crash. We cannot say these findings were unreasonable.

Nor is there merit to Verio’s contention that it cannot be engaged in trespass when Register had never instructed it not to use its robot programs. As the district court noted, Register’s complaint sufficiently advised Verio that its use of robots was not authorized and, according to Register’s contentions, would cause harm to Register’s systems:

(e) Lanham Act

On Register’s claim for trademark infringement and unfair competition under the Lanham Act, the district court enjoined Verio from using Register’s marks, including “Register.com” and “first step on the web,” as well as from committing acts “calculated to or . . . likely to cause third parties to believe that Verio” is sponsored, endorsed or approved by Register. By letter submitted after oral argument, Register agreed to the deletion of the prohibition concerning use of “first step on the web.” See Letter from William Patry, Counsel for Register, to the U.S. Court of Appeals for the Second Circuit (May 22, 2001). We accordingly direct the district court to modify the preliminary injunction by deleting the prohibition of use of “first step on the web.”

Verio contends there was no adequate basis for the portion of the injunction based on the Lanham Act. We disagree. In our view, the injunction was within the scope of the court’s permitted discretion.

The district court found two bases for the injunction. The first was that in its early calls to recent registrants to solicit the sale of web site development services, Verio explicitly referred
U.S. Code collection

TITLE 18 > PART I > CHAPTER 47 > § 1030

§ 1030. Fraud and related activity in connection with computers

(a) Whoever—

(1) having knowingly accessed a computer without authorization or exceeding authorized access, and by means of such conduct having obtained information that has been determined by the United States Government pursuant to an Executive order or statute to require protection against unauthorized disclosure for reasons of national defense or foreign relations, or any restricted data, as defined in paragraph y. of section 11 of the Atomic Energy Act of 1954, with reason to believe that such information so obtained could be used to the injury of the United States, or to the advantage of any foreign nation willfully communicates, delivers, transmits, or causes to be communicated, delivered, or transmitted, or attempts to communicate, deliver, transmit or cause to be communicated, delivered, or transmitted the same to any person not entitled to receive it, or willfully retains the same and fails to deliver it to the officer or employee of the United States entitled to receive it;

(2) intentionally accesses a computer without authorization or exceeds authorized access, and thereby obtains—

(A) information contained in a financial record of a financial institution, or of a card issuer as defined in section 1602 (n) of title 15, or contained in a file of a consumer reporting agency on a consumer, as such terms are defined in the Fair Credit Reporting Act (15 U.S.C. 1681 et seq.);

(B) information from any department or agency of the United States;

(C) information from any protected computer if the conduct involved an interstate or foreign communication;

(3) intentionally, without authorization to access any nonpublic computer of a department or agency of the United States, accesses such a computer of that department or agency that is exclusively for the use of the Government of the United States or, in the case of a computer not exclusively for such use, is used by or for the Government of the United States and such conduct affects that use by or for the Government of the United States;

(4) knowingly and with intent to defraud, accesses a protected computer without authorization, or exceeds authorized access, and by means of such conduct furthers the intended fraud and obtains anything of value, unless the object of the fraud and the thing obtained consists only of the use of the computer and the value of such use is not more than $5,000 in any 1-year period;

(5)

(A)
(i) knowingly causes the transmission of a program, information, code, or command, and as a result of such conduct, intentionally causes damage without authorization, to a protected computer;

(ii) intentionally accesses a protected computer without authorization, and as a result of such conduct, recklessly causes damage; or

(iii) intentionally accesses a protected computer without authorization, and as a result of such conduct, causes damage; and

(B) by conduct described in clause (i), (ii), or (iii) of subparagraph (A), caused (or, in the case of an attempted offense, would, if completed, have caused)—

(i) loss to 1 or more persons during any 1-year period (and, for purposes of an investigation, prosecution, or other proceeding brought by the United States only, loss resulting from a related course of conduct affecting 1 or more other protected computers) aggregating at least $5,000 in value;

(ii) the modification or impairment, or potential modification or impairment, of the medical examination, diagnosis, treatment, or care of 1 or more individuals;

(iii) physical injury to any person;

(iv) a threat to public health or safety; or

(v) damage affecting a computer system used by or for a government entity in furtherance of the administration of justice, national defense, or national security;

(6) knowingly and with intent to defraud traffics (as defined in section 1029) in any password or similar information through which a computer may be accessed without authorization, if—

(A) such trafficking affects interstate or foreign commerce; or

(B) such computer is used by or for the Government of the United States; [1]

(7) with intent to extort from any person any money or other thing of value, transmits in interstate or foreign commerce any communication containing any threat to cause damage to a protected computer;

shall be punished as provided in subsection (c) of this section.

(b) Whoever attempts to commit an offense under subsection (a) of this section shall be punished as provided in subsection (c) of this section.

(c) The punishment for an offense under subsection (a) or (b) of this section is—

(1) (A) a fine under this title or imprisonment for not more than ten years, or both, in the case of an offense under subsection (a)(1) of this section which does not occur after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph; and

(B) a fine under this title or imprisonment for not more than twenty
years, or both, in the case of an offense under subsection (a)(1) of this section which occurs after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph;

(2) (A) except as provided in subparagraph (B), a fine under this title or imprisonment for not more than one year, or both, in the case of an offense under subsection (a)(2), (a)(3), (a)(5)(A)(iii), or (a)(6) of this section which does not occur after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph;

(B) a fine under this title or imprisonment for not more than 5 years, or both, in the case of an offense under subsection (a)(2), or an attempt to commit an offense punishable under this subparagraph, if—

(i) the offense was committed for purposes of commercial advantage or private financial gain;

(ii) the offense was committed in furtherance of any criminal or tortious act in violation of the Constitution or laws of the United States or of any State; or

(iii) the value of the information obtained exceeds $5,000; and

(C) a fine under this title or imprisonment for not more than ten years, or both, in the case of an offense under subsection (a)(2), (a)(3) or (a)(6) of this section which occurs after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph;

(3) (A) a fine under this title or imprisonment for not more than five years, or both, in the case of an offense under subsection (a)(4) or (a)(7) of this section which does not occur after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph; and

(B) a fine under this title or imprisonment for not more than ten years, or both, in the case of an offense under subsection (a)(4), (a)(5)(A)(iii), or (a)(7) of this section which occurs after a conviction for another offense under this section, or an attempt to commit an offense punishable under this subparagraph;

(4) (A) except as provided in paragraph (5), a fine under this title, imprisonment for not more than 10 years, or both, in the case of an offense under subsection (a)(5)(A)(I), or an attempt to commit an offense punishable under that subsection;

(B) a fine under this title, imprisonment for not more than 5 years, or both, in the case of an offense under subsection (a)(5)(A)(ii), or an attempt to commit an offense punishable under that subsection;

(C) except as provided in paragraph (5), a fine under this title, imprisonment for not more than 20 years, or both, in the case of an offense under subsection (a)(5)(A)(I) or (a)(5)(A)(ii), or an attempt to commit an offense punishable under either subsection, that occurs after a conviction for another offense under this section; and

(5)
(A) if the offender knowingly or recklessly causes or attempts to cause serious bodily injury from conduct in violation of subsection (a)(5)(A)(i), a fine under this title or imprisonment for not more than 20 years, or both; and

(B) if the offender knowingly or recklessly causes or attempts to cause death from conduct in violation of subsection (a)(5)(A)(i), a fine under this title or imprisonment for any term of years or for life, or both.

(d)

(1) The United States Secret Service shall, in addition to any other agency having such authority, have the authority to investigate offenses under this section.

(2) The Federal Bureau of Investigation shall have primary authority to investigate offenses under subsection (a)(1) for any cases involving espionage, foreign counterintelligence, information protected against unauthorized disclosure for reasons of national defense or foreign relations, or Restricted Data (as that term is defined in section 11y of the Atomic Energy Act of 1954 (42 U.S.C. 2014 (y)), except for offenses affecting the duties of the United States Secret Service pursuant to section 3056 (a) of this title.

(3) Such authority shall be exercised in accordance with an agreement which shall be entered into by the Secretary of the Treasury and the Attorney General.

(e) As used in this section—

(1) the term “computer” means an electronic, magnetic, optical, electrochemical, or other high speed data processing device performing logical, arithmetic, or storage functions, and includes any data storage facility or communications facility directly related to or operating in conjunction with such device, but such term does not include an automated typewriter or typesetter, a portable hand held calculator, or other similar device;

(2) the term “protected computer” means a computer—

(A) exclusively for the use of a financial institution or the United States Government, or, in the case of a computer not exclusively for such use, used by or for a financial institution or the United States Government and the conduct constituting the offense affects that use by or for the financial institution or the Government; or

(B) which is used in interstate or foreign commerce or communication, including a computer located outside the United States that is used in a manner that affects interstate or foreign commerce or communication of the United States;

(3) the term “State” includes the District of Columbia, the Commonwealth of Puerto Rico, and any other commonwealth, possession or territory of the United States;

(4) the term “financial institution” means—

(A) an institution, with deposits insured by the Federal Deposit Insurance Corporation;

(B) the Federal Reserve or a member of the Federal Reserve including any Federal Reserve Bank;

(C) a credit union with accounts insured by the National Credit Union
Administration;

(D) a member of the Federal home loan bank system and any home loan bank;

(E) any institution of the Farm Credit System under the Farm Credit Act of 1971;

(F) a broker-dealer registered with the Securities and Exchange Commission pursuant to section 15 of the Securities Exchange Act of 1934;

(G) the Securities Investor Protection Corporation;

(H) a branch or agency of a foreign bank (as such terms are defined in paragraphs (1) and (3) of section 1(b) of the International Banking Act of 1978); and

(I) an organization operating under section 25 or section 25(a) [2] of the Federal Reserve Act;

(5) the term “financial record” means information derived from any record held by a financial institution pertaining to a customer’s relationship with the financial institution;

(6) the term “exceeds authorized access” means to access a computer with authorization and to use such access to obtain or alter information in the computer that the accessor is not entitled so to obtain or alter;

(7) the term “department of the United States” means the legislative or judicial branch of the Government or one of the executive departments enumerated in section 101 of title 5;

(8) the term “damage” means any impairment to the integrity or availability of data, a program, a system, or information;

(9) the term “government entity” includes the Government of the United States, any State or political subdivision of the United States, any foreign country, and any state, province, municipality, or other political subdivision of a foreign country;

(10) the term “conviction” shall include a conviction under the law of any State for a crime punishable by imprisonment for more than 1 year, an element of which is unauthorized access, or exceeding authorized access, to a computer;

(11) the term “loss” means any reasonable cost to any victim, including the cost of responding to an offense, conducting a damage assessment, and restoring the data, program, system, or information to its condition prior to the offense, and any revenue lost, cost incurred, or other consequential damages incurred because of interruption of service; and

(12) the term “person” means any individual, firm, corporation, educational institution, financial institution, governmental entity, or legal or other entity.

(f) This section does not prohibit any lawfully authorized investigative, protective, or intelligence activity of a law enforcement agency of the United States, a State, or a political subdivision of a State, or of an intelligence agency of the United States.

(g) Any person who suffers damage or loss by reason of a violation of this section may maintain a civil action against the violator to obtain compensatory damages and injunctive relief or other equitable relief. A civil action for a violation of this

section may be brought only if the conduct involves 1 of the factors set forth in clause (i), (ii), (iii), (iv), or (v) of subsection (a)(5)(B). Damages for a violation involving only conduct described in subsection (a)(5)(B)(i) are limited to economic damages. No action may be brought under this subsection unless such action is begun within 2 years of the date of the act complained of or the date of the discovery of the damage. No action may be brought under this subsection for the negligent design or manufacture of computer hardware, computer software, or firmware.

(h) The Attorney General and the Secretary of the Treasury shall report to the Congress annually, during the first 3 years following the date of the enactment of this subsection, concerning investigations and prosecutions under subsection (a) (5).

[1] So in original. Probably should be followed by "or".


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IN THE SUPREME COURT OF CALIFORNIA

INTEL CORPORATION,

Plaintiff and Respondent,

v.

KOUROSH KENNETH HAMIDI,

Defendant and Appellant.

S103781
Ct.App. 3 C033076
Sacramento County
Super. Ct. No. 98AS05067

Intel Corporation (Intel) maintains an electronic mail system, connected to the Internet, through which messages between employees and those outside the company can be sent and received, and permits its employees to make reasonable nonbusiness use of this system. On six occasions over almost two years, Kourosh Kenneth Hamidi, a former Intel employee, sent e-mails criticizing Intel’s employment practices to numerous current employees on Intel’s electronic mail system. Hamidi breached no computer security barriers in order to communicate with Intel employees. He offered to, and did, remove from his mailing list any recipient who so wished. Hamidi’s communications to individual Intel employees caused neither physical damage nor functional disruption to the company’s computers, nor did they at any time deprive Intel of the use of its computers. The contents of the messages, however, caused discussion among employees and managers.
On these facts, Intel brought suit, claiming that by communicating with its employees over the company’s e-mail system Hamidi committed the tort of trespass to chattels. The trial court granted Intel’s motion for summary judgment and enjoined Hamidi from any further mailings. A divided Court of Appeal affirmed.

After reviewing the decisions analyzing unauthorized electronic contact with computer systems as potential trespasses to chattels, we conclude that under California law the tort does not encompass, and should not be extended to encompass, an electronic communication that neither damages the recipient computer system nor impairs its functioning. Such an electronic communication does not constitute an actionable trespass to personal property, i.e., the computer system, because it does not interfere with the possessor’s use or possession of, or any other legally protected interest in, the personal property itself. (See Zaslow v. Kroenert (1946) 29 Cal.2d 541, 551; Ticketmaster Corp. v. Tickets.com, Inc. (C.D. Cal., Aug. 10, 2000, No. 99CV7654) 2000 WL 1887522, p. *4; Rest.2d Torts, § 218.) The consequential economic damage Intel claims to have suffered, i.e., loss of productivity caused by employees reading and reacting to Hamidi’s messages and company efforts to block the messages, is not an injury to the company’s interest in its computers—which worked as intended and were unharmed by the communications—any more than the personal distress caused by reading an unpleasant letter would be an injury to the recipient’s mailbox, or the loss of privacy caused by an intrusive telephone call would be an injury to the recipient’s telephone equipment.

Our conclusion does not rest on any special immunity for communications by electronic mail; we do not hold that messages transmitted through the Internet are exempt from the ordinary rules of tort liability. To the contrary, e-mail, like other forms of communication, may in some circumstances cause legally
cognizable injury to the recipient or to third parties and may be actionable under various common law or statutory theories. Indeed, on facts somewhat similar to those here, a company or its employees might be able to plead causes of action for interference with prospective economic relations (see Guillory v. Godfrey (1955) 134 Cal.App.2d 628, 630-632 [defendant berated customers and prospective customers of plaintiffs’ cafe with disparaging and racist comments]), interference with contract (see Blender v. Superior Court (1942) 55 Cal.App.2d 24, 25-27 [defendant made false statements about plaintiff to his employer, resulting in plaintiff’s discharge]) or intentional infliction of emotional distress (see Kisesky v. Carpenters’ Trust for So. California (1983) 144 Cal.App.3d 222, 229-230 [agents of defendant union threatened life, health, and family of employer if he did not sign agreement with union].) And, of course, as with any other means of publication, third party subjects of e-mail communications may under appropriate facts make claims for defamation, publication of private facts, or other speech-based torts. (See, e.g., Southridge Capital Management v. Lowry (S.D.N.Y. 2002) 188 F.Supp.2d 388, 394-396 [allegedly false statements in e-mail sent to several of plaintiff’s clients support actions for defamation and interference with contract].) Intel’s claim fails not because e-mail transmitted through the Internet enjoys unique immunity, but because the trespass to chattels tort—unlike the causes of action just mentioned—may not, in California, be proved without evidence of an injury to the plaintiff’s personal property or legal interest therein.

Nor does our holding affect the legal remedies of Internet service providers (ISP’s) against senders of unsolicited commercial bulk e-mail (UCE), also known as “spam.” (See Ferguson v. Friendfinders, Inc. (2002) 94 Cal.App.4th 1255, 1267.) A series of federal district court decisions, beginning with CompuServe, Inc. v. Cyber Promotions, Inc. (S.D.Ohio 1997) 962 F.Supp. 1015, has approved the use of trespass to chattels as a theory of spammers’ liability to ISP’s, based
upon evidence that the vast quantities of mail sent by spammers both
overburdened the ISP's own computers and made the entire computer system
harder to use for recipients, the ISP's customers. (See id. at pp. 1022-1023.) In
those cases, discussed in greater detail below, the underlying complaint was that
the extraordinary quantity of UCE impaired the computer system's functioning. In
the present case, the claimed injury is located in the disruption or distraction
caused to recipients by the contents of the e-mail messages, an injury entirely
separate from, and not directly affecting, the possession or value of personal
property.

FACTUAL AND PROCEDURAL BACKGROUND

We review a grant of summary judgment de novo; we must decide
independently whether the facts not subject to triable dispute warrant judgment for
the moving party as a matter of law. (Galanty v. Paul Revere Life Ins. Co. (2000)
Proc., § 437c, subd. (c.) The pertinent undisputed facts are as follows:

Hamidi, a former Intel engineer, together with others, formed an
organization named Former and Current Employees of Intel (FACE-Intel) to
disseminate information and views critical of Intel's employment and personnel
policies and practices. FACE-Intel maintained a Web site (which identified
Hamidi as Webmaster and as the organization's spokesperson) containing such
material. In addition, over a 21-month period Hamidi, on behalf of FACE-Intel,
sent six mass e-mails to employee addresses on Intel's electronic mail system.
The messages criticized Intel's employment practices, warned employees of the
dangers those practices posed to their careers, suggested employees consider
moving to other companies, solicited employees' participation in FACE-Intel, and
urged employees to inform themselves further by visiting FACE-Intel's Web site.
The messages stated that recipients could, by notifying the sender of their wishes,
be removed from FACE-Intel’s mailing list; Hamidi did not subsequently send messages to anyone who requested removal.

Each message was sent to thousands of addresses (as many as 35,000 according to FACE-Intel’s Web site), though some messages were blocked by Intel before reaching employees. Intel’s attempt to block internal transmission of the messages succeeded only in part; Hamidi later admitted he evaded blocking efforts by using different sending computers. When Intel, in March 1998, demanded in writing that Hamidi and FACE-Intel stop sending e-mails to Intel’s computer system, Hamidi asserted the organization had a right to communicate with willing Intel employees; he sent a new mass mailing in September 1998.

The summary judgment record contains no evidence Hamidi breached Intel’s computer security in order to obtain the recipient addresses for his messages; indeed, internal Intel memoranda show the company’s management concluded no security breach had occurred.1 Hamidi stated he created the recipient address list using an Intel directory on a floppy disk anonymously sent to him. Nor is there any evidence that the receipt or internal distribution of Hamidi’s electronic messages damaged Intel’s computer system or slowed or impaired its functioning. Intel did present uncontradicted evidence, however, that many employee recipients asked a company official to stop the messages and that staff

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1 To the extent, therefore, that Justice Mosk suggests Hamidi breached the security of Intel’s internal computer network by “circumvent[ing]” Intel’s “security measures” and entering the company’s “intranet” (dis. opn. of Mosk, J., post, at p. 1), the evidence does not support such an implication. An “intranet” is “a network based on TCP/IP protocols (an internet) belonging to an organization, usually a corporation, accessible only by the organization’s members, employees, or others with authorization.” (<http://www.webopedia.com/TERM/i/intranet.html> [as of June 30, 2003].) Hamidi used only a part of Intel’s computer network accessible to outsiders.
time was consumed in attempts to block further messages from FACE-Intel. According to the FACE-Intel Web site, moreover, the messages had prompted discussions between "[e]xcited and nervous managers" and the company’s human resources department.

Intel sued Hamidi and FACE-Intel, pleading causes of action for trespass to chattels and nuisance, and seeking both actual damages and an injunction against further e-mail messages. Intel later voluntarily dismissed its nuisance claim and waived its demand for damages. The trial court entered default against FACE-Intel upon that organization’s failure to answer. The court then granted Intel’s motion for summary judgment, permanently enjoining Hamidi, FACE-Intel, and their agents "from sending unsolicited e-mail to addresses on Intel’s computer systems." Hamidi appealed; FACE-Intel did not.2

The Court of Appeal, with one justice dissenting, affirmed the grant of injunctive relief. The majority took the view that the use of or intermeddling with another’s personal property is actionable as a trespass to chattels without proof of any actual injury to the personal property; even if Intel could not show any damages resulting from Hamidi’s sending of messages, "it showed he was disrupting its business by using its property and therefore is entitled to injunctive relief based on a theory of trespass to chattels." The dissenting justice warned that the majority’s application of the trespass to chattels tort to "unsolicited electronic mail that causes no harm to the private computer system that receives it" would

2 For the first time, in this court, Intel argues Hamidi’s appeal is moot because, as FACE-Intel’s agent, Hamidi is bound, whatever the outcome of his own appeal, by the unappealed injunction against FACE-Intel. But as Hamidi points out in response, he could avoid the unappealed injunction simply by resigning from FACE-Intel; his own appeal is therefore not moot.
"expand the tort of trespass to chattel in untold ways and to unanticipated circumstances."

We granted Hamidi's petition for review.³

**DISCUSSION**

**I. Current California Tort Law**

Dubbed by Prosser the "little brother of conversion," the tort of trespass to chattels allows recovery for interferences with possession of personal property "not sufficiently important to be classed as conversion, and so to compel the defendant to pay the full value of the thing with which he has interfered." (Prosser & Keeton, Torts (5th ed. 1984) § 14, pp. 85-86.)

Though not amounting to conversion, the defendant's interference must, to be actionable, have caused some injury to the chattel or to the plaintiff's rights in it. Under California law, trespass to chattels "lies where an intentional interference with the possession of personal property has proximately caused injury." (Thrifty-Tel, Inc. v. Bezenek (1996) 46 Cal.App.4th 1559, 1566, italics added.) In cases of interference with possession of personal property not amounting to conversion, "the owner has a cause of action for trespass or case, and may recover only the actual damages suffered by reason of the impairment of the property or the loss of its use." (Zaslow v. Kroenert, supra, 29 Cal.2d at p. 551, italics added; accord, Jordan v. Talbot (1961) 55 Cal.2d 597, 610.) In modern American law generally, "[t]respass remains as an occasional remedy for

³ We grant both parties' requests for notice of legislative history materials relating to California laws on spam and on injunctions in labor dispute cases. Hamidi's further request for notice of the "undisputed" fact that "e-mail messages that travel into computer equipment consist of electromagnetic waves" is denied as irrelevant.
minor interferences, resulting in some damage, but not sufficiently serious or sufficiently important to amount to the greater tort” of conversion. (Prosser & Keeton, Torts, supra, § 15, p. 90, italics added.)

The Restatement, too, makes clear that some actual injury must have occurred in order for a trespass to chattels to be actionable. Under section 218 of the Restatement Second of Torts, dispossession alone, without further damages, is actionable (see id., par. (a) & com. d, pp. 420-421), but other forms of interference require some additional harm to the personal property or the possessor’s interests in it. (Id., pars. (b)-(d).) “The interest of a possessor of a chattel in its inviolability, unlike the similar interest of a possessor of land, is not given legal protection by an action for nominal damages for harmless intermeddlings with the chattel. In order that an actor who interferes with another’s chattel may be liable, his conduct must affect some other and more important interest of the possessor. Therefore, one who intentionally intermeddles with another’s chattel is subject to liability only if his intermeddling is harmful to the possessor’s materially valuable interest in the physical condition, quality, or value of the chattel, or if the possessor is deprived of the use of the chattel for a substantial time, or some other legally protected interest of the possessor is affected as stated in Clause (c). Sufficient legal protection of the possessor’s interest in the mere inviolability of his chattel is afforded by his privilege to use reasonable force to protect his possession against even harmless interference.” (Id., com. e, pp. 421-422, italics added.)

The Court of Appeal (quoting 7 Speiser et al., American Law of Torts (1990) Trespass, § 23:23, p. 667) referred to “‘a number of very early cases [showing that] any unlawful interference, however slight, with the enjoyment by another of his personal property, is a trespass.’” But while a harmless use or touching of personal property may be a technical trespass (see Rest.2d Torts,
§ 217), an interference (not amounting to dispossession) is not actionable, under modern California and broader American law, without a showing of harm. As already discussed, this is the rule embodied in the Restatement (Rest.2d Torts, § 218) and adopted by California law (Zaslow v. Kroenert, supra, 29 Cal.2d at p. 551; Thrifty-Tel, Inc. v. Bezenek, supra, 46 Cal.App.4th at p. 1566).

In this respect, as Prosser explains, modern day trespass to chattels differs both from the original English writ and from the action for trespass to land:

"Another departure from the original rule of the old writ of trespass concerns the necessity of some actual damage to the chattel before the action can be maintained. Where the defendant merely interferes without doing any harm—as where, for example, he merely lays hands upon the plaintiff's horse, or sits in his car—there has been a division of opinion among the writers, and a surprising dearth of authority. By analogy to trespass to land there might be a technical tort in such a case . . . . Such scanty authority as there is, however, has considered that the dignitary interest in the inviolability of chattels, unlike that as to land, is not sufficiently important to require any greater defense than the privilege of using reasonable force when necessary to protect them. Accordingly it has been held that nominal damages will not be awarded, and that in the absence of any actual damage the action will not lie." (Prosser & Keeton, Torts, supra, § 14, p. 87, italics added, fns. omitted.)

Intel suggests that the requirement of actual harm does not apply here because it sought only injunctive relief, as protection from future injuries. But as Justice Kolkey, dissenting below, observed, "[t]he fact the relief sought is injunctive does not excuse a showing of injury, whether actual or threatened." Indeed, in order to obtain injunctive relief the plaintiff must ordinarily show that the defendant's wrongful acts threaten to cause irreparable injuries, ones that cannot be adequately compensated in damages. (5 Witkin, Cal. Procedure (4th ed.)
1997) Pleading, § 782, p. 239.) Even in an action for trespass to real property, in
which damage to the property is not an element of the cause of action, “the
extraordinary remedy of injunction” cannot be invoked without showing the
likelihood of irreparable harm. (Mechanics’ Foundry v. Ryall (1888) 75 Cal. 601,
603; see Mendelson v. McCabe (1904) 144 Cal. 230, 232-233 [injunction against
trespass to land proper where continued trespasses threaten creation of prescriptive
right and repetitive suits for damages would be inadequate remedy].) A fortiori, to
issue an injunction without a showing of likely irreparable injury in an action for
trespass to chattels, in which injury to the personal property or the possessor’s
interest in it is an element of the action, would make little legal sense.

The dispositive issue in this case, therefore, is whether the undisputed facts
demonstrate Hamidi’s actions caused or threatened to cause damage to Intel’s
computer system, or injury to its rights in that personal property, such as to entitle
Intel to judgment as a matter of law. To review, the undisputed evidence revealed
no actual or threatened damage to Intel’s computer hardware or software and no
interference with its ordinary and intended operation. Intel was not dispossessed
of its computers, nor did Hamidi’s messages prevent Intel from using its
computers for any measurable length of time. Intel presented no evidence its
system was slowed or otherwise impaired by the burden of delivering Hamidi’s
electronic messages. Nor was there any evidence transmission of the messages
imposed any marginal cost on the operation of Intel’s computers. In sum, no
evidence suggested that in sending messages through Intel’s Internet connections
and internal computer system Hamidi used the system in any manner in which it
was not intended to function or impaired the system in any way. Nor does the
evidence show the request of any employee to be removed from FACE-Intel’s
mailing list was not honored. The evidence did show, however, that some
employees who found the messages unwelcome asked management to stop them
and that Intel technical staff spent time and effort attempting to block the
messages. A statement on the FACE-Intel Web site, moreover, could be taken as
an admission that the messages had caused “[e]xcited and nervous managers” to
discuss the matter with Intel’s human resources department.

Relying on a line of decisions, most from federal district courts, applying
the tort of trespass to chattels to various types of unwanted electronic contact
between computers, Intel contends that, while its computers were not damaged by
receiving Hamidi’s messages, its interest in the “physical condition, quality or
value” (Rest.2d Torts, § 218, com. e, p. 422) of the computers was harmed. We
disagree. The cited line of decisions does not persuade us that the mere sending of
electronic communications that assertedly cause injury only because of their
contents constitutes an actionable trespass to a computer system through which the
messages are transmitted. Rather, the decisions finding electronic contact to be a
trespass to computer systems have generally involved some actual or threatened
interference with the computers’ functioning.

In Thrifty-Tel, Inc. v. Bezenek, supra, 46 Cal.App.4th at pages 1566-1567
(Thrifty-Tel), the California Court of Appeal held that evidence of automated
searching of a telephone carrier’s system for authorization codes supported a cause
of action for trespass to chattels. The defendant’s automated dialing program
“overburdened the [plaintiff’s] system, denying some subscribers access to phone
lines” (Thrifty-Tel, supra, 46 Cal.App.4th at p. 1564), showing the requisite injury.

Following Thrifty-Tel, a series of federal district court decisions held that
sending UCE through an ISP’s equipment may constitute trespass to the ISP’s
computer system. The lead case, CompuServe, Inc. v. Cyber Promotions, Inc.,
supra, 962 F.Supp. 1015, 1021-1023 (CompuServe), was followed by Hotmail

In each of these spamming cases, the plaintiff showed, or was prepared to show, some interference with the efficient functioning of its computer system. In *CompuServe*, the plaintiff ISP's mail equipment monitor stated that mass UCE mailings, especially from nonexistent addresses such as those used by the defendant, placed "a tremendous burden" on the ISP’s equipment, using "disk space and drain[ing] the processing power," making those resources unavailable to serve subscribers. (*CompuServe, supra*, 962 F.Supp. at p. 1022.) Similarly, in *Hotmail Corp. v. VanS Money Pie, Inc., supra*, 1998 WL 388389 at page *7, the court found the evidence supported a finding that the defendant’s mailings "fill[ed] up Hotmail’s computer storage space and threaten[ed] to damage Hotmail’s ability to service its legitimate customers." *America Online, Inc. v. IMS*, decided on summary judgment, was deemed factually indistinguishable from *CompuServe*; the court observed that in both cases the plaintiffs "alleged that processing the bulk e-mail cost them time and money and burdened their equipment." (*America Online, Inc. v. IMS, supra*, 24 F.Supp.2d at p. 550.) The same court, in *America Online, Inc. v. LCGM, Inc., supra*, 46 F.Supp.2d at page 452, simply followed *CompuServe* and its earlier *America Online* decision, quoting the former’s explanation that UCE burdened the computer’s processing power and memory.

Building on the spamming cases, in particular *CompuServe*, three even more recent district court decisions addressed whether unauthorized robotic data collection from a company’s publicly accessible Web site is a trespass on the

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4 Data search and collection robots, also known as "Web bots" or "spiders," are programs designed to rapidly search numerous Web pages or sites, collecting, *(Footnote continued on next page)*
company's computer system. (eBay, Inc. v. Bidder's Edge, Inc., supra, 100 F.Supp.2d at pp. 1069-1072 (eBay); Register.com, Inc. v. Verio, Inc. (S.D.N.Y. 2000) 126 F.Supp.2d 238, 248-251; Ticketmaster Corp. v. Tickets.com, Inc., supra, 2000 WL 1887522, at p. *4.) The two district courts that found such automated data collection to constitute a trespass relied, in part, on the deleterious impact this activity could have, especially if replicated by other searchers, on the functioning of a Web site's computer equipment.

In the leading case, eBay, the defendant Bidder's Edge (BE), operating an auction aggregation site, accessed the eBay Web site about 100,000 times per day, accounting for between 1 and 2 percent of the information requests received by eBay and a slightly smaller percentage of the data transferred by eBay. (eBay, supra, 100 F.Supp.2d at pp. 1061, 1063.) The district court rejected eBay's claim that it was entitled to injunctive relief because of the defendant's unauthorized presence alone, or because of the incremental cost the defendant had imposed on operation of the eBay site (id. at pp. 1065-1066), but found sufficient proof of threatened harm in the potential for others to imitate the defendant's activity: "If BE's activity is allowed to continue unchecked, it would encourage other auction aggregators to engage in similar recursive searching of the eBay system such that eBay would suffer irreparable harm from reduced system performance, system unavailability, or data losses." (Id. at p. 1066.) Again, in addressing the

(Footnote continued from previous page.)

likelihood of eBay’s success on its trespass to chattels cause of action, the court held the evidence of injury to eBay’s computer system sufficient to support a preliminary injunction: “If the court were to hold otherwise, it would likely encourage other auction aggregators to crawl the eBay site, potentially to the point of denying effective access to eBay’s customers. If preliminary injunctive relief were denied, and other aggregators began to crawl the eBay site, there appears to be little doubt that the load on eBay’s computer system would qualify as a substantial impairment of condition or value.” (Id. at pp. 1071-1072.)

Another district court followed eBay on similar facts—a domain name registrar’s claim against a Web hosting and development site that robotically searched the registrar’s database of newly registered domain names in search of business leads—in Register.com, Inc. v. Verio, Inc., supra, 126 F.Supp.2d at pages 249-251. Although the plaintiff was unable to measure the burden the defendant’s searching had placed on its system (id. at pp. 249-250), the district court, quoting the declaration of one of the plaintiff’s officers, found sufficient evidence of threatened harm to the system in the possibility the defendant’s activities would be copied by others: “I believe that if Verio’s searching of Register.com’s WHOIS database were determined to be lawful, then every purveyor of Internet-based services would engage in similar conduct.” (Id. at p. 250.) Like eBay, the court observed, Register.com had a legitimate fear “that its servers will be flooded by search robots.” (Id. at p. 251.)

In the third decision discussing robotic data collection as a trespass, Ticketmaster Corp. v. Tickets.com, Inc., supra, 2000 WL 1887522 (Ticketmaster), the court, distinguishing eBay, found insufficient evidence of harm to the chattel to constitute an actionable trespass: “A basic element of trespass to chattels must be physical harm to the chattel (not present here) or some obstruction of its basic function (in the court’s opinion not sufficiently shown here). . . . The comparative
use [by the defendant of the plaintiff’s computer system] appears very small and there is no showing that the use interferes to any extent with the regular business of [the plaintiff]. . . . Nor here is the specter of dozens or more parasites joining the fray, the cumulative total of which could affect the operation of [the plaintiff’s] business.” (Id. at p. *4, italics added.)

In the decisions so far reviewed, the defendant’s use of the plaintiff’s computer system was held sufficient to support an action for trespass when it actually did, or threatened to, interfere with the intended functioning of the system, as by significantly reducing its available memory and processing power. In Ticketmaster, supra, 2000 WL 1887522, the one case where no such effect, actual or threatened, had been demonstrated, the court found insufficient evidence of harm to support a trespass action. These decisions do not persuade us to Intel’s position here, for Intel has demonstrated neither any appreciable effect on the operation of its computer system from Hamidi’s messages, nor any likelihood that Hamidi’s actions will be replicated by others if found not to constitute a trespass.

That Intel does not claim the type of functional impact that spammers and robots have been alleged to cause is not surprising in light of the differences between Hamidi’s activities and those of a commercial enterprise that uses sheer quantity of messages as its communications strategy. Though Hamidi sent thousands of copies of the same message on six occasions over 21 months, that number is minuscule compared to the amounts of mail sent by commercial operations. The individual advertisers sued in America Online, Inc. v. IMS, supra, 24 F.Supp.2d at page 549, and America Online, Inc. v. LCGM, Inc., supra, 46 F.Supp.2d at page 448, were alleged to have sent more than 60 million messages over 10 months and more than 92 million messages over seven months, respectively. Collectively, UCE has reportedly come to constitute about 45 percent of all e-mail. (Hansell, Internet Is Losing Ground in Battle Against Spam,
N.Y. Times (Apr. 22, 2003) p. A1, col. 3.) The functional burden on Intel’s computers, or the cost in time to individual recipients, of receiving Hamidi’s occasional advocacy messages cannot be compared to the burdens and costs caused ISP’s and their customers by the ever-rising deluge of commercial e-mail.

Intel relies on language in the eBay decision suggesting that unauthorized use of another’s chattel is actionable even without any showing of injury: “Even if, as [defendant] BE argues, its searches use only a small amount of eBay’s computer system capacity, BE has nonetheless deprived eBay of the ability to use that portion of its personal property for its own purposes. The law recognizes no such right to use another’s personal property.” (eBay, supra, 100 F.Supp.2d at p. 1071.) But as the eBay court went on immediately to find that the defendant’s conduct, if widely replicated, would likely impair the functioning of the plaintiff’s system (id. at pp. 1071-1072), we do not read the quoted remarks as expressing the court’s complete view of the issue. In isolation, moreover, they would not be a correct statement of California or general American law on this point. While one may have no right temporarily to use another’s personal property, such use is actionable as a trespass only if it “has proximately caused injury.” (Thrifty-Tel, supra, 46 Cal.App.4th at p. 1566.) “[I]n the absence of any actual damage the action will not lie.” (Prosser & Keeton, Torts, supra, § 14, p. 87.) Short of dispossession, personal injury, or physical damage (not present here), intermeddling is actionable only if “the chattel is impaired as to its condition, quality, or value, or [1] . . . the possessor is deprived of the use of the chattel for a substantial time.” (Rest.2d Torts, § 218, pars. (b), (c).) In particular, an actionable deprivation of use “must be for a time so substantial that it is possible to estimate the loss caused thereby. A mere momentary or theoretical deprivation of use is not sufficient unless there is a dispossession . . . .” (Id., com. i, p. 423.) That Hamidi’s messages temporarily used some portion of the Intel computers’
processors or storage is, therefore, not enough; Intel must, but does not, demonstrate some measurable loss from the use of its computer system.\(^5\)

In addition to impairment of system functionality, CompuServe and its progeny also refer to the ISP's loss of business reputation and customer goodwill, resulting from the inconvenience and cost that spam causes to its members, as harm to the ISP's legally protected interests in its personal property. (See CompuServe, supra, 962 F.Supp.2d at p. 1023; Hotmail Corp. v. Van$ Money Pie, Inc., supra, 1998 WL 388389 at p. *7; America Online, Inc. v. IMS, supra, 24 F.Supp.2d at p. 550.) Intel argues that its own interest in employee productivity, assertedly disrupted by Hamidi's messages, is a comparable protected interest in its computer system. We disagree.

Whether the economic injuries identified in CompuServe were properly considered injuries to the ISP's possessory interest in its personal property, the type of property interest the tort is primarily intended to protect (see Rest.2d Torts, § 218 & com. e, pp. 421-422; Prosser & Keeton, Torts, supra, § 14, p. 87), has

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\(^5\) In the most recent decision relied upon by Intel, Oyster Software, Inc. v. Forms Processing, Inc. (N.D.Cal., Dec. 6, 2001, No. C-00-0724 JCS) 2001 WL 1736382, pages *12-*13, a federal magistrate judge incorrectly read eBay as establishing, under California law, that mere unauthorized use of another's computer system constitutes an actionable trespass. The plaintiff accused the defendant, a business competitor, of copying the metatags (code describing the contents of a Web site to a search engine) from the plaintiff's Web site, resulting in diversion of potential customers for the plaintiff's services. (Id. at pp. *1-*2.) With regard to the plaintiff's trespass claim (the plaintiff also pleaded causes of action for, inter alia, misappropriation, copyright and trademark infringement), the magistrate judge concluded that eBay imposed no requirement of actual damage and that the defendant's conduct was sufficient to establish a trespass "simply because [it] amounted to 'use' of Plaintiff's computer." (Id. at p. *13.) But as just explained, we do not read eBay, supra, 100 F.Supp.2d 1058, as holding that the actual injury requirement may be dispensed with, and such a suggestion would, in any event, be erroneous as a statement of California law.
been questioned.⁶ "[T]he court broke the chain between the trespass and the harm, allowing indirect harms to CompuServe’s business interests—reputation, customer goodwill, and employee time—to count as harms to the chattel (the server)."
(Quilter, The Continuing Expansion of Cyberspace Trespass to Chattels, supra, 17 Berkeley Tech. L.J. at pp. 429-430.) "[T]his move cuts trespass to chattels free from its moorings of dispossession or the equivalent, allowing the court free reign [sic] to hunt for ‘impairment.’" (Burk, The Trouble with Trespass (2000) 4 J. Small & Emerging Bus.L. 27, 35.) But even if the loss of goodwill identified in CompuServe were the type of injury that would give rise to a trespass to chattels claim under California law, Intel’s position would not follow, for Intel’s claimed injury has even less connection to its personal property than did CompuServe’s.

CompuServe’s customers were annoyed because the system was inundated with unsolicited commercial messages, making its use for personal communication more difficult and costly. (CompuServe, supra, 962 F.Supp. at p. 1023.) Their complaint, which allegedly led some to cancel their CompuServe service, was about the functioning of CompuServe’s electronic mail service. Intel’s workers, in contrast, were allegedly distracted from their work not because of the frequency or quantity of Hamidi’s messages, but because of assertions and opinions the

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⁶ In support of its reasoning, the CompuServe court cited paragraph (d) of section 218 of the Restatement Second of Torts, which refers to harm “to some person or thing in which the possessor has a legally protected interest.” As the comment to this paragraph explains, however, it is intended to cover personal injury to the possessor or another person in whom the possessor has a legal interest, or injury to “other chattel or land” in which the possessor of the chattel subject to the trespass has a legal interest. (Rest.2d Torts, § 218, com. j, p. 423.) No personal injury was claimed either in CompuServe or in the case at bar, and neither the lost goodwill in CompuServe nor the loss of employee efficiency claimed in the present case is chattel or land.
messages conveyed. Intel's complaint is thus about the contents of the messages rather than the functioning of the company's e-mail system. Even accepting CompuServe's economic injury rationale, therefore, Intel’s position represents a further extension of the trespass to chattels tort, fictionally recharacterizing the allegedly injurious effect of a communication's contents on recipients as an impairment to the device which transmitted the message.

This theory of "impairment by content" (Burk, The Trouble with Trespass, supra, 4 J. Small & Emerging Bus. L. at p. 37) threatens to stretch trespass law to cover injuries far afield from the harms to possession the tort evolved to protect. Intel's theory would expand the tort of trespass to chattels to cover virtually any unconsented-to communication that, solely because of its content, is unwelcome to the recipient or intermediate transmitter. As the dissenting justice below explained, "'Damage' of this nature—the distraction of reading or listening to an unsolicited communication—is not within the scope of the injury against which the trespass-to-chattel tort protects, and indeed trivializes it. After all, '[t]he property interest protected by the old action of trespass was that of possession; and this has continued to affect the character of the action.' (Prosser & Keeton on Torts, supra, § 14, p. 87.) Reading an e-mail transmitted to equipment designed to receive it, in and of itself, does not affect the possessory interest in the equipment.

Indeed, if a chattel's receipt of an electronic communication constitutes a trespass to that chattel, then not only are unsolicited telephone calls and faxes trespasses to chattel, but unwelcome radio waves and television signals also constitute a trespass to chattel every time the viewer inadvertently sees or hears the unwanted program." We agree. While unwelcome communications, electronic or otherwise, can cause a variety of injuries to economic relations, reputation and emotions, those interests are protected by other branches of tort
law; in order to address them, we need not create a fiction of injury to the communication system.

Nor may Intel appropriately assert a property interest in its employees' time. "The Restatement test clearly speaks in the first instance to the impairment of the chattel. . . . But employees are not chattels (at least not in the legal sense of the term)." (Burk, The Trouble with Trespass, supra, 4 J. Small & Emerging Bus.L. at p. 36.) Whatever interest Intel may have in preventing its employees from receiving disruptive communications, it is not an interest in personal property, and trespass to chattels is therefore not an action that will lie to protect it. Nor, finally, can the fact Intel staff spent time attempting to block Hamidi's messages be bootstrapped into an injury to Intel's possessory interest in its computers. To quote, again, from the dissenting opinion in the Court of Appeal: "[I]t is circular to premise the damage element of a tort solely upon the steps taken to prevent the damage. Injury can only be established by the completed tort's consequences, not by the cost of the steps taken to avoid the injury and prevent the tort; otherwise, we can create injury for every supposed tort."

Intel connected its e-mail system to the Internet and permitted its employees to make use of this connection both for business and, to a reasonable extent, for their own purposes. In doing so, the company necessarily contemplated the employees' receipt of unsolicited as well as solicited communications from other companies and individuals. That some communications would, because of their contents, be unwelcome to Intel management was virtually inevitable. Hamidi did nothing but use the e-mail system for its intended purpose—to communicate with employees. The system worked as designed, delivering the messages without any physical or functional harm or disruption. These occasional transmissions cannot reasonably be viewed as impairing the quality or value of Intel's computer system. We conclude, therefore, that Intel has not presented
undisputed facts demonstrating an injury to its personal property, or to its legal
interest in that property, that support, under California tort law, an action for
trespass to chattels.

II. Proposed Extension of California Tort Law

We next consider whether California common law should be extended to
cover, as a trespass to chattels, an otherwise harmless electronic communication
whose contents are objectionable. We decline to so expand California law. Intel,
of course, was not the recipient of Hamidi’s messages, but rather the owner and
possessor of computer servers used to relay the messages, and it bases this tort
action on that ownership and possession. The property rule proposed is a rigid
one, under which the sender of an electronic message would be strictly liable to
the owner of equipment through which the communication passes—here, Intel—
for any consequential injury flowing from the contents of the communication. The
arguments of amici curiae and academic writers on this topic, discussed below,
leave us highly doubtful whether creation of such a rigid property rule would be
wise.

Writing on behalf of several industry groups appearing as amici curiae,
Professor Richard A. Epstein of the University of Chicago urges us to excuse the
required showing of injury to personal property in cases of unauthorized electronic
contact between computers, “extending the rules of trespass to real property to all
interactive Web sites and servers.” The court is thus urged to recognize, for
owners of a particular species of personal property, computer servers, the same
interest in inviolability as is generally accorded a possessor of land. In effect,
Professor Epstein suggests that a company’s server should be its castle, upon
which any unauthorized intrusion, however harmless, is a trespass.
We discuss this debate among the amici curiae and academic writers only to note its existence and contours, not to attempt its resolution. Creating an absolute property right to exclude undesired communications from one's e-mail and Web servers might help force spammers to internalize the costs they impose on ISPs and their customers. But such a property rule might also create substantial new costs to e-mail and e-commerce users and to society generally. In light of the unresolved controversy, we would be acting rashly to adopt a rule treating computer servers as real property for purposes of trespass law.

The Legislature has already adopted detailed regulations governing UCE.

(Bus. & Prof. Code, §§ 17533.4, 17538.45, see generally Ferguson v. Friendfinders, Inc., supra, 94 Cal.App.4th 1235.) It may be fit in the future also to regulate noncommercial e-mail, such as that sent by Hamidi, or other kinds of unwanted content between computers on the Internet, such as that alleged in eBay, supra, 100 F.Supp.2d 1058. But we are not persuaded that these perceived problems call for judicial creation of a rigid property rule of computer server inviolability. We therefore decline to create an exception, covering Hamidi's unwanted electronic messages to Intel employees, to the general rule that injury to the personal property of the possessor's legally protected interest in the personal property. No such injury having been shown on the undisputed facts, Intel was not entitled to summary judgment in its favor.
III. Constitutional Considerations

Because we conclude no trespass to chattels was shown on the summary judgment record, making the injunction improper on common law grounds, we need not address at length the dissenters’ constitutional arguments. A few clarifications are nonetheless in order.

Justice Mosk asserts that this case involves only “a private entity seeking to enforce private trespass rights.” (Dis. opn. of Mosk, J., post, at p. 14.) But the injunction here was issued by a state court. While a private refusal to transmit another’s electronic speech generally does not implicate the First Amendment, because no governmental action is involved (see Cyber Promotions, Inc. v. America Online, Inc. (E.D.Penn. 1996) 948 F.Supp. 436, 441-445 [spammer could not force private ISP to carry its messages]), the use of government power, whether in enforcement of a statute or ordinance or by an award of damages or an injunction in a private lawsuit, is state action that must comply with First Amendment limits. (Cohen v. Cowles Media Co. (1991) 501 U.S. 663, 668; NAACP v. Claiborne Hardware Co. (1982) 458 U.S. 886, 916, fn. 51; New York Times v. Sullivan (1964) 376 U.S. 254, 265.) Nor does the nonexistence of a “constitutional right to trespass” (dis. opn. of Mosk, J., post, at p. 14) make an injunction in this case per se valid. Unlike, for example, the trespasser-to-land defendant in Church of Christ in Hollywood v. Superior Court (2002) 99 Cal.App.4th 1244, Hamidi himself had no tangible presence on Intel property, instead speaking from his own home through his computer. He no more invaded Intel’s property than does a protester holding a sign or shouting through a bullhorn outside corporate headquarters, posting a letter through the mail, or telephoning to complain of a corporate practice. (See Madsen v. Women’s Health Center (1994)
512 U.S. 753, 765 [injunctions restraining such speakers must “burden no more speech than necessary to serve a significant government interest”].

Justice Brown relies upon a constitutional “right not to listen,” rooted in the listener’s “personal autonomy” (dis. opn. of Brown, J., post, at p. 11), as compelling a remedy against Hamidi’s messages, which she asserts were sent to “unwilling” listeners (id., at p. 4). Even assuming a corporate entity could under some circumstances claim such a personal right, here the intended and actual recipients of Hamidi’s messages were individual Intel employees, rather than Intel itself. The record contains no evidence Hamidi sent messages to any employee who notified him such messages were unwelcome. In any event, such evidence would, under the dissent’s rationale of a right not to listen, support only a narrow injunction aimed at protecting individual recipients who gave notice of their rejection. (See Bolger v. Youngs Drug Products Corp. (1983) 463 U.S. 60, 72 [government may not act on behalf of all addressees by generally prohibiting mailing of materials related to contraception, where those recipients who may be offended can simply ignore and discard the materials]; Martin v. City of Struthers (1943) 319 U.S. 141, 144 [anti-canvassing ordinance improperly “substitutes the judgment of the community for the judgment of the individual householder”]; cf. Rowan v. U.S. Post Office Dept. (1970) 397 U.S. 728, 736 [“householder” may

8 Justice Brown would distinguish Madsen v. Women’s Health Cente, supra, on the ground that the operators of the health center in that case would not have been entitled to “drive[] [the protesters] from the public streets,” whereas Intel was entitled to block Hamidi’s messages as best it could. (Dis. opn. of Brown, J., post, at p. 6, fn. 1.) But the health center operators were entitled to block protesters’ messages—as best they could—by closing windows and pulling blinds. That a property owner may take physical measures to prevent the transmission of others’ speech into or across the property does not imply that a court order enjoining the speech is not subject to constitutional limitations.
exercise "individual autonomy" by refusing delivery of offensive mail].) The principal of a right not to listen, founded in personal autonomy, cannot justify the sweeping injunction issued here against all communication to Intel addresses, for such a right, logically, can be exercised only by, or at the behest of, the recipient himself or herself.

DISPOSITION

The judgment of the Court of Appeal is reversed.

WERDEGAR, J.

WE CONCUR:

KENNARD, J.
MORENO, J.
PERREN, J.*

*  Associate Justice of the Court of Appeal, Second Appellate District, Division Six, assigned by the Chief Justice pursuant to article VI, section 6 of the California Constitution.

Kennard concurrence omitted
Brown dissent omitted
DISSENTING OPINION BY MOSK, J.

The majority hold that the California tort of trespass to chattels does not encompass the use of expressly unwanted electronic mail that causes no physical damage or impairment to the recipient’s computer system. They also conclude that because a computer system is not like real property, the rules of trespass to real property are also inapplicable to the circumstances in this case. Finally, they suggest that an injunction to preclude mass, noncommercial, unwelcome e-mails may offend the interests of free communication.

I respectfully disagree and would affirm the trial court’s decision. In my view, the repeated transmission of bulk e-mails by appellant Kourosh Kenneth Hamidi (Hamidi) to the employees of Intel Corporation (Intel) on its proprietary confidential e-mail lists, despite Intel’s demand that he cease such activities, constituted an actionable trespass to chattels. The majority fail to distinguish open communication in the public “commons” of the Internet from unauthorized intermeddling on a private, proprietary intranet. Hamidi is not communicating in the equivalent of a town square or of an unsolicited “junk” mailing through the United States Postal Service. His action, in crossing from the public Internet into a private intranet, is more like intruding into a private office mailroom, commandeering the mail cart, and dropping off unwanted broadsides on 30,000 desks. Because Intel’s security measures have been circumvented by Hamidi, the majority leave Intel, which has exercised all reasonable self-help efforts, with no recourse unless he causes a malfunction or systems “crash.” Hamidi’s repeated intrusions did more than merely “prompt[] discussions between ‘[e]xcited and
nervous managers' and the company's human resource department" (maj. opn., ante, at p. 6); they also constituted a misappropriation of Intel's private computer system contrary to its intended use and against Intel's wishes.

The law of trespass to chattels has not universally been limited to physical damage. I believe it is entirely consistent to apply that legal theory to these circumstances — that is, when a proprietary computer system is being used contrary to its owner's purposes and expressed desires, and self-help has been ineffective. Intel correctly expects protection from an intruder who misuses its proprietary system, its nonpublic directories, and its supposedly controlled connection to the Internet to achieve his bulk mailing objectives — incidentally, without even having to pay postage.

I

Intel maintains an intranet — a proprietary computer network — as a tool for transacting and managing its business, both internally and for external business communications.\(^1\) The network and its servers constitute a tangible entity that has value in terms of the costs of its components and its function in enabling and enhancing the productivity and efficiency of Intel's business operations. Intel has

\(^1\) The Oxford English Dictionary defines an intranet as "A local or restricted computer network; spec. a private or corporate network that uses Internet protocols. An intranet may (but need not) be connected to the Internet and be accessible externally to authorized users." (OED Online, new ed., draft entry, Mar. 2003, <http://dictionary.oed.com/> [as of June 30, 2003]; see also Kokka, Property Rights on an Intranet, 3-Spring 1998 J. Tech.L. & Policy 3, WL 3 UFLJTLP 3 at *3, *6 [defining an intranet as "an internal network of computers, servers, routers and browser software designed to organize, secure, distribute and collect information within an organization" which in large organizations generally includes a wide range of services, including e-mail].) Contrary to the majority's assertion, there is nothing incorrect about characterizing Hamidi's unauthorized bulk e-mails as intrusions onto Intel's intranet.
established costly security measures to protect the integrity of its system, including policies about use, proprietary internal e-mail addresses that it does not release to the public for use outside of company business, and a gateway for blocking unwanted electronic mail — a so-called firewall.

The Intel computer usage guidelines, which are promulgated for its employees, state that the computer system is to be “used as a resource in conducting business. Reasonable personal use is permitted, but employees are reminded that these resources are the property of Intel and all information on these resources is also the property of Intel.” Examples of personal use that would not be considered reasonable expressly include “use that adversely affects productivity.” Employee e-mail communications are neither private nor confidential.

Hamidi, a former Intel employee who had sued Intel and created an organization to disseminate negative information about its employment practices, sent bulk electronic mail on six occasions to as many as 35,000 Intel employees on its proprietary computer system, using Intel’s confidential employee e-mail lists and adopting a series of different origination addresses and encoding strategies to elude Intel’s blocking efforts. He refused to stop when requested by Intel to do so, asserting that he would ignore its demands: “I don’t care. I have grown deaf.” Intel sought injunctive relief, alleging that the disruptive effect of the bulk electronic mail, including expenses from administrative and management personnel, damaged its interest in the proprietary nature of its network.

The trial court, in its order granting summary judgment and a permanent injunction, made the following pertinent findings regarding Hamidi’s transmission of bulk electronic mail: “Intel has requested that Hamidi stop sending the messages, but Hamidi has refused, and has employed surreptitious means to circumvent Intel’s efforts to block entry of his messages into Intel’s system. . . .
The e-mail system is dedicated for use in conducting business, including communications between Intel employees and its customers and vendors. Employee e-mail addresses are not published for use outside company business. The intrusion by Hamidi into the Intel e-mail system has resulted in the expenditure of company resources to seek to block his mailings and to address employee concerns about the mailings. Given Hamidi’s evasive techniques to avoid blocking, the self help remedy available to Intel is ineffective.” The trial court concluded that “the evidence establishes (without dispute) that Intel has been injured by diminished employee productivity and in devoting company resources to blocking efforts and to addressing employees about Hamidi’s e-mails.” The trial court further found that the “massive” intrusions “impaired the value to Intel of its e-mail system.”

The majority agree that an impairment of Intel’s system would result in an action for trespass to chattels, but find that Intel suffered no injury. As did the trial court, I conclude that the undisputed evidence establishes that Intel was substantially harmed by the costs of efforts to block the messages and diminished employee productivity. Additionally, the injunction did not affect Hamidi’s ability to communicate with Intel employees by other means; he apparently continues to maintain a Web site to publicize his messages concerning the company. Furthermore, I believe that the trial court and the Court of Appeal correctly determined that the tort of trespass to chattels applies in these circumstances.

The Restatement Second of Torts explains that a trespass to a chattel occurs if “the chattel is impaired as to its condition, quality, or value” or if “harm is caused to some . . . thing in which the possessor has a legally protected interest.” (Rest.2d Torts, § 218, subds. (b) & (d), p. 420, italics added.) As to this tort, a current prominent treatise on the law of torts explains that “[t]he defendant may interfere with the chattel by interfering with the plaintiff’s access or use” and
observes that the tort has been applied so as “to protect computer systems from electronic invasions by way of unsolicited email or the like.” (1 Dobbs, The Law of Torts (2001) § 60, pp. 122-123.) Moreover, “[t]he harm necessary to trigger liability for trespass to chattels can be . . . harm to something other than the chattel itself.” (Id. at pp. 124-125; see also 1 Harper et al., The Law of Torts (3d ed. 1996 & 2003 supp.) § 2.3, pp. 2:14-2:18.) The Restatement points out that, unlike a possessor of land, a possessor of a chattel is not given legal protection from harmless invasion, but “the actor” may be liable if the conduct affects “some other and more important interest of the possessor.” (Rest.2d Torts, § 218, com. (e), p. 421, italics added.)

The Restatement explains that the rationale for requiring harm for trespass to a chattel but not for trespass to land is the availability and effectiveness of self-help in the case of trespass to a chattel. “Sufficient legal protection of the possessor’s interest in the mere inviolability of his chattel is afforded by his privilege to use reasonable force to protect his possession against even harmless interference.” (Rest.2d Torts, § 218, com. (e), p. 422.) Obviously, “force” is not available to prevent electronic trespasses. As shown by Intel’s inability to prevent Hamidi’s intrusions, self-help is not an adequate alternative to injunctive relief.

The common law tort of trespass to chattels does not require physical disruption to the chattel. It also may apply when there is impairment to the “quality” or “value” of the chattel. (Rest.2d Torts, § 218, subd. (b), p. 420; see also id., com. (e), pp. 421-422 [liability if “intermeddling is harmful to the possessor’s materially valuable interest in the physical condition, quality, or value of the chattel”].) Moreover, as we held in Zaslow v. Kroenert (1946) 29 Cal.2d 541, 551, it also applies “[w]here the conduct complained of does not amount to a
substantial interference with possession or the right thereto, but consists of intermeddling with or use of or damages to the personal property."\textsuperscript{2}

Here, Hamidi's deliberate and continued intermeddling, and threatened intermeddling, with Intel's proprietary computer system for his own purposes that were hostile to Intel, certainly impaired the quality and value of the system as an internal business device for Intel and forced Intel to incur costs to try to maintain the security and integrity of its server — efforts that proved ineffective. These included costs incurred to mitigate injuries that had already occurred. It is not a matter of "bootstrapp[ing]" (maj. opn., ante, at p. 20) to consider those costs a damage to Intel. Indeed, part of the value of the proprietary computer system is the ability to exclude intermeddlers from entering it for significant uses that are disruptive to its owner's business operations.

If Intel, a large business with thousands of former employees, is unable to prevent Hamidi from continued intermeddling, it is not unlikely that other outsiders who obtain access to its proprietary electronic mail addresses would engage in similar conduct, further reducing the value of, and perhaps debilitating, the computer system as a business productivity mechanism. Employees understand that a firewall is in place and expect that the messages they receive are from senders permitted by the corporation. Violation of this expectation increases the internal disruption caused by messages that circumvent the company's attempt to exclude them. The time that each employee must spend to evaluate, delete or

\textsuperscript{2} In Zaslow, we observed that when the trespass involves "intermeddling with or use of" another's property, the owner "may recover only the actual damages suffered by reason of the impairment of the property or the loss of its use." (Zaslow v. Kroenert, supra, 29 Cal.2d at p. 551.) We did not state that such damages were a requirement for a cause of action; nor did we address the availability of injunctive relief.
respond to the message, when added up, constitutes an amount of compensated
time that translates to quantifiable financial damage.3

All of these costs to protect the integrity of the computer system and to deal
with the disruptive effects of the transmissions and the expenditures attributable to
employee time, constitute damages sufficient to establish the existence of a
trespass to chattels, even if the computer system was not overburdened to the point
of a “crash” by the bulk electronic mail.

The several courts that have applied the tort of trespass to chattels to
deliberate intermeddling with proprietary computer systems have, for the most
part, used a similar analysis. Thus, the court in CompuServe Inc. v. Cyber
Promotions, Inc. (S.D. Ohio 1997) 962 F.Supp. 1015, 1022, applied the
Restatement to conclude that mass mailings and evasion of the server’s filters

3  As the recent spate of articles on “spam” — unsolicited bulk e-mail —
suggests, the effects on business of such unwanted intrusions are not trivial.
“Spam is not just a nuisance. It absorbs bandwidth and overwhelms Internet
service providers. Corporate tech staffs labor to deploy filtering technology to
protect their networks. The cost is now widely estimated (though all such
estimates are largely guesswork) at billions of dollars a year. The social costs are
immeasurable. . . . [7] ‘Spam has become the organized crime of the Internet.’ . . .
‘[M]ore and more it’s becoming a systems and engineering and networking
problem.’ ” (Gleick, Tangled Up in Spam, N.Y. Times (Feb. 9, 2003) magazine
p. 1 <http://www.nytimes.com/2003/02/09/> [as of June 30, 2003]; see also
Cooper & Shogren, U.S., States Turn Focus to Curbing Spam, L.A. Times (May 1,
2003) p. A21, col. 2 (“Businesses are losing money with every moment that
employees spend deleting”); Turley, Congress Must Send Spammers a Message,
about $9 billion a year in lost productivity and screening”); Taylor, Spam’s Big
Bang! (June 16, 2003) Time magazine, at p. 51 (“The time we spend deleting or
defeating spam costs an estimated $8.9 billion a year in lost productivity”).) But
the occasional spam addressed to particular employees does not pose nearly the
same threat of impaired value as the concerted bulk mailings into one e-mail
system at issue here, which mailings were sent to thousands of employees with the
express purpose of disrupting business as usual.
diminished the value of the mail processing computer equipment to CompuServe "even though it is not physically damaged by defendant's conduct." The inconvenience to users of the system as a result of the mass messages "decrease[d] the utility of CompuServe's e-mail service" and was actionable as a trespass to chattels. (Id. at p. 1023.)

The court in *America Online, Inc. v. IMS* (E.D.Va. 1998) 24 F.Supp.2d 548, on facts similar to those in the present case, also applied the Restatement in a trespass to chattels claim. There, defendant sent unauthorized e-mails to America Online's computer system, persisting after receiving notice to desist and causing the company "to spend technical resources and staff time to 'defend' its computer system and its membership" against the unwanted messages. (Id. at p. 549.) The company was not required to show that its computer system was overwhelmed or suffered a diminution in performance; mere use of the system by the defendant was sufficient to allow the plaintiff to prevail on the trespass to chattels claim.

Similarly, the court in *eBay, Inc. v. Bidder's Edge, Inc.* (N.D.Cal. 2000) 100 F.Supp.2d 1058 determined that there was a trespass to chattels when the quality or value of a computer system was diminished by unauthorized "web crawlers,"4 despite the fact that eBay had not alleged any "particular service disruption" (id. at p. 1065) or "specific incremental damages" (id. at p. 1063) to the computer system. Intermeddling with eBay's private property was sufficient to establish a cause of action: "A trespasser is liable when the trespass diminishes the condition, quality or value of personal property"; "[e]ven if [defendant's intrusions] use only a small amount of eBay's computer ... capacity, [defendant]

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4 A "web crawler" is a computer program that operates across the Internet to obtain information from the websites of others. (*eBay, Inc. v. Bidder's Edge, supra*, 100 F.Supp.2d at p. 1061, fn. 2.)
has nonetheless deprived eBay of the ability to use that portion of its personal property for its own purposes. The law recognizes no such right to use another’s personal property.” (Id. at p. 1071; see also, e.g., Oyster Software, Inc. v. Forms Processing, Inc. (N.D.Cal. Dec. 6, 2001, No. C-00-0724 JCS) 2001 WL 1736382 at *12 -*13 [trespass to chattels claim did not require company to demonstrate physical damage]; Register.com, Inc. v. Verio, Inc. (S.D.N.Y. 2000) 126 F.Supp.2d 238, 250 [accord]; cf. Thrifty-Tel, Inc. v. Bezenek (1996) 46 Cal.App.4th 1559, 1566-1567 [unconsented electronic access to a computer system constituted a trespass to chattels].)

These cases stand for the simple proposition that owners of computer systems, like owners of other private property, have a right to prevent others from using their property against their interests. That principle applies equally in this case. By his repeated intermeddling, Hamidi converted Intel’s private employee e-mail system into a tool for harming productivity and disrupting Intel’s workplace. Intel attempted to put a stop to Hamidi’s intrusions by increasing its electronic screening measures and by requesting that he desist. Only when self-help proved futile, devolving into a potentially endless joust between attempted prevention and circumvention, did Intel request and obtain equitable relief in the form of an injunction to prevent further threatened injury.

The majority suggest that Intel is not entitled to injunctive relief because it chose to allow its employees access to e-mail through the Internet and because Hamidi has apparently told employees that he will remove them from his mailing list if they so request. They overlook the proprietary nature of Intel’s intranet system; Intel’s system is not merely a conduit for messages to its employees. As the owner of the computer system, it is Intel’s request that Hamidi stop that must be respected. The fact that, like most large businesses, Intel’s intranet includes external e-mail access for essential business purposes does not logically mean, as
the majority suggest, that Intel has forfeited the right to determine who has access to its system. Its intranet is not the equivalent of a common carrier or public communications licensee that would be subject to requirements to provide service and access. Just as Intel can, and does, regulate the use of its computer system by its employees, it should be entitled to control its use by outsiders and to seek injunctive relief when self-help fails.

The majority also propose that Intel has sufficient avenues for legal relief outside of trespass to chattels, such as interference with prospective economic relations, interference with contract, intentional infliction of emotional distress, and defamation; Hamidi urges that an action for nuisance is more appropriate. Although other causes of action may under certain circumstances also apply to Hamidi’s conduct, the remedy based on trespass to chattels is the most efficient and appropriate. It simply requires Hamidi to stop the unauthorized use of property without regard to the content of the transmissions. Unlike trespass to chattels, the other potential causes of action suggested by the majority and Hamidi would require an evaluation of the transmissions’ content and, in the case of a nuisance action, for example, would involve questions of degree and value judgments based on competing interests. (See Hellman v. La Cumbre Golf & Country Club (1992) 6 Cal.App.4th 1224, 1230-1231; 11 Witkin, Summary of Cal. Law (9th ed. 1990) Equity, § 153, p. 833; Rest.2d Torts, § 840D).

II

As discussed above, I believe that existing legal principles are adequate to support Intel’s request for injunctive relief. But even if the injunction in this case amounts to an extension of the traditional tort of trespass to chattels, this is one of those cases in which, as Justice Cardozo suggested, “[t]he creative element in the
judicial process finds its opportunity and power” in the development of the law. (Cardozo, Nature of the Judicial Process (1921) p. 165.)

The law has evolved to meet economic, social, and scientific changes in society. The industrial revolution, mass production, and new transportation and communication systems all required the adaptation and evolution of legal doctrines.

The age of computer technology and cyberspace poses new challenges to legal principles. As this court has said, “the so-called Internet revolution has spawned a host of new legal issues as courts have struggled to apply traditional legal frameworks to this new communication medium.” (Pavlovich v. Superior Court (2002) 29 Cal.4th 262, 266.) The court must now grapple with proprietary interests, privacy, and expression arising out of computer-related disputes. Thus, in this case the court is faced with “that balancing of judgment, that testing and sorting of considerations of analogy and logic and utility and fairness” that Justice Cardozo said he had “been trying to describe.” (Cardozo, Nature of the Judicial Process, supra, at pp. 165-166.) Additionally, this is a case in which equitable relief is sought. As Bernard Witkin has written, “equitable relief is flexible and expanding, and the theory that ‘for every wrong there is a remedy’ [Civ. Code, § 3523] may be invoked by equity courts to justify the invention of new methods of relief for new types of wrongs.” (11 Witkin, Summary of Cal. Law, supra, Equity, § 3, p. 681.) That the Legislature has dealt with some aspects of commercial unsolicited bulk e-mail (Bus. & Prof. Code, §§ 17538.4, 17538.45; see maj. opn., ante, at p. 25) should not inhibit the application of common law tort

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5 “It is revolting to have no better reason for a rule of law than that so it was laid down in the time of Henry IV.” (Holmes, The Path of the Law (1897) 10 Harv.L.Rev. 457, 469.)

Before the computer, a person could not easily cause significant disruption to another’s business or personal affairs through methods of communication without significant cost. With the computer, by a mass mailing, one person can at no cost disrupt, damage, and interfere with another’s property, business, and personal interests. Here, the law should allow Intel to protect its computer-related property from the unauthorized, harmful, free use by intruders.

III

As the Court of Appeal observed, connecting one’s driveway to the general system of roads does not invite demonstrators to use the property as a public forum. Not mindful of this precept, the majority blur the distinction between public and private computer networks in the interest of “ease and openness of communication.” (Maj. opn., ante, at p. 26.) By upholding Intel’s right to exercise self-help to restrict Hamidi’s bulk e-mails, they concede that he did not have a right to send them through Intel’s proprietary system. Yet they conclude that injunctive relief is unavailable to Intel because it connected its e-mail system to the Internet and thus, “necessarily contemplated” unsolicited communications to its employees. (Maj. opn., ante, at p. 20.) Their exposition promotes unpredictability in a manner that could be as harmful to open communication as it is to property rights. It permits Intel to block Hamidi’s e-mails entirely, but offers no recourse if he succeeds in breaking through its security barriers, unless he physically or functionally degrades the system.

By making more concrete damages a requirement for a remedy, the majority has rendered speech interests dependent on the impact of the e-mails.
The sender will never know when or if the mass e-mails sent by him (and perhaps others) will use up too much space or cause a crash in the recipient system, so as to fulfill the majority’s requirement of damages. Thus, the sender is exposed to the risk of liability because of the possibility of damages. If, as the majority suggest, such a risk will deter “ease and openness of communication” (maj. opn., ante, at p. 26), the majority’s formulation does not eliminate such deterrence. Under the majority’s position, the lost freedom of communication still exists. In addition, a business could never reliably invest in a private network that can only be kept private by constant vigilance and inventiveness, or by simply shutting off the Internet, thus limiting rather than expanding the flow of information.  

Moreover, Intel would have less incentive to allow employees reasonable use of its equipment to send and receive personal e-mails if such allowance is justification for preventing restrictions on unwanted intrusions into its computer system. I believe the best approach is to clearly delineate private from public networks and identify as a trespass to chattels the kind of intermeddling involved here.

The views of the amici curiae group of intellectual property professors that a ruling in favor of Intel will interfere with communication are similarly misplaced because here, Intel, contrary to most users, expressly informed appellant that it did not want him sending messages through its system. Moreover, as noted above, all of the problems referred to will exist under the apparently accepted law that there is a cause of action if there is some actionable damage.

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6 Thus, the majority’s approach creates the perverse incentive for companies to invest less in computer capacity in order to protect its property. In the view of the majority, Hamidi’s massive e-mails would be actionable only if Intel had insufficient server or storage capacity to manage them.
Hamidi and other amici curiae raise, for the first time on appeal, certain labor law issues, including the matter of protected labor-related communications. Even assuming that these issues are properly before this court (see Cal. Rules of Court, rule 28(c)(1)), to the extent the laws allow what would otherwise be trespasses for some labor-related communications, my position does not exclude that here too. But there has been no showing that the communications are labor law protected.7

Finally, with regard to alleged constitutional free speech concerns raised by Hamidi and others, this case involves a private entity seeking to enforce private rights against trespass. Unlike the majority, I have concluded that Hamidi did invade Intel’s property. His actions constituted a trespass — in this case a trespass to chattels. There is no federal or state constitutional right to trespass. (Adderley v. Florida (1966) 385 U.S. 39, 47 [“Nothing in the Constitution of the United States prevents Florida from even-handed enforcement of its general trespass statute. . . .”]; Church of Christ in Hollywood v. Superior Court (2002) 99 Cal.App.4th 1244, 1253-1254 [affirming a restraining order preventing former church member from entering church property: “[the United States Supreme Court] has never held that a trespasser or an uninvited guest may exercise general rights of free speech on property privately owned”]; see also CompuServe Inc. v. Cyber Promotions, Inc., supra, 962 F.Supp. at p. 1026 [“the mere judicial enforcement of neutral trespass laws by the private owner of property does not alone render it a state actor”]; Cyber Promotions, Inc. v. America Online, Inc.

7 The bulk e-mail messages from Hamidi, a nonemployee, did not purport to spur employees into any collective action; he has conceded that “[t]his is not a drive to unionize.” Nor was his disruptive conduct part of any bona fide labor dispute.
(E.D.Pa. 1996) 948 F.Supp. 436, 456 ["a private company such as Cyber simply does not have the unfettered right under the First Amendment to invade AOL's private property . . . "].) Accordingly, the cases cited by the majority regarding restrictions on speech, not trespass, are not applicable. Nor does the connection of Intel's e-mail system to the Internet transform it into a public forum any more than any connection between private and public properties. Moreover, as noted above, Hamidi had adequate alternative means for communicating with Intel employees so that an injunction would not, under any theory, constitute a free speech violation. *Lloyd Corp. v. Tanner* (1972) 407 U.S. 551, 568-569.)

IV

The trial court granted an injunction to prevent threatened injury to Intel. That is the purpose of an injunction. *Ernst & Ernst v. Carlson* (1966) 247 Cal.App.2d 125, 128.) Intel should not be helpless in the face of repeated and threatened abuse and contamination of its private computer system. The undisputed facts, in my view, rendered Hamidi's conduct legally actionable. Thus, the trial court's decision to grant a permanent injunction was not "a clear abuse of discretion" that may be "disturbed on appeal." *Shapiro v. San Diego City Council* (2002) 96 Cal.App.4th 904, 912; see also *City of Vernon v. Central Basin Mun. Water Dist.* (1999) 69 Cal.App.4th 508, 516 [in an appeal of summary judgment, the trial court's decision to deny a permanent injunction was "governed by the abuse of discretion standard of review"].

The injunction issued by the trial court simply required Hamidi to refrain from further trespassory conduct, drawing no distinction based on the content of his e-mails. Hamidi remains free to communicate with Intel employees and others outside the walls — both physical and electronic — of the company.
For these reasons, I respectfully dissent.

MOSK, J.*

I CONCUR:

GEORGE, C.J.

* Associate Justice, Court of Appeal, Second Appellate District, Division Five, assigned by the Chief Justice pursuant to article VI, section 6 of the California Constitution.
Copyright Basics

What Is Copyright?

Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to do the following:

- To reproduce the work in copies or phonorecords;
- To prepare derivative works based upon the work;
- To distribute copies or phonorecords of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
- To perform the work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works;
- To display the work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work; and
- In the case of sound recordings,* to perform the work publicly by means of a digital audio transmission.

In addition, certain authors of works of visual art have the rights of attribution and integrity as described in section 106A of the 1976 Copyright Act. For further information, request Circular 40, Copyright Registration for Works of the Visual Arts.

It is illegal for anyone to violate any of the rights provided by the copyright law to the owner of copyright. These rights, however, are not unlimited in scope. Sections 107 through 121 of the 1976 Copyright Act establish limitations on these rights. In some cases, these limitations are specified exemptions from copyright liability. One major limitation is the doctrine of “fair use,” which is given a statutory basis in section 107 of the 1976 Copyright Act. In other instances, the limitation takes the form of a “compulsory license” under which certain limited uses of copyrighted works are permitted upon payment of specified royalties and compliance with statutory conditions. For further information about the limitations of any of these rights, consult the copyright law or write to the Copyright Office.

*NOTE: Sound recordings are defined in the law as “works that result from the fixation of a series of musical, spoken, or other sounds, but not including the sounds accompanying a motion picture or other audiovisual work.” Common examples include recordings of music, drama, or lectures. A sound recording is
Copyright Basics

not the same as a phonorecord. A phonorecord is the physical object in which works of authorship are embodied. The word "phonorecord" includes cassette tapes, CDs, LPs, 45 r.p.m. disks, as well as other formats.

Who Can Claim Copyright?

Copyright protection subsists from the time the work is created in fixed form. The copyright in the work of authorship immediately becomes the property of the author who created the work. Only the author or those deriving their rights through the author can rightfully claim copyright.

In the case of works made for hire, the employer and not the employee is considered to be the author. Section 101 of the copyright law defines a "work made for hire" as:

1. a work prepared by an employee within the scope of his or her employment; or
2. a work specially ordered or commissioned for use as:
   • a contribution to a collective work
   • a part of a motion picture or other audiovisual work
   • a translation
   • a supplementary work
   • a compilation
   • an instructional text
   • a test
   • answer material for a test
   • an atlas

if the parties expressly agree in a written instrument signed by them that the work shall be considered a work made for hire.

The authors of a joint work are co-owners of the copyright in the work, unless there is an agreement to the contrary.

Copyright in each separate contribution to a periodical or other collective work is distinct from copyright in the collective work as a whole and vests initially with the author of the contribution.

Two General Principles

• Mere ownership of a book, manuscript, painting, or any other copy or phonorecord does not give the possessor the copyright. The law provides that transfer of ownership of any material object that embodies a protected work does not of itself convey any rights in the copyright.
• Minors may claim copyright, but state laws may regulate the business dealings involving copyrights owned by minors. For information on relevant state laws, consult an attorney.

Copyright and National Origin of the Work

Copyright protection is available for all unpublished works, regardless of the nationality or domicile of the author. Published works are eligible for copyright protection in the United States if any one of the following conditions is met:

• On the date of first publication, one or more of the authors is a national or domiciliary of the United States, or is a national, domiciliary, or sovereign authority of a treaty party,* or is a stateless person wherever that person may be domiciled; or
• The work is first published in the United States or in a foreign nation that, on the date of first publication, is a treaty party. For purposes of this condition, a work that is published in the United States or a treaty party within 30 days after publication in a foreign nation that is not a treaty party shall be considered to be first published in the United States or such treaty party, as the case may be; or
• The work is a sound recording that was first fixed in a treaty party; or
• The work is a pictorial, graphic, or sculptural work that is incorporated in a building or other structure, or an architectural work that is embodied in a building and the building or structure is located in the United States or a treaty party; or
• The work is first published by the United Nations or any of its specialized agencies, or by the Organization of American States; or
• The work is a foreign work that was in the public domain in the United States prior to 1996 and its copyright was restored under the Uruguay Round Agreements Act (URAA). Request Circular 58a, Highlights of Copyright Amendments Contained in the Uruguay Round Agreements Act (URAA-GATT), for further information.
• The work comes within the scope of a Presidential proclamation.

*A treaty party is a country or intergovernmental organization other than the United States that is a party to an international agreement.

What Works Are Protected?

Copyright protects "original works of authorship" that are fixed in a tangible form of expression. The fixation need not be directly perceptible so long as it may be communicated with the aid of a machine or device. Copyrightable works include the following categories:
1. literary works
2. musical works, including any accompanying words
3. dramatic works, including any accompanying music
4. pantomimes and choreographic works
5. pictorial, graphic, and sculptural works
6. motion pictures and other audiovisual works
7. sound recordings
8. architectural works

These categories should be viewed broadly. For example, computer programs and most "compilations" may be registered as "literary works"; maps and architectural plans may be registered as "pictorial, graphic, and sculptural works."

What Is Not Protected by Copyright?

Several categories of material are generally not eligible for federal copyright protection. These include among others:

- Works that have not been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded)
- Titles, names, short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents
- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from a description, explanation, or illustration
- Works consisting entirely of information that is common property and containing no original authorship (for example: standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources)

How to Secure a Copyright

Copyright Secured Automatically upon Creation

The way in which copyright protection is secured is frequently misunderstood. No publication or registration or other action in the Copyright Office is required to secure copyright. (See following note.) There are, however, certain definite advantages to registration. See "Copyright Registration" on page 7.

Copyright is secured automatically when the work is created, and a work is "created" when it is fixed in a copy or phonorecord for the first time. "Copies" are material objects from which a work can be read or visually perceived either directly or with the aid of a machine or device, such as books, manuscripts, sheet music, film, videotape, or microfilm. "Phonorecords" are material objects embodying fixations of sounds (excluding, by statutory definition, motion picture soundtracks), such as cassette tapes, CDs, or LPs. Thus, for example, a song (the "work") can be fixed in sheet music ("copies") or in phonograph disks ("phonorecords"), or both. If a work is prepared over a period of time, the part of the work that is fixed on a particular date constitutes the created work as of that date.

Publication

Publication is no longer the key to obtaining federal copyright as it was under the Copyright Act of 1909. However, publication remains important to copyright owners.

The 1976 Copyright Act defines publication as follows:

"Publication" is the distribution of copies or phonorecords of a work to the public by sale or other transfer of ownership, or by rental, lease, or lending. The offering to distribute copies or phonorecords to a group of persons for purposes of further distribution, public performance, or public display constitutes publication. A public performance or display of a work does not of itself constitute publication.

NOTE: Before 1978, federal copyright was generally secured by the act of publication with notice of copyright, assuming compliance with all other relevant statutory conditions. U.S. works in the public domain on January 1, 1978, (for example, works published without satisfying all conditions for securing federal copyright under the Copyright Act of 1909) remain in the public domain under the 1976 Copyright Act.

Certain foreign works originally published without notice had their copyrights restored under the Uruguay Round Agreements Act (URAA). Request Circular 388 and see the "Notice of Copyright" section on page 4 for further information.

Federal copyright could also be secured before 1978 by the act of registration in the case of certain unpublished works and works eligible for ad interim copyright. The 1976 Copyright Act automatically extends to full term (section 304 sets the term) copyright for all works, including those subject to ad interim copyright if ad interim registration has been made on or before June 30, 1978.

A further discussion of the definition of "publication" can be found in the legislative history of the 1976 Copyright Act. The legislative reports define "to the public" as distribution to persons under no explicit or implicit restrictions with respect to disclosure of the contents. The reports state
that the definition makes it clear that the sale of phonorecords constitutes publication of the underlying work, for example, the musical, dramatic, or literary work embodied in a phonorecord. The reports also state that it is clear that any form of dissemination in which the material object does not change hands, for example, performances or displays on television, is not a publication no matter how many people are exposed to the work. However, when copies or phonorecords are offered for sale or lease to a group of wholesalers, broadcasters, or motion picture theaters, publication does take place if the purpose is further distribution, public performance, or public display.

Publication is an important concept in the copyright law for several reasons:

- Works that are published in the United States are subject to mandatory deposit with the Library of Congress. See discussion on "Mandatory Deposit for Works Published in the United States" on page 9.
- Publication of a work can affect the limitations on the exclusive rights of the copyright owner that are set forth in sections 107 through 121 of the law.
- The year of publication may determine the duration of copyright protection for anonymous and pseudonymous works (when the author's identity is not revealed in the records of the Copyright Office) and for works made for hire.
- Deposit requirements for registration of published works differ from those for registration of unpublished works. See discussion on "Registration Procedures" on page 7.
- When a work is published, it may bear a notice of copyright to identify the year of publication and the name of the copyright owner and to inform the public that the work is protected by copyright. Copies of works published before March 1, 1989, must bear the notice or risk loss of copyright protection. See discussion on "Notice of Copyright" below.

**Notice of Copyright**

The use of a copyright notice is no longer required under U.S. law, although it is often beneficial. Because prior law did contain such a requirement, however, the use of notice is still relevant to the copyright status of older works.

Notice was required under the 1976 Copyright Act. This requirement was eliminated when the United States adhered to the Berne Convention, effective March 1, 1989. Although works published without notice before that date could have entered the public domain in the United States, the Uruguay Round Agreements Act (URAA) restores copyright in certain foreign works originally published without notice. For further information about copyright amendments in the URAA, request Circular 38a.

The Copyright Office does not take a position on whether copies of works first published with notice before March 1, 1989, which are distributed on or after March 1, 1989, must bear the copyright notice.

Use of the notice may be important because it informs the public that the work is protected by copyright, identifies the copyright owner, and shows the year of first publication. Furthermore, in the event that a work is infringed, if a proper notice of copyright appears on the published copy or copies to which a defendant in a copyright infringement suit has access, then no weight shall be given to such a defendant's interposition of a defense based on innocent infringement in mitigation of actual or statutory damages, except as provided in section 504(c)(2) of the copyright law. Innocent infringement occurs when the infringer did not realize that the work was protected.

The use of the copyright notice is the responsibility of the copyright owner and does not require advance permission from, or registration with, the Copyright Office.

**Form of Notice for Visually Perceptible Copies**

The notice for visually perceptible copies should contain all the following three elements:

1. The symbol © (the letter C in a circle), or the word "Copyright," or the abbreviation "Copr.; and
2. The year of first publication of the work. In the case of compilations or derivative works incorporating previously published material, the year date of first publication of the compilation or derivative work is sufficient. The year date may be omitted where a pictorial, graphic, or sculptural work, with accompanying textual matter, if any, is reproduced in or on greeting cards, postcards, stationery, jewelry, dolls, toys, or any useful article; and
3. The name of the owner of copyright in the work, or an abbreviation by which the name can be recognized, or a generally known alternative designation of the owner.

Example: © 2006 John Doe

The "C in a circle" notice is used only on "visually perceptible copies." Certain kinds of works—for example, musical, dramatic, and literary works—may be fixed not in "copies" but by means of sound in an audio recording. Since audio recordings such as audio tapes and phonograph disks are "phonorecords" and not "copies," the "C in a circle" notice is not used to indicate protection of the underlying musical, dramatic, or literary work that is recorded.
Form of Notice for Phonorecords of Sound Recordings

The notice for phonorecords embodying a sound recording should contain all the following three elements:
1. The symbol ℗ (the letter P in a circle); and
2. The year of first publication of the sound recording; and
3. The name of the owner of copyright in the sound recording, or an abbreviation by which the name can be recognized, or a generally known alternative designation of the owner. If the producer of the sound recording is named on the phonorecord label or container and if no other name appears in conjunction with the notice, the producer’s name shall be considered a part of the notice.

Example: ℗ 2006 A.B.C. Records Inc.

NOTE: Since questions may arise from the use of variant forms of the notice, you may wish to seek legal advice before using any form of the notice other than those given here.

Position of Notice

The copyright notice should be affixed to copies or phonorecords in such a way as to “give reasonable notice of the claim of copyright.” The three elements of the notice should ordinarily appear together on the copies or phonorecords or on the phonorecord label or container. The Copyright Office has issued regulations concerning the form and position of the copyright notice in the Code of Federal Regulations (37 CFR 201.20). For more information, request Circular 3, Copyright Notice.

Publications Incorporating U.S. Government Works

Works by the U.S. government are not eligible for U.S. copyright protection. For works published on and after March 1, 1989, the previous notice requirement for works consisting primarily of one or more U.S. government works has been eliminated. However, use of a notice on such a work will defeat a claim of innocent infringement as previously described provided the notice also includes a statement that identifies either those portions of the work in which copyright is claimed or those portions that constitute U.S. government material.

Example: ℗ 2006 Jane Brown
- Copyright claimed in chapters 7-10, exclusive of U.S. government maps
- Copies of works published before March 1, 1989, that consist primarily of one or more works of the U.S. government should have a notice and the identifying statement.

Unpublished Works

The author or copyright owner may wish to place a copyright notice on any unpublished copies or phonorecords that leave his or her control.

Example: Unpublished work ℗ 2005 Jane Doe

Omission of Notice and Errors in Notice

The 1976 Copyright Act attempted to ameliorate the strict consequences of failure to include notice under prior law. It contained provisions that set out specific corrective steps to cure omissions or certain errors in notice. Under these provisions, an applicant had 5 years after publication to cure omission of notice or certain errors. Although these provisions are technically still in the law, their impact has been limited by the amendment making notice optional for all works published on and after March 1, 1989. For further information, request Circular 3.

How Long Copyright Protection Endures

Works Originally Created on or after January 1, 1978

A work that was created (fixed in tangible form for the first time) on or after January 1, 1978, is automatically protected from the moment of its creation and is ordinarily given a term ending for the author’s life plus an additional 70 years after the author’s death. In the case of a joint work prepared by two or more authors who did not work for hire, the term lasts for 70 years after the last surviving author’s death. For works made for hire, and for anonymous and pseudonymous works (unless the author’s identity is revealed in Copyright Office records), the duration of copyright will be 95 years from publication or 120 years from creation, whichever is shorter.

Works Originally Created Before January 1, 1978, But Not Published or Registered by That Date

These works have been automatically brought under the statute and are now given federal copyright protection. The duration of copyright in these works is generally computed in the same way as for works created on or after January 1, 1978: the life plus 70 or 95/120-year terms apply to them as well. The law provides that in no case would the term of copyright for works in this category expire before December 31, 2002, and for works published on or before December 31, 2002, the term of copyright will not expire before December 31, 2047.
Copyright Basics

Works Originally Created and Published or Registered before January 1, 1978

Under the law in effect before 1978, copyright was secured either on the date a work was published with a copyright notice or on the date of registration if the work was registered in unpublished form. In either case, the copyright endured for a first term of 28 years from the date it was secured. During the last (28th) year of the first term, the copyright was eligible for renewal. The Copyright Act of 1976 extended the renewal term from 28 to 47 years for copyrights that were subsisting on January 1, 1978, or for pre-1978 copyrights restored under the Uruguay Round Agreements Act (URAA), making these works eligible for a total term of protection of 75 years. Public Law 105-298, enacted on October 27, 1998, further extended the renewal term of copyrights still subsisting on that date by an additional 20 years, providing for a renewal term of 67 years and a total term of protection of 95 years.

Public Law 102-307, enacted on June 26, 1992, amended the 1976 Copyright Act to provide for automatic renewal of the term of copyrights secured between January 1, 1964, and December 31, 1977. Although the renewal term is automatically provided, the Copyright Office does not issue a renewal certificate for these works unless a renewal application and fee are received and registered in the Copyright Office.

Public Law 102-307 makes renewal registration optional. Thus, filing for renewal registration is no longer required to extend the original 28-year copyright term to the full 95 years. However, some benefits accrue to renewal registrations that were made during the 28th year.

For more detailed information on renewal of copyright and the copyright term, request Circular 15, Renewal of Copyright; Circular 15A, Duration of Copyright; and Circular 15T, Extension of Copyright Terms.

Transfer of Copyright

Any or all of the copyright owner's exclusive rights or any subdivision of those rights may be transferred, but the transfer of exclusive rights is not valid unless that transfer is in writing and signed by the owner of the rights conveyed or such owner's duly authorized agent. Transfer of a right on a nonexclusive basis does not require a written agreement.

A copyright may also be conveyed by operation of law and may be bequeathed by will or pass as personal property by the applicable laws of intestate succession.

Copyright is a personal property right, and it is subject to the various state laws and regulations that govern the ownership, inheritance, or transfer of personal property as well as terms of contracts or conduct of business. For information about relevant state laws, consult an attorney.

Transfers of copyright are normally made by contract. The Copyright Office does not have any forms for such transfers. The law does provide for the recordation in the Copyright Office of transfers of copyright ownership. Although recordation is not required to make a valid transfer between the parties, it does provide certain legal advantages and may be required to validate the transfer as against third parties. For information on recordation of transfers and other documents related to copyright, request Circular 12, Recordation of Transfers and Other Documents.

Termination of Transfers

Under the previous law, the copyright in a work reverted to the author, if living, or if the author was not living, to other specified beneficiaries, provided a renewal claim was registered in the 28th year of the original term. The present law drops the renewal feature except for works already in the first term of statutory protection when the present law took effect. Instead, the present law permits termination of a grant of rights after 35 years under certain conditions by serving written notice on the transferee within specified time limits.

For works already under statutory copyright protection before 1978, the present law provides a similar right of termination covering the newly added years that extended the former maximum term of the copyright from 56 to 95 years. For further information, request Circulars 15A and 15T.

Note: The copyright in works eligible for renewal on or after June 26, 1992, will vest in the name of the renewal claimant on the effective date of any renewal registration made during the 28th year of the original term. Otherwise, the renewal copyright will vest in the party entitled to claim renewal as of December 31st of the 28th year.

International Copyright Protection

There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions. For further information and a list of countries that maintain copyright relations with the United States, request Circular 38A, International Copyright Relations of the United States.
Copyright Registration

In general, copyright registration is a legal formality intended to make a public record of the basic facts of a particular copyright. However, registration is not a condition of copyright protection. Even though registration is not a requirement for protection, the copyright law provides several inducements or advantages to encourage copyright owners to make registration. Among these advantages are the following:

- Registration establishes a public record of the copyright claim.
- Before an infringement suit may be filed in court, registration is necessary for works of U.S. origin.
- If made before or within 5 years of publication, registration will establish prima facie evidence in court of the validity of the copyright and of the facts stated in the certificate.
- If registration is made within 3 months after publication of the work or prior to an infringement of the work, statutory damages and attorney’s fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available to the copyright owner.
- Registration allows the owner of the copyright to record the registration with the U.S. Customs Service for protection against the importation of infringing copies. For additional information, go to the U.S. Customs and Border Protection website at www.cbp.gov/xp/cgov/import. Click on “Intellectual Property Rights.”

Registration may be made at any time within the life of the copyright. Unlike the law before 1978, when a work has been registered in unpublished form, it is not necessary to make another registration when the work becomes published, although the copyright owner may register the published edition, if desired.

Registration Procedures

Original Registration

To register a work, send the following three elements in the same envelope or package to:

Library of Congress
Copyright Office
101 Independence Avenue SE
Washington, DC 20559-6000

1 A properly completed application form.

3 A nonrefundable filing fee* for each application.

A nonreturnable deposit of the work being registered. The deposit requirements vary in particular situations. The general requirements follow. Also note the information under “Special Deposit Requirements” on page 8.

- If the work is unpublished, one complete copy or phonorecord.
- If the work was first published in the United States on or after January 1, 1978, two complete copies or phonorecords of the best edition.
- If the work was first published in the United States before January 1, 1978, two complete copies or phonorecords of the work as first published.
- If the work was first published outside the United States, one complete copy or phonorecord of the work as first published.
- If at all possible, when sending multiple works, place all applications, deposits, and fees in the same package. If it is not possible to fit everything in one package, number each package (e.g., 1 of 3; 2 of 4) to facilitate processing and where possible, attach applications to the appropriate deposits.

*NOTE: For current information on fees, please write the Copyright Office, check the Copyright Office website at www.copyright.gov, or call (202) 707-3000.

What Happens If the Three Elements Are Not Received Together

Applications and fees received without appropriate copies, phonorecords, or identifying material will not be processed and ordinarily will be returned. Unpublished deposits without applications or fees ordinarily will be returned, also. In most cases, published deposits received without applications and fees can be immediately transferred to the collections of the Library of Congress. This practice is in accordance with section 408 of the law, which provides that the published deposit required for the collections of the Library of Congress may be used for registration only if the deposit is “accompanied by the prescribed application and fee.”

After the deposit is received and transferred to another service unit of the Library for its collections or other disposition, it is no longer available to the Copyright Office. If you wish to register the work, you must deposit additional copies or phonorecords with your application and fee.

Renewal Registration

To register a renewal, send:
SEC. 106. CRIMINAL INFRINGEMENT OF A WORK BEING PREPARED FOR COMMERCIAL DISTRIBUTION.

(a) Prohibited Acts.—Section 506(a) of title 17, United States Code, is amended to read as follows:

"(a) Criminal Infringement.—

"(1) In general.—Any person who willfully infringes a copyright shall be punished as provided under section 2319 of title 18, if the infringement was committed—

"(A) for purposes of commercial advantage or private financial gain;

"(B) by the reproduction or distribution, including by electronic means, during any 180-day period, of 1 or more copies or phonorecords of 1 or more copyrighted works, which have a total retail value of more than $1,000; or

"(C) by the distribution of a work being prepared for commercial distribution, by making it available on a computer network accessible to members of the public, if such person knew or should have known that the work was intended for commercial distribution.

"(2) Evidence.—For purposes of this subsection, evidence of reproduction or distribution of a copyrighted work, by itself, shall not be sufficient to establish willful infringement of a copyright.

"(3) Definition.—In this subsection, the term ‘work being prepared for commercial distribution’ means—

"(A) a computer program, a musical work, a motion picture or other audiovisual work, or a sound recording, if, at the time of unauthorized distribution—

"(i) the copyright owner has a reasonable expectation of commercial distribution; and

"(ii) the copies or phonorecords of the work have not been commercially distributed; or

"(B) a motion picture, if, at the time of unauthorized distribution, the motion picture—

"(i) has been made available for viewing in a motion picture exhibition facility; and

"(ii) has not been made available in copies for sale to the general public in the United States in a format intended to permit viewing outside a motion picture exhibition facility."

(b) Criminal Penalties.—Section 2319 of title 18, United States Code, is amended—
In the
United States Court of Appeals
For the Seventh Circuit

No. 05-1314
BMG MUSIC, et al.,

Plaintiffs-Appellees,
v.

CECILIA GONZALEZ,

Defendant-Appellant.

Appeal from the United States District Court for the
Northern District of Illinois, Eastern Division.
No. 03 C 6276—Blanche M. Manning, Judge.

ARGUED OCTOBER 27, 2005—DECIDED DECEMBER 9, 2005

Before EASTRESS, EVANS, and WILLIAMS, Circuit Judges.

EASTRESS, Circuit Judge. Last June the Supreme Court held in MGM Studios, Inc. v. Grokster, Ltd., 125 S. Ct. 2764 (2005), that a distributed file-sharing system is engaged in contributory copyright infringement when its principal object is the dissemination of copyrighted material. The foundation of this holding is a belief that people who post or download music files are primary infringers. In re Aimster Copyright Litigation, 334 F.3d 643, 645 (7th Cir. 2003), which anticipated Grokster, made the same assumption. In this appeal Cecilia Gonzalez, who downloaded copyrighted music through the KaZaA file-sharing network, denies the premise of Grokster and
Aimster. She contends that her activities were fair use rather than infringement. The district court disagreed and granted summary judgment for the copyright proprietors (to which we refer collectively as BMG Music). 2005 U.S. Dist. LEXIS 910 (N.D. Ill. Jan. 7, 2005). The court enjoined Gonzalez from further infringement and awarded $22,500 in damages under 17 U.S.C. §504(c).

A "fair use" of copyrighted material is not infringement. Gonzalez insists that she was engaged in fair use under the terms of 17 U.S.C. §107—or at least that a material dispute entitles her to a trial. It is undisputed, however, that she downloaded more than 1,370 copyrighted songs during a few weeks and kept them on her computer until she was caught. Her position is that she was just sampling music to determine what she liked enough to buy at retail. Because this suit was resolved on summary judgment, we must assume that Gonzalez is telling the truth when she says that she owned compact discs containing some of the songs before she downloaded them and that she purchased others later. She concedes, however, that she has never owned legitimate copies of 30 songs that she downloaded. (How many of the remainder she owned is disputed.)

Instead of erasing songs that she decided not to buy, she retained them. It is these 30 songs about which there is no dispute concerning ownership that formed the basis of the damages award. This is not a form of time-shifting, along the lines of Sony Corp. of America v. Universal Studios, Inc., 464 U.S. 417 (1984) (Betamax). A copy downloaded, played, and retained on one's hard drive for future use is a direct substitute for a purchased copy—and without the benefit of the license fee paid to the broadcaster. The premise of Betamax is that the broadcast was licensed for one transmission and thus one viewing. Betamax held that shifting the time of this single viewing is fair use. The files that Gonzalez obtained, by contrast, were posted in violation of copyright law; there was

Section 107 provides that when considering a defense of fair use the court must take into account “(1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (2) the nature of the copyrighted work; (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (4) the effect of the use upon the potential market for or value of the copyrighted work.” Gonzalez was not engaged in a nonprofit use; she downloaded (and kept) whole copyrighted songs (for which, as with poetry, copying of more than a couplet or two is deemed excessive); and she did this despite the fact that these works often are sold per song as well as per album. This leads her to concentrate on the fourth consideration: “the effect of the use upon the potential market for or value of the copyrighted work.”

As she tells the tale, downloading on a try-before-you-buy basis is good advertising for copyright proprietors, expanding the value of their inventory. The Supreme Court thought otherwise in Grokster, with considerable empirical support. As file sharing has increased over the last four years, the sales of recorded music have dropped by approximately 30%. Perhaps other economic factors contributed, but the events likely are related. Music downloaded for free from the Internet is a close substitute for purchased music; many people are bound to keep the downloaded files without buying originals. That is exactly what Gonzalez did for at least 30 songs. It is no surprise, therefore, that the only appellate decision on point has held that downloading copyrighted songs cannot be defended as fair use, whether or not the recipient plans to buy songs she likes well enough

Although BMG Music sought damages for only the 30 songs that Gonzalez concedes she has never purchased, all 1,000+ of her downloads violated the statute. All created copies of an entire work. All undermined the means by which authors seek to profit. Gonzalez proceeds as if the authors’ only interest were in selling compact discs containing collections of works. Not so; there is also a market in ways to introduce potential consumers to music.

Think of radio. Authors and publishers collect royalties on the broadcast of recorded music, even though these broadcasts may boost sales. See Broadcast Music, Inc. v. Columbia Broadcasting System, Inc., 441 U.S. 1 (1979) (discussing the licenses available from performing rights societies for radio and television broadcasts). Downloads from peer-to-peer networks such as KaZaa compete with licensed broadcasts and hence undermine the income available to authors. This is true even if a particular person never buys recorded media. Cf. United States v. Slater, 348 F.3d 666 (7th Cir. 2003). Many radio stations stream their content over the Internet, paying a fee for the right to do so. Gonzalez could have listened to this streaming music to sample songs for purchase; had she done so, the authors would have received royalties from the broadcasters (and reduced the risk that files saved to disk would diminish the urge to pay for the music in the end).

Licensed Internet sellers, such as the iTunes Music Store, offer samples—but again they pay authors a fee for the right to do so, and the teasers are just a portion of the original. Other intermediaries (not only Yahoo! Music Unlimited and Real Rhapsody but also the revived Napster,
with a new business model) offer licensed access to large collections of music; customers may rent the whole library by the month or year, sample them all, and purchase any songs they want to keep. New technologies, such as SnoCap, enable authorized trials over peer-to-peer systems. See Saul Hansell, Putting the Napster Genie Back in the Bottle, New York Times (Nov. 20, 2005); see also http://www.sno-cap.com.

Authorized previews share the feature of evanescence: if a listener decides not to buy (or stops paying the rental fee), no copy remains behind. With all of these means available to consumers who want to choose where to spend their money, downloading full copies of copyrighted material without compensation to authors cannot be deemed “fair use.” Copyright law lets authors make their own decisions about how best to promote their works; copiers such as Gonzalez cannot ask courts (and juries) to second-guess the market and call wholesale copying “fair use” if they think that authors err in understanding their own economic interests or that Congress erred in granting authors the rights in the copyright statute. Nor can she defend by observing that other persons were greater offenders; Gonzalez’s theme that she obtained “only 30” (or “only 1,300”) copyrighted songs is no more relevant than a thief’s contention that he shoplifted “only 30” compact discs, planning to listen to them at home and pay later for any he liked.

BMG Music elected to seek statutory damages under 17 U.S.C. §504(c)(1) instead of proving actual injury. This section provides that the author’s entitlement, per infringed work, is “a sum of not less than $750 or more than $30,000 as the court considers just.” But if an infringer sustains the burden of proving, and the court finds, that such infringer was not aware and had no reason to believe that his or her acts constituted an infringement of copyright, the court in its discretion may reduce the award of statutory damages
SUPREME COURT OF THE UNITED STATES

No. 04–480

METRO-GOLDWYN-MAYER STUDIOS INC., ET AL.,
PETITIONERS v. GROKSTER, LTD., ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF
APPEALS FOR THE NINTH CIRCUIT

[June 27, 2005]

JUSTICE SOUTER delivered the opinion of the Court.

The question is under what circumstances the distributor of a product capable of both lawful and unlawful use is liable for acts of copyright infringement by third parties using the product. We hold that one who distributes a device with the object of promoting its use to infringe copyright, as shown by clear expression or other affirmative steps taken to foster infringement, is liable for the resulting acts of infringement by third parties.

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Respondents, Grokster, Ltd., and StreamCast Networks, Inc., defendants in the trial court, distribute free software products that allow computer users to share electronic files through peer-to-peer networks, so called because users' computers communicate directly with each other, not through central servers. The advantage of peer-to-peer networks over information networks of other types shows up in their substantial and growing popularity. Because they need no central computer server to mediate the exchange of information or files among users, the high-
bandwidth communications capacity for a server may be dispensed with, and the need for costly server storage space is eliminated. Since copies of a file (particularly a popular one) are available on many users' computers, file requests and retrievals may be faster than on other types of networks, and since file exchanges do not travel through a server, communications can take place between any computers that remain connected to the network without risk that a glitch in the server will disable the network in its entirety. Given these benefits in security, cost, and efficiency, peer-to-peer networks are employed to store and distribute electronic files by universities, government agencies, corporations, and libraries, among others.\(^1\)

Other users of peer-to-peer networks include individual recipients of Grokster's and StreamCast's software, and although the networks that they enjoy through using the software can be used to share any type of digital file, they have prominently employed those networks in sharing copyrighted music and video files without authorization. A group of copyright holders (MGM for short, but including motion picture studios, recording companies, songwriters, and music publishers) sued Grokster and StreamCast for their users' copyright infringements, alleging that they knowingly and intentionally distributed their software to enable users to reproduce and distribute the copyrighted works in violation of the Copyright Act, 17 U. S. C. §101 et seq. (2000 ed. and Supp. II).\(^2\) MGM sought

\(^1\)Peer-to-peer networks have disadvantages as well. Searches on peer-to-peer networks may not reach and uncover all available files because search requests may not be transmitted to every computer on the network. There may be redundant copies of popular files. The creator of the software has no incentive to minimize storage or bandwidth consumption, the costs of which are borne by every user of the network. Most relevant here, it is more difficult to control the content of files available for retrieval and the behavior of users.

\(^2\)The studios and recording companies and the songwriters and music publishers filed separate suits against the defendants that were con-
damages and an injunction.

Discovery during the litigation revealed the way the software worked, the business aims of each defendant company, and the predilections of the users. Grokster’s eponymous software employs what is known as FastTrack technology, a protocol developed by others and licensed to Grokster. StreamCast distributes a very similar product except that its software, called Morpheus, relies on what is known as Gnutella technology.\(^3\) A user who downloads and installs either software possesses the protocol to send requests for files directly to the computers of others using software compatible with FastTrack or Gnutella. On the FastTrack network opened by the Grokster software, the user’s request goes to a computer given an indexing capacity by the software and designated a supernode, or to some other computer with comparable power and capacity to collect temporary indexes of the files available on the computers of users connected to it. The supernode (or indexing computer) searches its own index and may communicate the search request to other supernodes. If the file is found, the supernode discloses its location to the computer requesting it, and the requesting user can download the file directly from the computer located. The copied file is placed in a designated sharing folder on the requesting user’s computer, where it is available for other users to download in turn, along with any other file in that folder.

In the Gnutella network made available by Morpheus, the process is mostly the same, except that in some versions of the Gnutella protocol there are no supernodes. In these versions, peer computers using the protocol commu-

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\(^3\)Subsequent versions of Morpheus, released after the record was made in this case, apparently rely not on Gnutella but on a technology called Neonet. These developments are not before us.
nicate directly with each other. When a user enters a search request into the Morpheus software, it sends the request to computers connected with it, which in turn pass the request along to other connected peers. The search results are communicated to the requesting computer, and the user can download desired files directly from peers' computers. As this description indicates, Grokster and StreamCast use no servers to intercept the content of the search requests or to mediate the file transfers conducted by users of the software, there being no central point through which the substance of the communications passes in either direction.  

Although Grokster and StreamCast do not therefore know when particular files are copied, a few searches using their software would show what is available on the networks the software reaches. MGM commissioned a statistician to conduct a systematic search, and his study showed that nearly 90% of the files available for download on the FastTrack system were copyrighted works. Grokster and StreamCast dispute this figure, raising methodological problems and arguing that free copying even of copyrighted works may be authorized by the rightholders. They also argue that potential noninfringing uses of their software are significant in kind, even if infrequent in practice. Some musical performers, for example, have gained new audiences by distributing their copyrighted works for free across peer-to-peer networks, and some

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4 There is some evidence that both Grokster and StreamCast previously operated supernodes, which compiled indexes of files available on all of the nodes connected to them. This evidence, pertaining to previous versions of the defendants' software, is not before us and would not affect our conclusions in any event.

5 By comparison, evidence introduced by the plaintiffs in A & M Records, Inc. v. Napster, Inc., 239 F. 3d 1004 (CA9 2001), showed that 87% of files available on the Napster filesharing network were copyrighted, id., at 1013.
distributors of unprotected content have used peer-to-peer networks to disseminate files, Shakespeare being an example. Indeed, StreamCast has given Morpheus users the opportunity to download the briefs in this very case, though their popularity has not been quantified.

As for quantification, the parties' anecdotal and statistical evidence entered thus far to show the content available on the FastTrack and Gnutella networks does not say much about which files are actually downloaded by users, and no one can say how often the software is used to obtain copies of unprotected material. But MGM's evidence gives reason to think that the vast majority of users' downloads are acts of infringement, and because well over 100 million copies of the software in question are known to have been downloaded, and billions of files are shared across the FastTrack and Gnutella networks each month, the probable scope of copyright infringement is staggering.

Grokster and StreamCast concede the infringement in most downloads, Brief for Respondents 10, n. 6, and it is uncontested that they are aware that users employ their software primarily to download copyrighted files, even if the decentralized FastTrack and Gnutella networks fail to reveal which files are being copied, and when. From time to time, moreover, the companies have learned about their users' infringement directly, as from users who have sent e-mail to each company with questions about playing copyrighted movies they had downloaded, to whom the companies have responded with guidance.\(^6\) App. 559–563, 808–816, 939–954. And MGM notified the companies of 8 million copyrighted files that could be obtained using their software.

Grokster and StreamCast are not, however, merely passive recipients of information about infringing use.

\(^6\)The Grokster founder contends that in answering these e-mails he often did not read them fully. App. 77, 789.
The record is replete with evidence that from the moment Grokster and StreamCast began to distribute their free software, each one clearly voiced the objective that recipients use it to download copyrighted works, and each took active steps to encourage infringement.

After the notorious file-sharing service, Napster, was sued by copyright holders for facilitation of copyright infringement, A & M Records, Inc. v. Napster, Inc., 114 F. Supp. 2d 896 (ND Cal. 2000), aff'd in part, rev'd in part, 239 F. 3d 1004 (CA9 2001), StreamCast gave away a software program of a kind known as OpenNap, designed as compatible with the Napster program and open to Napster users for downloading files from other Napster and OpenNap users' computers. Evidence indicates that "[i]t was always [StreamCast's] intent to use [its OpenNap network] to be able to capture email addresses of [its] initial target market so that [it] could promote [its] StreamCast Morpheus interface to them," App. 861; indeed, the OpenNap program was engineered "to leverage Napster's 50 million user base," id., at 746.

StreamCast monitored both the number of users downloading its OpenNap program and the number of music files they downloaded. Id., at 859, 863, 866. It also used the resulting OpenNap network to distribute copies of the Morpheus software and to encourage users to adopt it. Id., at 861, 867, 1039. Internal company documents indicate that StreamCast hoped to attract large numbers of former Napster users if that company was shut down by court order or otherwise, and that StreamCast planned to be the next Napster. Id., at 861. A kit developed by StreamCast to be delivered to advertisers, for example, contained press articles about StreamCast's potential to capture former Napster users, id., at 568–572, and it introduced itself to some potential advertisers as a company "which is similar to what Napster was," id., at 884. It broadcast banner advertisements to users of other
Napster-compatible software, urging them to adopt its OpenNap. *Id.*, at 586. An internal e-mail from a company executive stated: "We have put this network in place so that when Napster pulls the plug on their free service... or if the Court orders them shut down prior to that... we will be positioned to capture the flood of their 32 million users that will be actively looking for an alternative." *Id.*, at 588–589, 861.

Thus, StreamCast developed promotional materials to market its service as the best Napster alternative. One proposed advertisement read: "Napster Inc. has announced that it will soon begin charging you a fee. That's if the courts don't order it shut down first. What will you do to get around it?" *Id.*, at 897. Another proposed ad touted StreamCast's software as the "#1 alternative to Napster" and asked "[w]hen the lights went off at Napster... where did the users go?" *Id.*, at 836 (ellipsis in original). StreamCast even planned to flaunt the illegal uses of its software; when it launched the OpenNap network, the chief technology officer of the company averred that "[t]he goal is to get in trouble with the law and get sued. It's the best way to get in the new[s]." *Id.*, at 916.

The evidence that Grokster sought to capture the market of former Napster users is sparser but revealing, for Grokster launched its own OpenNap system called Swap- tor and inserted digital codes into its Web site so that computer users using Web search engines to look for "Napster" or "[f]ree filesharing" would be directed to the Grokster Web site, where they could download the Grok- ster software. *Id.*, at 992–993. And Grokster's name is an apparent derivative of Napster.

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7The record makes clear that StreamCast developed these promotional materials but not whether it released them to the public. Even if these advertisements were not released to the public and do not show encouragement to infringe, they illuminate StreamCast's purposes.
StreamCast's executives monitored the number of songs by certain commercial artists available on their networks, and an internal communication indicates they aimed to have a larger number of copyrighted songs available on their networks than other file-sharing networks. Id., at 868. The point, of course, would be to attract users of a mind to infringe, just as it would be with their promotional materials developed showing copyrighted songs as examples of the kinds of files available through Morpheus. Id., at 848. Morpheus in fact allowed users to search specifically for "Top 40" songs, id., at 735, which were inevitably copyrighted. Similarly, Grokster sent users a newsletter promoting its ability to provide particular, popular copyrighted materials. Brief for Motion Picture Studio and Recording Company Petitioners 7–8.

In addition to this evidence of express promotion, marketing, and intent to promote further, the business models employed by Grokster and StreamCast confirm that their principal object was use of their software to download copyrighted works. Grokster and StreamCast receive no revenue from users, who obtain the software itself for nothing. Instead, both companies generate income by selling advertising space, and they stream the advertising to Grokster and Morpheus users while they are employing the programs. As the number of users of each program increases, advertising opportunities become worth more. Cf. App. 539, 804. While there is doubtless some demand for free Shakespeare, the evidence shows that substantive volume is a function of free access to copyrighted work. Users seeking Top 40 songs, for example, or the latest release by Modest Mouse, are certain to be far more numerous than those seeking a free Decameron, and Grokster and StreamCast translated that demand into dollars.

Finally, there is no evidence that either company made an effort to filter copyrighted material from users' downloads or otherwise impede the sharing of copyrighted
files. Although Grokster appears to have sent e-mails warning users about infringing content when it received threatening notice from the copyright holders, it never blocked anyone from continuing to use its software to share copyrighted files. *Id.*, at 75–76. StreamCast not only rejected another company’s offer of help to monitor infringement, *id.*, at 928–929, but blocked the Internet Protocol addresses of entities it believed were trying to engage in such monitoring on its networks, *id.*, at 917–922.

B

After discovery, the parties on each side of the case cross-moved for summary judgment. The District Court limited its consideration to the asserted liability of Grokster and StreamCast for distributing the current versions of their software, leaving aside whether either was liable “for damages arising from past versions of their software, or from other past activities.” 250 F. Supp. 2d 1029, 1033 (CD Cal. 2003). The District Court held that those who used the Grokster and Morpheus software to download copyrighted media files directly infringed MGM’s copyrights, a conclusion not contested on appeal, but the court nonetheless granted summary judgment in favor of Grokster and StreamCast as to any liability arising from distribution of the then current versions of their software. Distributing that software gave rise to no liability in the court’s view, because its use did not provide the distributors with actual knowledge of specific acts of infringement. *Case No. CV 01 08541 SVW (PJWx) (CD Cal., June 18, 2003)*, App. 1213.

The Court of Appeals affirmed. 380 F. 3d 1154 (CA9 2004). In the court’s analysis, a defendant was liable as a contributory infringer when it had knowledge of direct infringement and materially contributed to the infringement. But the court read *Sony Corp. of America v. Uni-
versal City Studios, Inc., 464 U.S. 417 (1984), as holding that distribution of a commercial product capable of substantial noninfringing uses could not give rise to contributory liability for infringement unless the distributor had actual knowledge of specific instances of infringement and failed to act on that knowledge. The fact that the software was capable of substantial noninfringing uses in the Ninth Circuit's view meant that Grokster and StreamCast were not liable, because they had no such actual knowledge, owing to the decentralized architecture of their software. The court also held that Grokster and StreamCast did not materially contribute to their users' infringement because it was the users themselves who searched for, retrieved, and stored the infringing files, with no involvement by the defendants beyond providing the software in the first place.

The Ninth Circuit also considered whether Grokster and StreamCast could be liable under a theory of vicarious infringement. The court held against liability because the defendants did not monitor or control the use of the software, had no agreed-upon right or current ability to supervise its use, and had no independent duty to police infringement. We granted certiorari. 543 U.S. ___ (2004).

II
A

MGM and many of the amici fault the Court of Appeals's holding for upsetting a sound balance between the respective values of supporting creative pursuits through copyright protection and promoting innovation in new communication technologies by limiting the incidence of liability for copyright infringement. The more artistic protection is favored, the more technological innovation may be discouraged; the administration of copyright law is an exercise in managing the trade-off. See Sony Corp. v. Universal City Studios, supra, at 442; see generally Gins-

The tension between the two values is the subject of this case, with its claim that digital distribution of copyrighted material threatens copyright holders as never before, because every copy is identical to the original, copying is easy, and many people (especially the young) use file-sharing software to download copyrighted works. This very breadth of the software's use may well draw the public directly into the debate over copyright policy, Peters, Brace Memorial Lecture: Copyright Enters the Public Domain, 51 J. Copyright Soc. 701, 705–717 (2004) (address by Register of Copyrights), and the indications are that the ease of copying songs or movies using software like Grokster's and Napster's is fostering disdain for copyright protection, Wu, When Code Isn't Law, 89 Va. L. Rev. 679, 724–726 (2003). As the case has been presented to us, these fears are said to be offset by the different concern that imposing liability, not only on infringers but on distributors of software based on its potential for unlawful use, could limit further development of beneficial technologies. See, e.g., Lemley & Reese, Reducing Digital Copyright Infringement Without Restricting Innovation, 56 Stan. L. Rev. 1345, 1386–1390 (2004); Brief for Innovation Scholars and Economists as Amici Curiae 15–20; Brief for Emerging Technology Companies as Amici Curiae 19–25; Brief for Intel Corporation as Amicus Curiae 20–22.8

8The mutual exclusivity of these values should not be overstated, however. On the one hand technological innovators, including those writing filesharing computer programs, may wish for effective copyright protections for their work. See, e.g., Wu, When Code Isn't Law, 89 Va. L. Rev. 679, 750 (2003). (StreamCast itself was urged by an associate
The argument for imposing indirect liability in this case is, however, a powerful one, given the number of infringing downloads that occur every day using StreamCast's and Grokster's software. When a widely shared service or product is used to commit infringement, it may be impossible to enforce rights in the protected work effectively against all direct infringers, the only practical alternative being to go against the distributor of the copying device for secondary liability on a theory of contributory or vicarious infringement. See In re Aimeter Copyright Litigation, 334 F. 3d 643, 645–646 (CA7 2003).

One infringes contributorily by intentionally inducing or encouraging direct infringement, see Gershwin Pub. Corp. v. Columbia Artists Management, Inc., 443 F. 2d 1159, 1162 (CA2 1971), and infringes vicariously by profiting from direct infringement while declining to exercise a right to stop or limit it, Shapiro, Bernstein & Co. v. H. L. Green Co., 316 F. 2d 304, 307 (CA2 1963). Although


We stated in Sony Corp. of America v. Universal City Studios, Inc., 464 U. S. 417 (1984), that "the lines between direct infringement, contributory infringement and vicarious liability are not clearly drawn' . . . . [R]easoned analysis of [the Sony plaintiffs' contributory infringement claim] necessarily entails consideration of arguments and case law which may also be forwarded under the other labels, and indeed the parties . . . rely upon such arguments and authority in support of their respective positions on the issue of contributory infringement," id., at 435, n. 17 (quoting Universal City Studios, Inc. v. Sony Corp., 480 F. Supp. 429, 457–458 (CD Cal. 1979)). In the present case MGM has argued a vicarious liability theory, which allows imposition of liability when the defendant profits directly from the infringement and has a right and ability to supervise the direct infringer, even if the
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B

Despite the currency of these principles of secondary liability, this Court has dealt with secondary copyright infringement in only one recent case, and because MGM has tailored its principal claim to our opinion there, a look at our earlier holding is in order. In Sony Corp. v. Universal City Studios, supra, this Court addressed a claim that secondary liability for infringement can arise from the very distribution of a commercial product. There, the product, novel at the time, was what we know today as the videocassette recorder or VCR. Copyright holders sued Sony as the manufacturer, claiming it was contributorily liable for infringement that occurred when VCR owners taped copyrighted programs because it supplied the means used to infringe, and it had constructive knowledge that infringement would occur. At the trial on the merits, the evidence showed that the principal use of the VCR was for "time-shifting," or taping a program for later viewing at a more convenient time, which the Court found to be a fair, not an infringing, use. Id., at 423–424. There was no

defendant initially lacks knowledge of the infringement. See, e.g., Shapiro, Bernstein & Co. v. H. L. Green Co., 316 F.2d 304, 308 (CA2 1963); Dreamland Ball Room, Inc. v. Shapiro, Bernstein & Co., 36 F.2d 354, 355 (CA7 1929). Because we resolve the case based on an inducement theory, there is no need to analyze separately MGM's vicarious liability theory.
evidence that Sony had expressed an object of bringing about taping in violation of copyright or had taken active steps to increase its profits from unlawful taping. *Id.*, at 438. Although Sony’s advertisements urged consumers to buy the VCR to “record favorite shows” or “build a library” of recorded programs, *id.*, at 469 (Blackmun, J., dissenting), neither of these uses was necessarily infringing, *id.*, at 424, 454–455.

On those facts, with no evidence of stated or indicated intent to promote infringing uses, the only conceivable basis for imposing liability was on a theory of contributory infringement arising from its sale of VCRs to consumers with knowledge that some would use them to infringe. *Id.*, at 439. But because the VCR was “capable of commercially significant noninfringing uses,” we held the manufacturer could not be faulted solely on the basis of its distribution. *Id.*, at 442.

This analysis reflected patent law’s traditional staple article of commerce doctrine, now codified, that distribution of a component of a patented device will not violate the patent if it is suitable for use in other ways. 35 U. S. C. §271(c); Aro Mfg. Co. v. Convertible Top Replacement Co., 377 U. S. 476, 485 (1964) (noting codification of cases); *id.*, at 486, n. 6 (same). The doctrine was devised to identify instances in which it may be presumed from distribution of an article in commerce that the distributor intended the article to be used to infringe another’s patent, and so may justly be held liable for that infringement. “One who makes and sells articles which are only adapted to be used in a patented combination will be presumed to intend the natural consequences of his acts; he will be presumed to intend that they shall be used in the combination of the patent.” *New York Scaffolding Co. v. Whitney*, 224 F. 462, 459 (CA8 1915); see also *James Heekin Co. v. Baker*, 138 F. 63, 66 (CA8 1905); *Canda v. Michigan Malleable Iron Co.*, 124 F. 486, 489 (CA6 1903); *Thomson-
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_City of Houston Electric Co. v. Ohio Brass Co._, 80 F. 712, 720–721 (CA6 1897); _Red Jacket Mfg. Co. v. Davis_, 82 F. 432, 439 (CA7 1897); _Holly v. Vergennes Machine Co._, 4 F. 74, 82 (CC Vt. 1880); _Renwick v. Pond_, 20 F. Cas. 536, 541 (No. 11,702) (CC SDNY 1872).

In sum, where an article is "good for nothing else" but infringement, _Canda v. Michigan Malleable Iron Co._, _supra_, at 489, there is no legitimate public interest in its unlicensed availability, and there is no injustice in presuming or imputing an intent to infringe, see _Henry v. A. B. Dick Co._, 224 U.S. 1, 48 (1912), overruled on other grounds, _Motion Picture Patents Co. v. Universal Film Mfg. Co._, 243 U.S. 502 (1917). Conversely, the doctrine absolves the equivocal conduct of selling an item with substantial lawful as well as unlawful uses, and limits liability to instances of more acute fault than the mere understanding that some of one's products will be misused. It leaves breathing room for innovation and a vigorous commerce. See _Sony Corp. v. Universal City Studios, _supra_, at 442; _Dawson Chemical Co. v. Rohm & Haas Co._, 448 U.S. 176, 221 (1980); _Henry v. A. B. Dick Co._, _supra_, at 48.

The parties and many of the _amici_ in this case think the key to resolving it is the _Sony_ rule and, in particular, what it means for a product to be "capable of commercially significant noninfringing uses." _Sony Corp. v. Universal City Studios, _supra_, at 442. MGM advances the argument that granting summary judgment to Grokster and StreamCast as to their current activities gave too much weight to the value of innovative technology, and too little to the copyrights infringed by users of their software, given that 90% of works available on one of the networks was shown to be copyrighted. Assuming the remaining 10% to be its noninfringing use, MGM says this should not qualify as "substantial," and the Court should quantify Sony to the extent of holding that a product used "princi-
pally" for infringement does not qualify. See Brief for Motion Picture Studio and Recording Company Petitioners 31. As mentioned before, Grokster and StreamCast reply by citing evidence that their software can be used to reproduce public domain works, and they point to copyright holders who actually encourage copying. Even if infringement is the principal practice with their software today, they argue, the noninfringing uses are significant and will grow.

We agree with MGM that the Court of Appeals misapplied Sony, which it read as limiting secondary liability quite beyond the circumstances to which the case applied. Sony barred secondary liability based on presuming or imputing intent to cause infringement solely from the design or distribution of a product capable of substantial lawful use, which the distributor knows is in fact used for infringement. The Ninth Circuit has read Sony's limitation to mean that whenever a product is capable of substantial lawful use, the producer can never be held contributorily liable for third parties' infringing use of it; it read the rule as being this broad, even when an actual purpose to cause infringing use is shown by evidence independent of design and distribution of the product, unless the distributors had "specific knowledge of infringement at a time at which they contributed to the infringement, and failed to act upon that information." 380 F. 3d, at 1162 (internal quotation marks and alterations omitted). Because the Circuit found the StreamCast and Grokster software capable of substantial lawful use, it concluded on the basis of its reading of Sony that neither company could be held liable, since there was no showing that their software, being without any central server, afforded them knowledge of specific unlawful uses.

This view of Sony, however, was error, converting the case from one about liability resting on imputed intent to one about liability on any theory. Because Sony did not
displace other theories of secondary liability, and because we find below that it was error to grant summary judgment to the companies on MGM’s inducement claim, we do not revisit Sony further, as MGM requests, to add a more quantified description of the point of balance between protection and commerce when liability rests solely on distribution with knowledge that unlawful use will occur. It is enough to note that the Ninth Circuit’s judgment rested on an erroneous understanding of Sony and to leave further consideration of the Sony rule for a day when that may be required.

C

Sony’s rule limits imputing culpable intent as a matter of law from the characteristics or uses of a distributed product. But nothing in Sony requires courts to ignore evidence of intent if there is such evidence, and the case was never meant to foreclose rules of fault-based liability derived from the common law.10 Sony Corp. v. Universal City Studios, 464 U.S., at 439 (“If vicarious liability is to be imposed on Sony in this case, it must rest on the fact that it has sold equipment with constructive knowledge” of the potential for infringement). Thus, where evidence goes beyond a product’s characteristics or the knowledge that it may be put to infringing uses, and shows statements or actions directed to promoting infringement, Sony’s staple-article rule will not preclude liability.

The classic case of direct evidence of unlawful purpose occurs when one induces commission of infringement by another, or “entic[es] or persuad[es] another” to infringe, Black’s Law Dictionary 790 (8th ed. 2004), as by advertising. Thus at common law a copyright or patent defendant

10Nor does the Patent Act’s exemption from liability for those who distribute a staple article of commerce, 35 U. S. C. §271(c), extend to those who induce patent infringement, §271(b).
who "not only expected but invoked [infringing use] by advertisement" was liable for infringement "on principles recognized in every part of the law." Kalem Co. v. Harper Brothers, 222 U.S., at 62-63 (copyright infringement). See also Henry v. A.B. Dick Co., 224 U.S., at 48-49 (contributory liability for patent infringement may be found where a good's "most conspicuous use is one which will coöperate in an infringement when sale to such user is invoked by advertisement" of the infringing use); Thompson-Houston Electric Co. v. Kelsey Electric R. Specialty Co., 75 F. 1005, 1007-1008 (CA2 1896) (relying on advertisements and displays to find defendant's "willingness . . . to aid other persons in any attempts which they may be disposed to make towards [patent] infringement"); Rumford Chemical Works v. Hecker, 20 F. Cas. 1342, 1346 (No. 12,133) (CC N. J. 1876) (demonstrations of infringing activity along with "avowals of the [infringing] purpose and use for which it was made" supported liability for patent infringement).

The rule on inducement of infringement as developed in the early cases is no different today.\footnote{Inducement has been codified in patent law. Ibid.} Evidence of "active steps . . . taken to encourage direct infringement," Oak Industries, Inc. v. Zenith Electronics Corp., 697 F. Supp. 988, 992 (ND Ill. 1988), such as advertising an infringing use or instructing how to engage in an infringing use, show an affirmative intent that the product be used to infringe, and a showing that infringement was encouraged overcomes the law's reluctance to find liability when a defendant merely sells a commercial product suitable for some lawful use, see, e.g., Water Technologies Corp. v. Calco, Ltd., 850 F. 2d 660, 668 (CA Fed. 1988) (liability for inducement where one "actively and knowingly aid[s] and abet[s] another's direct infringement" (emphasis omitted)); Fromberg, Inc. v. Thornhill, 315 F. 2d 407, 412-413 (CA5
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1963) (demonstrations by sales staff of infringing uses supported liability for inducement); Haworth Inc. v. Herman Miller Inc., 37 USPQ 2d 1080, 1090 (WD Mich. 1994) (evidence that defendant "demonstrate[d] and recommend[ed] infringing configurations" of its product could support inducement liability); Sims v. Mack Trucks, Inc., 459 F. Supp. 1198, 1215 (ED Pa. 1978) (finding inducement where the use "depicted by the defendant in its promotional film and brochures infringes the ... patent"), overruled on other grounds, 608 F. 2d 87 (CA3 1979). Cf. W. Keeton, D. Dubbs, R. Keeton, & D. Owen, Prosser and Keeton on Law of Torts 37 (5th ed. 1984) ("There is a definite tendency to impose greater responsibility upon a defendant whose conduct was intended to do harm, or was morally wrong").

For the same reasons that Sony took the staple-article doctrine of patent law as a model for its copyright safe-harbor rule, the inducement rule, too, is a sensible one for copyright. We adopt it here, holding that one who distributes a device with the object of promoting its use to infringe copyright, as shown by clear expression or other affirmative steps taken to foster infringement, is liable for the resulting acts of infringement by third parties. We are, of course, mindful of the need to keep from trenching on regular commerce or discouraging the development of technologies with lawful and unlawful potential. Accordingly, just as Sony did not find intentional inducement despite the knowledge of the VCR manufacturer that its device could be used to infringe, 464 U.S., at 439, n. 19, mere knowledge of infringing potential or of actual infringing uses would not be enough here to subject a distributor to liability. Nor would ordinary acts incident to product distribution, such as offering customers technical support or product updates, support liability in themselves. The inducement rule, instead, premises liability on purposeful, culpable expression and conduct, and thus does nothing to
compromise legitimate commerce or discourage innovation having a lawful promise.

III

A

The only apparent question about treating MGM's evidence as sufficient to withstand summary judgment under the theory of inducement goes to the need on MGM's part to adduce evidence that StreamCast and Grokster communicated an inducing message to their software users. The classic instance of inducement is by advertisement or solicitation that broadcasts a message designed to stimulate others to commit violations. MGM claims that such a message is shown here. It is undisputed that StreamCast beamed onto the computer screens of users of Napster-compatible programs ads urging the adoption of its OpenNap program, which was designed, as its name implied, to invite the custom of patrons of Napster, then under attack in the courts for facilitating massive infringement. Those who accepted StreamCast's OpenNap program were offered software to perform the same services, which a factfinder could conclude would readily have been understood in the Napster market as the ability to download copyrighted music files. Grokster distributed an electronic newsletter containing links to articles promoting its software's ability to access popular copyrighted music. And anyone whose Napster or free file-sharing searches turned up a link to Grokster would have understood Grokster to be offering the same file-sharing ability as Napster, and to the same people who probably used Napster for infringing downloads; that would also have been the understanding of anyone offered Grokster's suggestively named Swaptor software, its version of OpenNap. And both companies communicated a clear message by responding affirmatively to requests for help in locating and playing copyrighted materials.
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In StreamCast’s case, of course, the evidence just described was supplemented by other unequivocal indications of unlawful purpose in the internal communications and advertising designs aimed at Napster users ("When the lights went off at Napster . . . where did the users go?" App. 836 (ellipsis in original)). Whether the messages were communicated is not to the point on this record. The function of the message in the theory of inducement is to prove by a defendant’s own statements that his unlawful purpose disqualifies him from claiming protection (and incidentally to point to actual violators likely to be found among those who hear or read the message). See supra, at 17–19. Proving that a message was sent out, then, is the preeminent but not exclusive way of showing that active steps were taken with the purpose of bringing about infringing acts, and of showing that infringing acts took place by using the device distributed. Here, the summary judgment record is replete with other evidence that Grokster and StreamCast, unlike the manufacturer and distributor in Sony, acted with a purpose to cause copyright violations by use of software suitable for illegal use. See supra, at 6–9.

Three features of this evidence of intent are particularly notable. First, each company showed itself to be aiming to satisfy a known source of demand for copyright infringement, the market comprising former Napster users. StreamCast’s internal documents made constant reference to Napster, it initially distributed its Morpheus software through an OpenNap program compatible with Napster, it advertised its OpenNap program to Napster users, and its Morpheus software functions as Napster did except that it could be used to distribute more kinds of files, including copyrighted movies and software programs. Grokster’s name is apparently derived from Napster, it too initially offered an OpenNap program, its software’s function is likewise comparable to Napster’s, and it attempted to
divert queries for Napster onto its own Web site. Grokster and StreamCast’s efforts to supply services to former Napster users, deprived of a mechanism to copy and distribute what were overwhelmingly infringing files, indicate a principal, if not exclusive, intent on the part of each to bring about infringement.

Second, this evidence of unlawful objective is given added significance by MGM’s showing that neither company attempted to develop filtering tools or other mechanisms to diminish the infringing activity using their software. While the Ninth Circuit treated the defendants’ failure to develop such tools as irrelevant because they lacked an independent duty to monitor their users’ activity, we think this evidence underscores Grokster’s and StreamCast’s intentional facilitation of their users’ infringement.\(^\text{12}\)

Third, there is a further complement to the direct evidence of unlawful objective. It is useful to recall that StreamCast and Grokster make money by selling advertising space, by directing ads to the screens of computers employing their software. As the record shows, the more the software is used, the more ads are sent out and the greater the advertising revenue becomes. Since the extent of the software’s use determines the gain to the distributors, the commercial sense of their enterprise turns on high-volume use, which the record shows is infringing.\(^\text{13}\)

\(^{12}\) Of course, in the absence of other evidence of intent, a court would be unable to find contributory infringement liability merely based on a failure to take affirmative steps to prevent infringement, if the device otherwise was capable of substantial noninfringing uses. Such a holding would tread too close to the Sony safe harbor.

\(^{13}\) Grokster and StreamCast contend that any theory of liability based on their conduct is not properly before this Court because the rulings in the trial and appellate courts dealt only with the present versions of their software, not “past acts . . . that allegedly encouraged infringement or assisted . . . known acts of infringement.” Brief for Respondents 14; see also id., at 34. This contention misapprehends the basis
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This evidence alone would not justify an inference of unlawful intent, but viewed in the context of the entire record its import is clear.

The unlawful objective is unmistakable.

B

In addition to intent to bring about infringement and distribution of a device suitable for infringing use, the inducement theory of course requires evidence of actual infringement by recipients of the device, the software in this case. As the account of the facts indicates, there is evidence of infringement on a gigantic scale, and there is no serious issue of the adequacy of MGM’s showing on this point in order to survive the companies’ summary judgment requests. Although an exact calculation of infringing use, as a basis for a claim of damages, is subject to dispute, there is no question that the summary judgment evidence is at least adequate to entitle MGM to go forward with claims for damages and equitable relief.

* * *

In sum, this case is significantly different from Sony and reliance on that case to rule in favor of StreamCast and Grokster was error. Sony dealt with a claim of liability based solely on distributing a product with alternative lawful and unlawful uses, with knowledge that some users would follow the unlawful course. The case struck a bal-

for their potential liability. It is not only that encouraging a particular consumer to infringe a copyright can give rise to secondary liability for the infringement that results. Inducement liability goes beyond that, and the distribution of a product can itself give rise to liability where evidence shows that the distributor intended and encouraged the product to be used to infringe. In such a case, the culpable act is not merely the encouragement of infringement but also the distribution of the tool intended for infringing use. See Kalem Co. v. Harper Brothers, 222 U.S. 55, 62–63 (1911); Cable/Home Communication Corp. v. Network Productions, Inc., 902 F. 2d 829, 846 (CA11 1990); A & M Records, Inc. v. Abdallah, 948 F. Supp. 1449, 1458 (CD Cal. 1996).
ance between the interests of protection and innovation by holding that the product's capability of substantial lawful employment should bar the imputation of fault and consequent secondary liability for the unlawful acts of others.

MGM's evidence in this case most obviously addresses a different basis of liability for distributing a product open to alternative uses. Here, evidence of the distributors' words and deeds going beyond distribution as such shows a purpose to cause and profit from third-party acts of copyright infringement. If liability for inducing infringement is ultimately found, it will not be on the basis of presuming or imputing fault, but from inferring a patently illegal objective from statements and actions showing what that objective was.

There is substantial evidence in MGM's favor on all elements of inducement, and summary judgment in favor of Grokster and StreamCast was error. On remand, reconsideration of MGM's motion for summary judgment will be in order.

The judgment of the Court of Appeals is vacated, and the case is remanded for further proceedings consistent with this opinion.

It is so ordered.

Ginsburg & Breyer concurrences omitted
§ 512. Limitations on liability relating to material online

(a) Transitory Digital Network Communications.— A service provider shall not be liable for monetary relief, or, except as provided in subsection (j), for injunctive or other equitable relief, for infringement of copyright by reason of the provider's transmitting, routing, or providing connections for, material through a system or network controlled or operated by or for the service provider, or by reason of the intermediate and transient storage of that material in the course of such transmitting, routing, or providing connections, if—

(1) the transmission of the material was initiated by or at the direction of a person other than the service provider;

(2) the transmission, routing, provision of connections, or storage is carried out through an automatic technical process without selection of the material by the service provider;

(3) the service provider does not select the recipients of the material except as an automatic response to the request of another person;

(4) no copy of the material made by the service provider in the course of such intermediate or transient storage is maintained on the system or network in a manner ordinarily accessible to anyone other than anticipated recipients, and no such copy is maintained on the system or network in a manner ordinarily accessible to such anticipated recipients for a longer period than is reasonably necessary for the transmission, routing, or provision of connections; and

(5) the material is transmitted through the system or network without modification of its content.

(b) System Caching.—

(1) Limitation on liability.— A service provider shall not be liable for monetary relief, or, except as provided in subsection (j), for injunctive or other equitable relief, for infringement of copyright by reason of the intermediate and temporary storage of material on a system or network controlled or operated by or for the service provider in a case in which—

(A) the material is made available online by a person other than the service provider;

(B) the material is transmitted from the person described in subparagraph (A) through the system or network to a person other than the person described in subparagraph (A) at the direction of that other person; and

(C) the storage is carried out through an automatic technical process for the purpose of making the material available to users of the system or network who, after the material is transmitted as described in subparagraph (B), request access to the material from the person.
described in subparagraph (A),

if the conditions set forth in paragraph (2) are met.

(2) **Conditions.**— The conditions referred to in paragraph (1) are that—

(A) the material described in paragraph (1) is transmitted to the subsequent users described in paragraph (1)(C) without modification to its content from the manner in which the material was transmitted from the person described in paragraph (1)(A);

(B) the service provider described in paragraph (1) complies with rules concerning the refreshing, reloading, or other updating of the material when specified by the person making the material available online in accordance with a generally accepted industry standard data communications protocol for the system or network through which that person makes the material available, except that this subparagraph applies only if those rules are not used by the person described in paragraph (1)(A) to prevent or unreasonably impair the intermediate storage to which this subsection applies;

(C) the service provider does not interfere with the ability of technology associated with the material to return to the person described in paragraph (1)(A) the information that would have been available to that person if the material had been obtained by the subsequent users described in paragraph (1)(C) directly from that person, except that this subparagraph applies only if that technology—

(i) does not significantly interfere with the performance of the provider’s system or network or with the intermediate storage of the material;

(ii) is consistent with generally accepted industry standard communications protocols; and

(iii) does not extract information from the provider’s system or network other than the information that would have been available to the person described in paragraph (1)(A) if the subsequent users had gained access to the material directly from that person;

(D) if the person described in paragraph (1)(A) has in effect a condition that a person must meet prior to having access to the material, such as a condition based on payment of a fee or provision of a password or other information, the service provider permits access to the stored material in significant part only to users of its system or network that have met those conditions and only in accordance with those conditions; and

(E) if the person described in paragraph (1)(A) makes that material available online without the authorization of the copyright owner of the material, the service provider responds expeditiously to remove, or disable access to, the material that is claimed to be infringing upon notification of claimed infringement as described in subsection (c)(3), except that this subparagraph applies only if—

(i) the material has previously been removed from the originating site or access to it has been disabled, or a court has ordered that the material be removed from the originating site or that access to the material on the originating site be disabled; and

(ii) the party giving the notification includes in the notification a statement confirming that the material has been removed from the originating site or access to it has been disabled or that a
court has ordered that the material be removed from the originating site or that access to the material on the originating site be disabled.

(c) Information Residing on Systems or Networks At Direction of Users.—

(1) In general.— A service provider shall not be liable for monetary relief, or, except as provided in subsection (j), for injunctive or other equitable relief, for infringement of copyright by reason of the storage at the direction of a user of material that resides on a system or network controlled or operated by or for the service provider, if the service provider—

(A) (i) does not have actual knowledge that the material or an activity using the material on the system or network is infringing;

(ii) in the absence of such actual knowledge, is not aware of facts or circumstances from which infringing activity is apparent; or

(iii) upon obtaining such knowledge or awareness, acts expeditiously to remove, or disable access to, the material;

(B) does not receive a financial benefit directly attributable to the infringing activity, in a case in which the service provider has the right and ability to control such activity; and

(C) upon notification of claimed infringement as described in paragraph (3), responds expeditiously to remove, or disable access to, the material that is claimed to be infringing or to be the subject of infringing activity.

(2) Designated agent.— The limitations on liability established in this subsection apply to a service provider only if the service provider has designated an agent to receive notifications of claimed infringement described in paragraph (3), by making available through its service, including on its website in a location accessible to the public, and by providing to the Copyright Office, substantially the following information:

(A) the name, address, phone number, and electronic mail address of the agent.

(B) other contact information which the Register of Copyrights may deem appropriate.

The Register of Copyrights shall maintain a current directory of agents available to the public for inspection, including through the Internet, in both electronic and hard copy formats, and may require payment of a fee by service providers to cover the costs of maintaining the directory.

(3) Elements of notification.—

(A) To be effective under this subsection, a notification of claimed infringement must be a written communication provided to the designated agent of a service provider that includes substantially the following:

(i) A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

(ii) Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such
works at that site.

(iii) Identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit the service provider to locate the material.

(iv) Information reasonably sufficient to permit the service provider to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted.

(v) A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law.

(vi) A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

(B)

(i) Subject to clause (ii), a notification from a copyright owner or from a person authorized to act on behalf of the copyright owner that fails to comply substantially with the provisions of subparagraph (A) shall not be considered under paragraph (1)(A) in determining whether a service provider has actual knowledge or is aware of facts or circumstances from which infringing activity is apparent.

(ii) In a case in which the notification that is provided to the service provider’s designated agent fails to comply substantially with all the provisions of subparagraph (A) but substantially complies with clauses (ii), (iii), and (iv) of subparagraph (A), clause (i) of this subparagraph applies only if the service provider promptly attempts to contact the person making the notification or takes other reasonable steps to assist in the receipt of notification that substantially complies with all the provisions of subparagraph (A).

(d) Information Location Tools.— A service provider shall not be liable for monetary relief, or, except as provided in subsection (j), for injunctive or other equitable relief, for infringement of copyright by reason of the provider referring or linking users to an online location containing infringing material or infringing activity, by using information location tools, including a directory, index, reference, pointer, or hypertext link, if the service provider—

(1)

(A) does not have actual knowledge that the material or activity is infringing;

(B) in the absence of such actual knowledge, is not aware of facts or circumstances from which infringing activity is apparent; or

(C) upon obtaining such knowledge or awareness, acts expeditiously to remove, or disable access to, the material;

(2) does not receive a financial benefit directly attributable to the infringing activity, in a case in which the service provider has the right and ability to control such activity; and
(3) upon notification of claimed infringement as described in subsection (c) (3), responds expeditiously to remove, or disable access to, the material that is claimed to be infringing or to be the subject of infringing activity, except that, for purposes of this paragraph, the information described in subsection (c)(3)(A)(iii) shall be identification of the reference or link, to material or activity claimed to be infringing, that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit the service provider to locate that reference or link.

(e) Limitation on Liability of Nonprofit Educational Institutions.—

(1) When a public or other nonprofit institution of higher education is a service provider, and when a faculty member or graduate student who is an employee of such institution is performing a teaching or research function, for the purposes of subsections (a) and (b) such faculty member or graduate student shall be considered to be a person other than the institution, and for the purposes of subsections (c) and (d) such faculty member’s or graduate student’s knowledge or awareness of his or her infringing activities shall not be attributed to the institution, if—

(A) such faculty member’s or graduate student’s infringing activities do not involve the provision of online access to instructional materials that are or were required or recommended, within the preceding 3-year period, for a course taught at the institution by such faculty member or graduate student;

(B) the institution has not, within the preceding 3-year period, received more than two notifications described in subsection (c)(3) of claimed infringement by such faculty member or graduate student, and such notifications of claimed infringement were not actionable under subsection (f); and

(C) the institution provides to all users of its system or network informational materials that accurately describe, and promote compliance with, the laws of the United States relating to copyright.

(2) For the purposes of this subsection, the limitations on injunctive relief contained in subsections (j)(2) and (j)(3), but not those in (j)(1), shall apply.

(f) Misrepresentations.— Any person who knowingly materially misrepresents under this section—

(1) that material or activity is infringing, or

(2) that material or activity was removed or disabled by mistake or misidentification,

shall be liable for any damages, including costs and attorneys’ fees, incurred by the alleged infringer, by any copyright owner or copyright owner’s authorized licensee, or by a service provider, who is injured by such misrepresentation, as the result of the service provider relying upon such misrepresentation in removing or disabling access to the material or activity claimed to be infringing, or in replacing the removed material or ceasing to disable access to it.

(g) Replacement of Removed or Disabled Material and Limitation on Other Liability.—

(1) No liability for taking down generally.— Subject to paragraph (2), a service provider shall not be liable to any person for any claim based on the service provider’s good faith disabling of access to, or removal of, material or activity claimed to be infringing or based on facts or circumstances from which infringing activity is apparent, regardless of whether the material or
activity is ultimately determined to be infringing.

(2) Exception.— Paragraph (1) shall not apply with respect to material residing at the direction of a subscriber of the service provider on a system or network controlled or operated by or for the service provider that is removed, or to which access is disabled by the service provider, pursuant to a notice provided under subsection (c)(1)(C), unless the service provider—

(A) takes reasonable steps promptly to notify the subscriber that it has removed or disabled access to the material;

(B) upon receipt of a counter notification described in paragraph (3), promptly provides the person who provided the notification under subsection (c)(1)(C) with a copy of the counter notification, and informs that person that it will replace the removed material or cease disabling access to it in 10 business days; and

(C) replaces the removed material and ceases disabling access to it not less than 10, nor more than 14, business days following receipt of the counter notice, unless its designated agent first receives notice from the person who submitted the notification under subsection (c)(1)(C) that such person has filed an action seeking a court order to restrain the subscriber from engaging in infringing activity relating to the material on the service provider's system or network.

(3) Contents of counter notification.— To be effective under this subsection, a counter notification must be a written communication provided to the service provider's designated agent that includes substantially the following:

(A) A physical or electronic signature of the subscriber.

(B) Identification of the material that has been removed or to which access has been disabled and the location at which the material appeared before it was removed or access to it was disabled.

(C) A statement under penalty of perjury that the subscriber has a good faith belief that the material was removed or disabled as a result of mistake or misidentification of the material to be removed or disabled.

(D) The subscriber's name, address, and telephone number, and a statement that the subscriber consents to the jurisdiction of Federal District Court for the judicial district in which the address is located, or if the subscriber's address is outside of the United States, for any judicial district in which the service provider may be found, and that the subscriber will accept service of process from the person who provided notification under subsection (c)(1)(C) or an agent of such person.

(4) Limitation on other liability.— A service provider's compliance with paragraph (2) shall not subject the service provider to liability for copyright infringement with respect to the material identified in the notice provided under subsection (c)(1)(C).

(h) Subpoena To Identify Infringer.—

(1) Request.— A copyright owner or a person authorized to act on the owner's behalf may request the clerk of any United States district court to issue a subpoena to a service provider for identification of an alleged infringer in accordance with this subsection.

(2) Contents of request.— The request may be made by filing with the clerk—
(A) a copy of a notification described in subsection (c)(3)(A);  
(B) a proposed subpoena; and  
(C) a sworn declaration to the effect that the purpose for which the subpoena is sought is to obtain the identity of an alleged infringer and that such information will only be used for the purpose of protecting rights under this title.

(3) Contents of subpoena.— The subpoena shall authorize and order the service provider receiving the notification and the subpoena to expeditiously disclose to the copyright owner or person authorized by the copyright owner information sufficient to identify the alleged infringer of the material described in the notification to the extent such information is available to the service provider.

(4) Basis for granting subpoena.— If the notification filed satisfies the provisions of subsection (c)(3)(A), the proposed subpoena is in proper form, and the accompanying declaration is properly executed, the clerk shall expeditiously issue and sign the proposed subpoena and return it to the requester for delivery to the service provider.

(5) Actions of service provider receiving subpoena.— Upon receipt of the issued subpoena, either accompanying or subsequent to the receipt of a notification described in subsection (c)(3)(A), the service provider shall expeditiously disclose to the copyright owner or person authorized by the copyright owner the information required by the subpoena, notwithstanding any other provision of law and regardless of whether the service provider responds to the notification.

(6) Rules applicable to subpoena.— Unless otherwise provided by this section or by applicable rules of the court, the procedure for issuance and delivery of the subpoena, and the remedies for noncompliance with the subpoena, shall be governed to the greatest extent practicable by those provisions of the Federal Rules of Civil Procedure governing the issuance, service, and enforcement of a subpoena duces tecum.

(I) Conditions for Eligibility.—

(1) Accommodation of technology.— The limitations on liability established by this section shall apply to a service provider only if the service provider—

(A) has adopted and reasonably implemented, and informs subscribers and account holders of the service provider's system or network of, a policy that provides for the termination in appropriate circumstances of subscribers and account holders of the service provider's system or network who are repeat infringers; and  
(B) accommodates and does not interfere with standard technical measures.

(2) Definition.— As used in this subsection, the term "standard technical measures" means technical measures that are used by copyright owners to identify or protect copyrighted works and—

(A) have been developed pursuant to a broad consensus of copyright owners and service providers in an open, fair, voluntary, multi-industry standards process;  
(B) are available to any person on reasonable and nondiscriminatory terms; and
(C) do not impose substantial costs on service providers or substantial burdens on their systems or networks.

(j) Injunctions.— The following rules shall apply in the case of any application for an injunction under section 502 against a service provider that is not subject to monetary remedies under this section:

1. Scope of relief.—

(A) With respect to conduct other than that which qualifies for the limitation on remedies set forth in subsection (a), the court may grant injunctive relief with respect to a service provider only in one or more of the following forms:

   (i) An order restraining the service provider from providing access to infringing material or activity residing at a particular online site on the provider’s system or network.

   (ii) An order restraining the service provider from providing access to a subscriber or account holder of the service provider’s system or network who is engaging in infringing activity and is identified in the order, by terminating the accounts of the subscriber or account holder that are specified in the order.

   (iii) Such other injunctive relief as the court may consider necessary to prevent or restrain infringement of copyrighted material specified in the order of the court at a particular online location, if such relief is the least burdensome to the service provider among the forms of relief comparably effective for that purpose.

(B) If the service provider qualifies for the limitation on remedies described in subsection (a), the court may only grant injunctive relief in one or both of the following forms:

   (i) An order restraining the service provider from providing access to a subscriber or account holder of the service provider’s system or network who is using the provider’s service to engage in infringing activity and is identified in the order, by terminating the accounts of the subscriber or account holder that are specified in the order.

   (ii) An order restraining the service provider from providing access, by taking reasonable steps specified in the order to block access, to a specific, identified, online location outside the United States.

(2) Considerations.— The court, in considering the relevant criteria for injunctive relief under applicable law, shall consider—

(A) whether such an injunction, either alone or in combination with other such injunctions issued against the same service provider under this subsection, would significantly burden either the provider or the operation of the provider’s system or network;

(B) the magnitude of the harm likely to be suffered by the copyright owner in the digital network environment if steps are not taken to prevent or restrain the infringement;

(C) whether implementation of such an injunction would be technically feasible and effective, and would not interfere with access to noninfringing material at other online locations; and
(D) whether other less burdensome and comparably effective means of preventing or restraining access to the infringing material are available.

(3) Notice and ex parte orders.— Injunctive relief under this subsection shall be available only after notice to the service provider and an opportunity for the service provider to appear are provided, except for orders ensuring the preservation of evidence or other orders having no material adverse effect on the operation of the service provider’s communications network.

(k) Definitions.—

(1) Service provider.—

(A) As used in subsection (a), the term “service provider” means an entity offering the transmission, routing, or providing of connections for digital online communications, between or among points specified by a user, of material of the user’s choosing, without modification to the content of the material as sent or received.

(B) As used in this section, other than subsection (a), the term “service provider” means a provider of online services or network access, or the operator of facilities therefor, and includes an entity described in subparagraph (A).

(2) Monetary relief.— As used in this section, the term “monetary relief” means damages, costs, attorneys’ fees, and any other form of monetary payment.

(l) Other Defenses Not Affected.— The failure of a service provider’s conduct to qualify for limitation of liability under this section shall not bear adversely upon the consideration of a defense by the service provider that the service provider’s conduct is not infringing under this title or any other defense.

(m) Protection of Privacy.— Nothing in this section shall be construed to condition the applicability of subsections (a) through (d) on—

(1) a service provider monitoring its service or affirmatively seeking facts indicating infringing activity, except to the extent consistent with a standard technical measure complying with the provisions of subsection (l); or

(2) a service provider gaining access to, removing, or disabling access to material in cases in which such conduct is prohibited by law.

(n) Construction.— Subsections (a), (b), (c), and (d) describe separate and distinct functions for purposes of applying this section. Whether a service provider qualifies for the limitation on liability in any one of those subsections shall be based solely on the criteria in that subsection, and shall not affect a determination of whether that service provider qualifies for the limitations on liability under any other such subsection.
CORBIS CORPORATION, a Washington corporation,

Plaintiff,

vs.

AMAZON.COM, INC., a Delaware corporation, et al.,

Defendants.

NO. CV03-1415L

ORDER REGARDING SUMMARY JUDGMENT MOTIONS

I. INTRODUCTION

This matter comes before the Court on cross motions for summary judgment and partial summary judgment filed by plaintiff, Corbis Corporation ("Corbis") and defendant, Amazon.com, Inc. ("Amazon"). For the reasons set forth in this Order, the Court finds that Amazon is protected from liability for copyright infringement occurring on its third party vendor platform, zShops.com. In addition, the Court finds that it lacks subject matter jurisdiction over infringement claims regarding photographs for which Corbis has not obtained copyright registration. Finally, the Court finds that Corbis's federal antitrust and state law claims fail as a matter of law.

In accord with these findings, the Court:

1. Grants Amazon's Motion for Summary Judgment Under the Digital Millennium Copyright Act (Dkt. # 132) ("Def.'s DMCA Mot.");
2. Denies Corbis’s Motion for Partial Summary Judgment Regarding § 512(e) “Safe Harbor” Qualification under the DMCA (Dkt. # 145) (“Pl.’s 512(e) Mot.”);
3. Denies Corbis’s Motion for Partial Summary Judgment Against Amazon Precluding Application of DMCA for Lack of Compliance with 17 U.S.C. § 512(i) (Dkt. # 146) (“Pl.’s § 512(i) Mot.”);
4. Grants Corbis’s Motion for Partial Summary Judgment Against Amazon as to DMCA Eligibility for Its IMDb Platform (Dkt. # 144) (“Pl.’s IMDb Mot.”);
5. Grants Amazon’s Motion for Partial Summary Judgment on Lack of Copyright Registration (Dkt. # 153) (“Def.’s Copyright Reg. Mot.”);
6. Grants Amazon’s Motion for Partial Summary Judgment Denying Corbis’s Direct Copyright Infringement Claims (Dkt. # 151) (“Def.’s Direct Copyright Inf. Mot.”);
7. Denies Corbis’s Motion for Partial Summary Judgment Against Amazon for Direct and Vicarious Copyright Liability (Dkt. # 147) (“Pl.’s Copyright Infr. Mot.”);
8. Grants Amazon’s Motion for Partial Summary Judgment on Plaintiff’s Trademark and State Law Claims (Dkt. # 132) (“Def.’s Trademark and State Law Mot.”);
9. Denies Amazon’s Motion for Partial Summary Judgment on Copyright and Copyright Misuse (Dkt. # 151) (“Def.’s Mot. for Partial Summ. J. on Copyrights and Copyright Misuse”);
10. Denies Amazon’s Motion for Partial Summary Judgment on Plaintiff’s Actual Damages (Dkt. # 163); and

At the end of the day, Corbis is left with two remaining claims of direct copyright infringement against Amazon based on allegations that Amazon displayed on its IMDb.com website a photograph of Erika Christensen in which Corbis claims copyright interests under Copyright Registration Nos. VA 1-181-966 and VA 1-207-124.
II. BACKGROUND

A. Procedural Background.

On June 30, 2003, Corbis filed suit against Amazon and 15 other defendants (the “vendor defendants”). Corbis alleges it holds copyright interests in two photographs that Amazon placed on the website IMDb.com and in hundreds of photographs that were being sold by the vendor defendants on Amazon’s website. Because Corbis did not grant permission to use the photos, it claims that Amazon directly and vicariously infringed Corbis’s copyright interests in violation of 17 U.S.C. §§ 106 & 501 (the “Copyright Act”), engaged in unfair competition in violation of 15 U.S.C. § 1125(a) (the “ Lanham Act”) and R.C.W. 19.86.020 et seq. (the “Consumer Protection Act”), diluted Corbis’s trademarks in violation of 15 U.S.C. § 1125(c) (the “Trademark Act”), and tortiously interfered with Corbis’s business relations.

As of September, 2004, Corbis had reached a resolution with each of the vendor defendants, leaving Amazon as the sole remaining defendant. Amazon, for its part, denies the allegations and asserts, as an affirmative defense, that it is immune from liability for copyright infringement under Title II of the Digital Millennium Copyright Act (“DMCA”), 15 U.S.C. § 512, et seq. In addition, Amazon has filed a counterclaim for declaratory relief.

B. Factual Background.

1. Amazon’s zShops Platform.

Amazon is a company specializing in electronic commerce. It is most widely known for selling books over the Internet at its website, Amazon.com. The Amazon.com website also hosts several third party vendor platforms, including a platform entitled “zShops.”

Amazon hosts two other third party vendor platforms at the Amazon.com website. The “Marketplace” platform allows vendors to sell new, used, or collectible versions of items already sold by Amazon. The “Auctions” platform allows vendors to sell items through an online bidding process. Corbis’s allegations focus on the zShops platform. Corbis does not allege that its copyrights have been violated by the selling of items on Auctions or Marketplace.
the zShops platform in the fall of 1995. The zShops platform allows individuals and retailers (referred to as “vendors”) to showcase their products and sell them directly to online consumers. Amazon, however, does not sell any of its own inventory on the zShops platform.

To sell on zShops, a vendor creates a web page on the zShops platform that includes information regarding the product being sold. These web pages are referred to as “listings,” and are created by using tools and forms provided by Amazon. The forms allow the vendor to describe the product, list the price, and provide an image of the product. A vendor can include a product image in the listing in one of two ways. The vendor either creates a link to an image stored on the vendor’s computer or server, or uploads an image to one of Amazon.com’s servers for display in the listing. Amazon does not actively participate or supervise the uploading or linking of images, nor does Amazon preview the images before the link is created or the upload completed.

Although vendors may accept any variety of payment for their products, if buyers pay by credit, Amazon requires vendors to use its services for processing credit card transactions. Amazon describes its credit card processing service as merely facilitating the monetary exchange between the online buyer and vendor and asserts that it does not conduct the sale of the products offered by the vendors. If the product is paid for by other means, Amazon has no involvement in the transaction.

Vendors must register with Amazon before they list items on zShops. Amazon charges a fee of $39.99 to all vendors, which allows a vendor to use the zShops platform and Amazon’s credit card processing services. Vendors also pay Amazon a percentage of the price of any products sold. The percentage ranges from 2.5% to 5%, depending on the price of the item.

As part of the registration, vendors must also enter into a Participation Agreement, which states that all vendors are bound by its terms as well as the terms set forth in all policies and guidelines for the zShops site. The Participation Agreement prohibits vendors from listing or
linking to any item that

(a) infringes any third-party intellectual property rights (including copyrights, trademark, patent, and trade secrets) or other proprietary rights (including rights of publicity or privacy); . . . ; or (c) is counterfeited, illegal, stolen, or fraudulent.


In addition, vendors are required to abide by the “Community Rules” set forth in the “Help Section” of the Amazon.com site. The Community Rules state that:

Copies, dubs, duplicates, or transfers of books, music, videos, television programs, radio programs, concerts, DVDs, software, etc., are prohibited. Recopied media infringe upon copyrights and trademarks and are illegal to sell. Just as you cannot sell a photocopied book without the author’s permission, you cannot sell copies or duplicates of videos, music, video games, software, photos, or any copyrighted material without permission of the copyright holder.

Id. at 39a. The Community Rules also make reference to, and state that they are incorporated in, the Participation Agreement. See id. at 38.

In more than one section of the Participation Agreement, Amazon asserts the right to remove listings and terminate services for violations of either the Participation Agreement or Amazon’s policies. For example, the Participation Agreement states that:

Amazon.com has the right, but not the obligation, to monitor any activity and content associated with this site. Amazon.com may investigate any reported violation of its policies or complaints and take any action that it deems appropriate. Such action may include, but is not limited to, issuing warnings, suspension or termination of service, denying access, and/or removal of any materials on the [Amazon.com site], including listings and bids. Amazon.com reserves the right and has absolute discretion to remove, screen, or edit any content that violates these provisions or is otherwise objectionable.

Id. at ¶¶ 20-21, p. 34. The Participation Agreement contains a blanket reservation of Amazon’s right, “in its sole discretion . . . to terminate this Participation Agreement, access to the [Amazon.com site] or the [auction or selling services], or any current auctions or fixed price sales immediately without notice for any reason.” Id. at ¶ 22, p. 36.

Amazon has established a designated agent responsible for receiving claims of infringement of intellectual property rights. See id. at ¶ 24. Contact information for the agent

ORDER REGARDING SUMMARY JUDGMENT MOTIONS -5.
has been provided to the Copyright Office and is available on Amazon’s website, including on
the zShops platform.

When Amazon receives information that a vendor may be infringing another’s copyrights,
Amazon’s practice is to cancel the allegedly infringing listing and send an e-mail to the vendor.
The e-mail notifies the vendor of the cancellation, identifies a contact e-mail address for the
complaining party, and reminds the vendor that “repeated violations of our Community Rules
could result in permanent suspension from our Auction, zShops, and Amazon Marketplace
sites.” Id. at ¶ 25; Dkt. # 148, Decl. of Claire L. Keeley in Supp. of Pl.’s Mots. for Summ. J.
(“Keeley Decl.”), at 173.

The zShops platform contains approximately 40 million listings of items for sale. From
October 2003 to March 2004, Amazon cancelled over one million listings on its zShops and
Auctions platforms for violations of the Participation Agreement. See Orpet Decl. at ¶ 26.
During that same period, Amazon terminated almost 1,000 vendors for repeat or egregious
violations of the Participation Agreement or Community Rules. See id. at ¶ 26.

When Amazon first launched zShops in 1999, it contacted some vendors to invite them to
list products on the platform. Two of these vendors, Ricks Movie Graphics and Pix Posters,
Inc., were invited to sell their collections of movie posters on zShops. Amazon did not ask
whether these companies also sold celebrity portraits. A representative from Ricks Movie
Graphics stated that during one of these conversations he told Amazon that Ricks Movie
Graphics did not own the copyrights to any of the movie posters it sold but that he believed
Ricks Movie Graphics had the right to sell everything in its inventory. See Keeley Decl. at 46-
47. Ricks Movie Graphics and Pix Posters, Inc. were named as vendor defendants in this suit.
Other vendor defendants assert that they were never contacted by Amazon regarding opening a
zShops site.
2. The IMDb.com Website.

Amazon also owns and operates the Internet Movie Database (IMDb), a website located at www.IMDb.com. IMDb is an information database regarding movies, actors, and entertainment in general. Amazon acquired IMDb in the late 1990s. Although the IMDb site is independent from the Amazon.com site and its third party selling platforms, IMDb contains links to items available on the Amazon.com site. For instance, IMDb contained a banner advertisement with celebrity photos including two photos in which Corbis claims a copyright interest. IMDb users who clicked on the banner were linked to zShops and provided with information regarding vendors selling celebrity images.


Corbis is in the business of licensing art images and photographs, including photographs of celebrities. As part of its business, Corbis enters into contracts with photographers who take celebrity photos. Under these contracts, Corbis represents and distributes a photographer’s work and, in exchange, is paid a royalty based on the fees charged for licensing the photos. Corbis also owns exclusive rights to a number of individual photographs and photographic collections.

Corbis maintains a copyright registration program for itself and the photographers it represents. Corbis receives approximately 100,000 images a year from photographers for review and syndication. If the photographs are not already in digital format, Corbis converts each of them into a digital image. For some of the images, Corbis employees will add “metadata” to the digital image, such as key words describing the image, photographer, and subject. Corbis employees will also add visual enhancements to the image. Every week, Corbis places the images it has received on a computer generated CD-ROM. At regular intervals, Corbis will prepare a copyright application for the group of images on the CD-ROM. It submits the CD-
ROMs as a deposit with these bulk applications.  

Corbis has identified a total of 232 images (the “Corbis Images”) in which it claims a copyright interest. Two of the images appeared on the IMDb website. The remaining 230 images have been copied, displayed, and sold by vendor defendants through their zShops sites.  

When, in February 2003, Corbis first learned that its images were appearing on zShops, it did not tell Amazon or any of the zShops vendors that displaying and selling the Corbis Images infringed Corbis’s copyright interests. Corbis first provided Amazon and the zShops vendors with notice of infringement when Corbis filed and served the Complaint in June, 2003.  

Upon receiving the Complaint, Amazon terminated the identified accounts of all of the vendor defendants listed in the Complaint and removed the allegedly infringing images on IMDb. Since its account was terminated, one of the vendor defendants, Posternow, GmbH (also d/b/a Faust Multimedia) (“Posternow”), has opened at least two different vendor accounts with zShops under slightly different names. These accounts were terminated by Amazon once Amazon was made aware of their existence.  

2At times, Corbis will register an image or a group of images on behalf of a photographer. This process will occur in much the same fashion as the bulk registration described above. In addition, some of the photographers represented by Corbis file their own copyright registrations. In those instances, it is Corbis’s practice to obtain a copy of the registration from the photographer.  

3There are three types of copyright interests at issue. First, Corbis asserts the copyright interests of the photographers who took the photos. See Def.’s Mot. for Partial Summ. J. on Copyrights and Copyright Misuse, at 4-5. Second, Corbis asserts a derivative copyright interest in all images to which it has added digital enhancements, metadata, or keywords. See id. Third, Corbis contends that the bulk CD-ROM filings submitted to the Copyright Office contain a unique compilation of the photographs, and asserts a copyright interest in those compilations. See id. Of the 232 images, 49 are subject only to Corbis’s derivative and compilation copyright interests. See id. at 2. 102 images are subject only to the photographers’ copyright interests that are being pursued by Corbis. See id. The remaining 81 images are subject to both Corbis’s and the photographers’ copyright interests. See id.
III. DISCUSSION

This Section is broken into four subsections. Subsection A addresses whether the DMCA protects Amazon from copyright liability for the 230 Corbis Images displayed by the vendor defendants. Subsection B addresses whether this Court has subject matter jurisdiction over copyright infringement claims if the photograph in question has not been registered by the Register of Copyrights. Subsection C addresses Corbis’s motion for summary judgment with regard to direct copyright infringement of photographs on IMDb. Subsection D addresses Corbis’s Lanham Act and state law claims.

In reaching its conclusions, the Court has been mindful that summary judgment is proper only if “the pleadings, depositions, answers to interrogatories, and admissions on file, together with the affidavits, if any, show that there is no genuine issue as to any material fact and that the moving party is entitled to judgment as a matter of law.” Fed. R. Civ. P. 56(e). When, as here, parties submit cross-motions for summary judgment, this Court must review the evidence submitted in support of each cross-motion and consider each party’s motions on their own merits. See Fair Housing Council of Riverside County, Inc. v. Riverside Two, 249 F.3d 1132, 1136 (9th Cir. 2001). This Court must examine each set of evidence in the light most favorable to the non-moving party. See U.S. v. Diebold, Inc., 369 U.S. 654, 655, 82 S.Ct. 993, 8 L.Ed.2d 176 (1962).

A. Amazon’s Protection from Copyright Liability Under the DMCA.

Corbis alleges that Amazon infringed its copyrights in 230 Corbis Images that were displayed by the zShops vendors. Amazon has asserted that the DMCA protects it from liability for these alleged copyright violations. Although it may seem premature to address Amazon’s DMCA defense before first determining whether Amazon has violated Corbis’s copyrights in the 230 zShops images, such an approach makes sense under the circumstances. The DMCA gives an Internet service provider (“ISP”) extensive protection against liability, and leaves copyright owners with only limited injunctive relief. As discussed more fully below, the Court finds that
Amazon is protected from damages sought by Corbis for the alleged infringement of its copyrights in the images displayed by zShops vendors. The relief sought by Corbis for the alleged infringements is prohibited under the DMCA. As a result, even if Corbis's copyright infringement claims can bear fruit, Amazon's liability protection ensures that the claims will whither on the vine.

1. Overview of the DMCA

In 1998, Congress enacted the DMCA in an effort to resolve the unique copyright enforcement problems caused by the widespread use of the Internet. See Ellison v. Robertson, 357 F.3d 1072, 1076 (9th Cir. 2004); In re Aimster Copyright Litigation, 334 F.3d 643, 655 (7th Cir. 2003); DMCA, Pub. L. No. 105-304, 112 Stat. 2860 (1998). Tackling copyright infringement on the Internet required balancing the competing interests of several groups. The first set of competing interests includes those of copyright holders and end users. The DMCA "intended to 'balance the need for rapid response to potential infringement with the end-users [sic] legitimate interests in not having material removed without recourse.'" Rossi v. Motion Picture Assoc. of America, No. 03-16034, slip op. 16421, 16427 (9th Cir. Dec. 1, 2004) (quoting S. Rep. No. 105-190, at 21 (1998) (alterations in original)). The second set of competing interests were those of copyright holders and ISPs whose services may be used to infringe copyrights. The DMCA intended to balance the interests of these parties by creating a mechanism for rights holders to inform ISPs of potentially infringing conduct while, at the same time, providing "greater certainty to service providers concerning their legal exposure for infringements that may occur in the course of their activities." Ellison, 357 F.3d at 1076 (quoting S. Rep. No. 105-190, at 20 (1998); H.R. Rep. No. 105-551, pt. 2, at 49 (1998)).

This balancing effort resulted in a statute that creates "'strong incentives for service providers and copyright owners to cooperate to detect and deal with copyright infringements that take place in the digital network environment.'" Rossi, No. 03-16034 at slip op. 16427 (quoting H.R. Rep. No. 105-551, pt. 2, at 49 (1998)). For instance, a copyright owner who suspects that
her copyright is being infringed "must follow the notice and take down provisions set forth in § 512(c)(3) of the DMCA."  Id. at slip op. 16427-28. Once properly notified, a service provider must "respond[] expeditiously to remove, or disable access to, the material that is claimed to be infringing."  Recording Industry Ass'n of America v. Verizon Internet Servs., 351 F.3d 1229, 1234 (D.C. Cir. 2003). If a service provider fails to take down the potentially infringing material, it exposes itself to copyright liability.

In addition to these notice and take down provisions, the DMCA also establishes several "safe harbors" that protect certain common activities of ISPs.  See S. Rep. No. 105-190, at 19; H.R. Rep. No. 105-551, pt. 2, at 41-42. The DMCA safe harbors do not render a service provider immune from copyright infringement.  See Ellison, 357 F.3d at 1077. They do, however, protect eligible service providers from all monetary and most equitable relief that may arise from copyright liability.  See id.; 17 U.S.C. § 512(a)-(d), (i). Thus, even if a plaintiff can show that a safe harbor-eligible service provider has violated her copyright, the plaintiff will only be entitled to the limited injunctive relief set forth in 17 U.S.C. § 512(j).  See 17 U.S.C. §§ 512(a)-(d), (j); Verizon Internet Servs., 351 F.3d at 1234.

The DMCA "safe harbors provide protection from liability for: (1) transitory digital network communications; (2) system caching; (3) information residing on systems or networks at the direction of users; and (4) information location tools."  Ellison, 357 F.3d at 1076-1077 (citing 17 U.S.C. §§ 512(a)-(d)).

To be eligible for any of the safe harbors, a service provider must meet a series of threshold conditions. At the outset, a party seeking safe harbor must, in fact, be a "service provider" as that term is defined under the DMCA.  See 17 U.S.C. § 512(k)(1)(B). If it fits within that definition, the service provider must then show that it

(A) has adopted and reasonably implemented, and informs subscribers and account holders of the service provider's system or network of, a policy that provides for the termination in appropriate circumstances of subscribers and account holders of the service provider's system or network who are repeat infringers; and
(B) accommodates and does not interfere with standard technical measures.\footnote{The term “standard technical measures” refers to technical means by which copyright owners may identify or protect copyrighted works. See Ellison, 357 F.3d at 1080.}

17 U.S.C. § 512(i); accord Ellison, 357 F.3d at 1080. A service provider that does not meet these threshold conditions may not invoke the DMCA’s safe harbor limitations on liability. See Ellison, 357 F.3d at 1080.

Once the threshold conditions have been met, a service provider must then satisfy the specific requirements for the particular safe harbor. Amazon asserts that it is entitled to protection for information residing on systems or networks at the direction of users. See 17 U.S.C. § 512(c). The § 512(c) safe harbor protects a service provider from liability for “infringement of copyright by reason of the storage at the direction of a user of material that resides on a system or network controlled or operated by or for the service provider.” To qualify for the § 512(c) safe harbor, a service provider must show that:

1. it has neither actual knowledge that its system contains infringing materials nor an awareness of facts or circumstances from which infringement is apparent, or it has expeditiously removed or disabled access to infringing material upon obtaining actual knowledge of infringement;
2. it receives no financial benefit directly attributable to infringing activity; and
3. it responded expeditiously to remove or disable access to material claimed to be infringing after receiving from the copyright holder a notification conforming with requirements of § 512(c)(3).

ALS Scan, Inc. v. RemarQ Communities, Inc., 239 F.3d 619, 623 (4th Cir. 2001) (citing 17 U.S.C. § 512(c)(1)). Corbis, for its part, asserts that Amazon does not qualify for liability protection both because it does not satisfy the threshold conditions and because it does not meet the § 512(c) requirements.
2. Threshold Conditions for DMCA Liability Protection.
   a. Is Amazon a "Service Provider" Under the DMCA?

   Protection from copyright liability under the DMCA is only available to entities that meet
   the statute's definition of a "service provider." See 17 U.S.C. § 512(k)(1). For purposes of the
   § 512(c) safe harbor, a service provider is defined as "a provider of online services or network
   access, or the operator of facilities therefor." See 17 U.S.C. § 512(k)(1)(B). This definition
   encompasses a broad variety of Internet activities, see, e.g., Aimster, 334 F.3d at 655; ALS Scan,
   239 F.3d at 623, and there is no doubt that Amazon fits within the definition. See Hendrickson
   v. Amazon.Com, 298 F.Supp.2d 914, 915 (C.D. Cal. 2003) (holding that Amazon meets the
   DMCA's definition of a service provider). Amazon operates web sites, provides retail and third
   party selling services to Internet users, and maintains computers to govern access to its web
   sites. These activities fall squarely within the broad scope of the § 512(k)(1)(B) definition of
   2001) (eBay, an operator of an Internet website for purchase and sale of consumer goods,
   qualifies as a service provider).

   b. Has Amazon Adopted and Reasonably Implemented a User Policy?

   The Ninth Circuit has held that the DMCA's infringement policy requirement has three

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5 The DMCA also provides a different, more restrictive, definition of "service provider." See 17 U.S.C. § 512(k)(1)(A). This definition only applies to entities seeking protection from liability under the "transitory digital network communications" safe harbor. See 17 U.S.C. § 512(a). The more restrictive definition does not apply to an entity, such as Amazon, that seeks protection under the "information residing on systems or networks at the direction of users" safe harbor. See 17 U.S.C. § 512(k)(1)(B).

6 Corbis argues that Amazon is not a service provider because Amazon does not "serve to route or connect online digital communications." Dkt. # 175, Pl.'s Opp. to Def.'s DMCA Mot. at 7. This argument is unavailing. The relevant definition of service provider does not require Amazon to engage in such activity. See 17 U.S.C. § 512(k)(1)(B).
prods. See Ellison, 357 F.3d at 1080. A service provider must: 1) adopt a policy that provides for the termination of service access for repeat copyright infringers in appropriate circumstances; 2) inform users of the service policy; and 3) implement the policy in a reasonable manner. See id. As discussed below, Amazon has satisfied each of the three Ellison prongs.

i. Amazon Has Adopted a User Policy.

It is undisputed that Amazon requires each zShops vendor to accept a Participation Agreement that sets forth guidelines for the use of the zShops platform. See Pl.’s § 512(i) Mot. at 3. Nevertheless, Corbis argues that Amazon has not adopted an infringement policy under § 512(i). Corbis’s primary complaint is that the Participation Agreement and related policies are too vague with regard to issues of copyright infringement. For example, Corbis points out that Amazon’s user policies do not include the term “repeat infringer” and do not describe the methodology employed in determining which users will be terminated for repeated copyright violations. Corbis asserts that without such information, Amazon has not sufficiently informed its users of the type of conduct that will cause them to be denied access to Amazon’s services.

The language of § 512(i) and the overall structure of the DMCA indicate that the user policy need not be as specific as Corbis suggests. The language of § 512(i) is telling in this regard. The key term, ‘repeat infringer,’ is not defined and the subsection never elaborates on what circumstances merit terminating a repeat infringer’s access. This open-ended language contrasts markedly with the specific requirements for infringement notices and take-down procedures set forth in § 512(c). See Batzel v. Smith, 333 F.3d 1018, 1031 (9th Cir. 2003), cert. denied, U.S. 124 S.Ct. 2812, 159 L.Ed.2d 246 (2004). The notice and take-down provisions demonstrate that Congress infused the statute with specific detail when it so chose.

The fact that Congress chose not to adopt such specific provisions when defining a user policy indicates its intent to leave the policy requirements, and the subsequent obligations of the service providers, loosely defined.

The open-ended language makes sense given the overall structure of the DMCA. In its
recent discussion of the DMCA, the Ninth Circuit reminded that "the words of a statute must be read in their context and with a view to their place in the overall statutory scheme." Rossi, No. 03-16034 at slip op. 16431 (quoting The Wilderness Soc. v. U.S. Fish & Wildlife Servs., 353 F.3d 1051, 1060 (9th Cir. 2003) (en banc), amended by 360 F.3d 1374 (9th Cir. 2004)). The DMCA’s balancing efforts reflect an understanding that “there are different degrees of online copyright infringement, from the inadvertent to the noncommercial, to the willful and commercial.” S. Rep. No. 105-190, at 32; H.R. Rep. No. 105-551, pt. 2, at 44. Given the complexities inherent in identifying and defining online copyright infringement, § 512(i) does not require a service provider to decide, ex ante, the specific types of conduct that will merit restricting access to its services. As Congress made clear, the DMCA was drafted with the understanding that service providers need not “make difficult judgments as to whether conduct is or is not infringing.” See id.

This does not mean that the first prong of the Ellison test is a paper tiger. To the contrary, it is clear that a properly adopted infringement policy must convey to users that “those who repeatedly or flagrantly abuse their access to the Internet through disrespect for the intellectual property rights of others . . . know that there is a realistic threat of losing that access.” Id. Amazon’s policies convey this message. Each vendor must agree to the terms of the Participation Agreement before selling on the zShops platform. See Pl.’s 512(i) Mot. at 3. The Participation Agreement prohibits the listing, linking, or posting of any material that violates copyright laws, see Orpet,Decl. at ¶ 9, p. 30, and makes it clear that those who violate Amazon’s policies may face a variety of penalties, including restricting access to Amazon’s sites and suspension or termination of service, see id. at ¶¶ 20-21, pp. 32-34. Finally, and perhaps most importantly, those accused of copyright infringement are informed that repeated violations could result in “permanent suspension” from Amazon sites. See Keeley Decl. at 173. Although Amazon does not use the term “repeat infringer” or precisely track the language of the DMCA, the evidence shows that Amazon has adopted a termination policy as required under § 512(i).
ii. Amazon Has Communicated Its Termination Policy to Its Users.

Although the evidence indicates that Amazon required users to enter into the Purchase Agreement and accept the Community Rules, Corbis asserts that Amazon has not communicated its infringement policy to its users. See Dkt. # 205, Reply in Supp. of PL’s 512(i) Mot. (“512(i) Reply”) at 8. Corbis argues that Amazon had two policies, one it presented to users in the form of the Participation Agreement and Community Rules and a second, internal policy that was not described in the agreements and rules presented to vendors. See id. at 8. The internal policy Corbis refers to is a set of criteria used by Amazon when determining whether to terminate a user’s access to the site. Corbis argues that these internal criteria make up Amazon’s actual policy on infringement. Since the internal criteria were never communicated to users, Corbis argues, Amazon has failed to satisfy this prong of the Ellison test.

Section 512(i), however, is not so exacting. Amazon need only inform users that, in appropriate circumstances, it may terminate the user’s accounts for repeated copyright infringement. See, e.g., In re Aimster Copyright Liability, 252 F.Supp.2d 634, 659 (N.D. Ill. 2002), aff’d, 334 F.3d 643 (8th Cir. 2004) (policy communicated when users informed they “may have their access to all services terminated” for repeated copyright violations) (emphasis added); Perfect 10, Inc. v. CCBill, LLC, 340 F.Supp.2d 1077, 1088-89 (C.D. Cal. 2004) (policy stating user’s access may be terminated deemed sufficient communication). The statute does not suggest what criteria should be considered by a service provider, much less require the service provider to reveal its decision-making criteria to the user. Amazon need only put users on notice that they face exclusion from the service if they repeatedly violate copyright laws. Amazon has done so, and has satisfied this prong of the Ellison test.

iii. Amazon Has Reasonably Implemented Its Infringement Policy.

The final Ellison prong requires Amazon to reasonably implement its infringement policy. See Ellison, 357 F.3d at 1080; 17 U.S.C. § 512(i)(A). Section 512(i) provides little guidance on what constitutes reasonable implementation of an infringement policy. Cases that have
addressed this issue generally raise two questions. The first is whether the service provider adopted a procedure for receiving complaints and conveying those complaints to users. See id. If such a procedure has been adopted, then the second question is whether the service provider nonetheless still tolerates flagrant or blatant copyright infringement by its users. See Perfect 10, Inc. v. Cybernet Ventures, 213 F.Supp.2d 1146, 1177-78 (C.D. Cal. 2002).

(a) Procedure for Receiving and Conveying Complaints.

In Ellison, the Ninth Circuit addressed the first question, regarding procedural implementation of an infringement policy. See Ellison, 357 F.3d at 1080. The Court analyzed America Online Inc.’s ("AOL’s") infringement policy and identified flaws in how the policy had been implemented. At the time of the allegedly infringing activity, AOL had changed the e-mail address to which infringement notifications were to be sent but did not forward messages sent to the old address or notify senders that the old e-mail address was inactive. Instead, "AOL allowed notices of potential copyright infringement to fall into a vacuum and to go unheeded." Id. Because of this flawed notification procedure, the Court found that it was "difficult to conclude as a matter of law . . . that AOL had ‘reasonably implemented’ a policy against repeat infringers." Id.

The Northern District of Illinois reached a similar conclusion in Aimster, 252 F.Supp.2d at 659. When determining whether a repeat infringer policy had been reasonably implemented, the court focused on whether the policy allowed the service provider to communicate infringement notices to the service users. In Aimster, defendant had adopted a repeat infringer policy but, because of defendant’s own encryption system, could not identify infringing users. The court held that defendant’s repeat infringer policy had not been properly implemented. As the court noted, "adopting a repeat infringer policy and then . . . eviscerating any hope that such a policy could ever be carried out is not an ‘implementation’ as required by § 512(i)." Id.

Here, the evidence indicates that Amazon developed a sufficient procedure for implementing its infringement policy. It is undisputed that Amazon’s zShops platform includes

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over 40 million listings. See Orpet Decl. at ¶ 27. Amazon has cancelled millions of listing for violations of its user policies. See id. at ¶ 26. Amazon notifies the vendor of the cancellation through e-mail and warns that repeated violations of the rules may result in “permanent suspension” from Amazon sites. See Keeley Decl. at 173. In addition, Amazon has terminated access to zShops for hundreds of vendors for egregious or repeated violations of its user policies. See Orpet Decl. at ¶ 26.

Corbis points out that these figures do not differentiate between action taken for copyright infringement and action taken for other policy violations. The evidence, however, indicates that Amazon does respond to allegations of copyright infringement. See Keeley Decl. at ¶ 15, pp. 123-131. Amazon’s practice is to promptly cancel a listing once it receives adequate notice that the listing violates another’s copyrights. See Keeley Decl. at 105-106. Amazon informs the listing vendor via e-mail that “your listing may have violated the intellectual property rights of others and the Community Rules that govern our Auction, zShops, and Amazon Marketplace sites.” Orpet Decl. at ¶ 25. The e-mail also provides the vendor with the complaining party’s contact information. See id. Finally, as with other cancellations, Amazon warns vendors that repeated violations may result in permanent suspension from the Amazon site. See Orpet Decl. at ¶ 25. This evidence indicates that Amazon has properly implemented a procedure for addressing copyright complaints and enforcing violations of its policies.

As Corbis points out, however, Amazon’s infringement policy has not been able to prevent certain vendors from reappearing on the zShops platform under pseudonyms. Even though Amazon’s policies prohibit vendors from opening new accounts once the original account has been terminated, see Keeley Decl. at 95, Posternow has been able to open at least two new accounts under slightly different names since it was initially terminated in June 2003. See Dkt. # 191, Decl. of Claire Keeley in Supp. of Opps. to Summ. J. Mots. (“Keeley Opp. Decl.”), at 651-655.

Although this type of behavior is understandably vexing for a copyright holder like
Corbis, it is not clear how Posternow’s efforts to sidestep Amazon’s policies amount to a failure of implementation. Corbis has not alleged that Amazon intentionally allowed Posternow to open a zShops account or suggested that a more effective means of denying Posternow’s access could have been implemented by Amazon. Compare A&M Records, Inc. v. Napster, Inc., 2000 U.S. Dist. LEXIS 6243, *28-29; 2000 WL 573136, *9 (N. D. Cal. 2000) (expert evidence that additional measure to thwart repeat violations could have been taken).

Instead, Corbis merely asserts that Posternow’s reappearance shows that the infringement policy is a failure. This argument, however, fails to pass summary judgment muster. Corbis is required to present “specific facts showing that there is a genuine issue for trial.” Celotex Corp. v. Catrett, 477 U.S. 317, 323, 106 S.Ct. 2548, 91 L.Ed.2d 265 (1986). An infringement policy need not be perfect; it need only be reasonably implemented. See CCBill 340 F.Supp.2d at 1089. Here, Corbis has not brought forth any facts to suggest that Amazon could have used another, more effective and reasonable, method for preventing disingenuous users from re-accessing zShops. In Napster, by comparison, the copyright holder plaintiffs avoided summary judgment on § 512(i) by providing expert testimony that Napster could have kept terminated users from re-accessing the service by blocking the user’s Internet protocol address. See Napster, 2000 U.S. Dist. LEXIS 6243, *28-29; 2000 WL 573136, *9. Corbis’s silence in this regard is telling. The mere fact that Posternow appeared on zShops under a different user name and identity does not, by itself, create a legitimate question of fact regarding the procedural implementation of Amazon’s termination policy.

(b). Tolerating Flagrant or Blatant Copyright Infringement.

Even with proper enforcement procedures, a copyright holder may still demonstrate that

In some respects, the evidence regarding Posternow’s efforts to continue to sell on zShops suggests that Amazon’s procedures for dealing with repeat infringers are properly implemented. Each time that Amazon has been made aware of Posternow’s pseudonymous zShop sites, Amazon has immediately cancelled the listings and terminated the account.
the service provider has not satisfied § 512(i) if there are specific instances demonstrating that the service provider tolerates repeat copyright infringement by its users. As § 512(i) makes clear, however, termination of a user because of repeated copyright infringement is required only in “appropriate circumstances.” See 17 U.S.C. § 512(i). Amazon need not conduct active investigation of possible infringement or make a decision regarding difficult infringement issues. See Cybernet, 213 F.Supp.2d at 1176-77. Because it does not have an affirmative duty to police its users, failure to properly implement an infringement policy requires a showing of instances where a service provider fails to terminate a user even though it has sufficient evidence to create actual knowledge of that user’s blatant, repeat infringement of a willful and commercial nature. See Cybernet, 213 F.Supp.2d at 1177; see also, Costar Group Inc. v. Loopnet, Inc., 164 F.Supp.2d 688, 703 (D. Md. 2001) (citing H.R. Rep. No. 105-551, Part 2, at p. 61), aff’d, 373 F.3d 544 (4th Cir. 2004).

Corbis identifies two specific vendors that it believes typify Amazon’s failed implementation – Famed & Framed and Posternow. Corbis provides evidence that, between October, 2002 and February, 2003, Amazon received three e-mails in which the sender claimed that zShops listings posted by Famed & Framed violated the sender’s copyrights. See Pl.’s 512(i) Mot. at 6-7. Similarly, between June, 2002 and February, 2003, Amazon received seven e-mails in which the sender claimed that zShops listings posted by Posternow violated the sender’s copyrights. See id. at 7. Both Famed & Framed and Posternow were vendor defendants in this lawsuit. Amazon did not terminate either party’s access to zShops until after this suit was filed. See Orpet Decl. at ¶ 30.

The Famed & Framed and Posternow examples do not provide evidence that Amazon had knowledge of blatant, repeat infringement that would have required Amazon to terminate access

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8 None of the e-mails to Amazon in which the senders complained that Famed & Framed or Posternow were infringing copyrights were sent by Corbis or its representatives.
to the vendors' zShops sites. Although efforts to pin down exactly what amounts to knowledge of blatant copyright infringement may be difficult, it requires, at a minimum, that a service provider who receives notice of a copyright violation be able to tell merely from looking at the user's activities, statements, or conduct that copyright infringement is occurring. See Cybernet, 213 F.Supp.2d at 1177. Examples of such blatant infringement may include statements from the vendor that a product is bootlegged or pirated, see eBay, 165 F.Supp.2d at 1093 n.14, chat rooms hosted by the service provider in which users discuss how the service can be used to circumvent copyright laws, see Aimster, 252 F.Supp.2d at 652, or the offering of hundreds of audio files in a single day for peer to peer copying, see Verizon Internet Svrs., 351 F.3d at 1233. Corbis has presented no such examples of blatant infringing activity on the vendor defendants' zShops sites.

Corbis argues, however, that the notices regarding infringing items on Famed & Framed and Posternow were sufficient to show blatant copyright infringement. Even assuming that the notices complied with the DMCA's notice requirements, see 17 U.S.C. § 512(c)(3), such notices are not the sine qua non of copyright liability. See Ellison, 357 F.3d at 1077 (claims for on-line copyright infringement are evaluated just as they would be in the non-online world). A copyright owner may have a good faith belief that her work is being infringed, but may still be wrong. The notification requirement does not take into account that a vendor may have a legitimate fair use defense, or can otherwise invoke any of the myriad other factors that go into evaluating a copyright infringement claim.
Amazon's attention, they did not, in themselves, provide evidence of blatant copyright infringement.

Corbis cites testimony from Eric Orpet, Amazon's quality compliance manager, as evidence that Amazon knew a portion of Posternow's inventory was infringing based on the notices of infringement. When confronted with the notices of infringement, Mr. Orpet stated that, "based on what has been communicated to us, a small portion of [Posternow's] inventory would be construed as infringing." See Keeloy Decl. at 118. This statement was made after a discussion in which Mr. Orpet repeatedly asserted that the term "repeat infringer" had not been defined. See id. at 115, 119. In addition, Mr. Orpet asserted that Posternow was not a repeat infringer, but that Amazon had "received repeat violation notification emails" about Posternow. See id. at 122.

In evaluating Mr. Orpet's statements, the recent Rossi decision is instructive. In Rossi, the Ninth Circuit held that the term "knowing misrepresentation," as it is used in the DMCA, requires "actual knowledge of misrepresentation." See Rossi, No. 03-16034 at slip op. 16431. A party does not make a knowing misrepresentation "simply because an unknowing mistake is made, even if [the party] acted unreasonably in making the mistake." Id. Here, even if Amazon acted unreasonably when it failed to terminate Posternow, that unreasonable act is not the equivalent of having actual knowledge that Posternow was engaged in blatant, repeat infringement. Actual knowledge of blatant, repeat infringement cannot be imputed merely from the receipt of notices of infringement. Instead, there must be additional evidence available to the service provider to buttress the claim of infringement supplied by the notices. Here, Corbis provides no additional evidence that was available to Amazon that would have led Amazon to conclude that Posternow was a blatant, repeat infringer.

In fact, outside of the third party notices, Corbis lacks other evidence that Amazon ignored blatant copyright infringement by Posternow and Famed & Framed. For instance, there is no evidence suggesting that Amazon would have been able to tell, merely by looking at the
Famed & Framed and Posternow listings, that the posters and photos being sold infringed another's copyrights. Without some evidence from the site raising a red flag, Amazon would not know enough about the photograph, the copyright owner, or the user to make a determination that the vendor was engaging in blatant copyright infringement. See S. Rep. No. 105-190, p. 30 (merely being aware of "one or more well known photographs of a celebrity at a site" does not provide a service provider with knowledge of possible infringement).

With respect to Famed & Framed, Corbis makes much of evidence that Amazon knew that Famed & Framed did not own the copyrights to the posters and images it sold. See Pl.'s 512(c) Mot. at 8. Corbis, however, presents this evidence in a somewhat selective fashion. Corbis neglects to mention that the Famed & Framed representative unequivocally stated that he informed Amazon that Famed & Framed had the right to sell all of the posters in its inventory. See Keeley Docl. at ¶ 10, p. 48. As Corbis is aware, owning a copyright and having the legal right to sell the copyrighted image are two very different things.

In fact, there is at least some evidence to suggest that Posternow and Famed & Framed were not the kind of "repeat infringers" envisioned under § 512(i). As late as July, 2003, Posternow indicated to Amazon that all of its products were officially licensed. See id. at ¶ 25, pp. 170, 171. In addition, there is evidence that Famed & Framed attempted to work with Amazon to ensure that allegedly infringing items did not get re-listed on zShops. See id. at ¶ 26, p. 174. Such assertions by the two users militate against a finding that Amazon turned a blind eye to blatant, repeat infringement. Indeed, for Amazon to determine that these two users were infringers, it would have had to conduct the type of investigation that the courts and the legislature has found unnecessary. See Cybernet, 213 F.Supp.2d at 1176-77.

c. Does Amazon Accommodate and Not Interfere with Standard Technical Measures?

Corbis has not challenged Amazon's assertion that it accommodates and does not interfere with standard technical measures used to identify and protect copyrighted works.
Accordingly, this Court finds that this threshold condition has been met.

3. The Safe Harbor Conditions Under § 512(c).

Having satisfied the threshold conditions, Amazon must still meet the three conditions for liability protection set forth in § 512(c)(1)(A)-(C). First, Amazon must show that it does not have actual or apparent knowledge that material on its network is infringing. See 17 U.S.C. § 512(c)(1)(A)(i). If Amazon does have actual or apparent knowledge, it must show that it acted “expeditiously to remove, or disable access to, the [infringing] material.” 17 U.S.C. § 512(c)(1)(A)(ii). Second, Amazon must show that it does not receive a financial benefit directly attributable to any infringing activity that it maintains the right and ability to control. Third, Amazon must show that it has expeditiously removed or disabled access to allegedly infringing material for which it has received appropriate notice under § 512(c)(3).

Amazon asserts that it has met all the elements necessary to invoke liability protection under § 512(c). Corbis does not challenge Amazon’s claim that it acts expeditiously to remove or disable access to allegedly infringing material in accord with the third safe harbor element. Corbis argues, however, that Amazon does not fulfill the requirements of § 512(c)(1) because (a) it knew or should have known of infringements of Corbis Images by zShops vendors, and (b) it receives a financial benefit directly attributable to the infringing activity and has the right and ability to control such activity.

a. Knowledge of Infringement.

To enjoy the § 512(c) safe harbor Amazon must show that it (1) does not have actual knowledge that the material or an activity using the material on the system or network is infringing, and (2) is not aware of facts or circumstances from which infringing activity is apparent. If a service provider does obtain either actual or apparent knowledge, it may still invoke the § 512(c) safe harbor if it acts expeditiously to remove or disable access to the infringing material.

In all of the published cases addressing the knowledge component of § 512(c), the
copyright holder has provided evidence that it notified the service provider of the infringing
material. See, e.g., Ellison, 357 F.3d at 1075 (DMCA compliant notice sent to service provider);
ALS Scan, 239 F.3d at 620-21 (pre-suit letter substantially complying with DMCA sent to
service provider); Amazon, 298 F.Supp.2d at 915 (plaintiff attempted to notify service provider);
eBay, 165 F.Supp.2d at 1084-85 (non-DMCA-compliant cease and desist letters sent); CoStar,
164 F.Supp.2d at 703 (plaintiff sent DMCA notification of claimed infringement). The notice of
infringement constitutes evidence of the service provider’s knowledge. Under the DMCA, the
service provider may attempt to refute this knowledge by showing that the notice failed to
substantially comply with the DMCA’s notice requirements. See 17 U.S.C. § 512(c)(3)(B).

This case differs from other cases addressing the § 512(c) knowledge component. Here,
Corbis acknowledges that it never attempted to notify Amazon that zShops vendors were selling
images that violated Corbis copyrights. Corbis chose not to address the copyright infringement
issues through the DMCA’s notice provisions, but instead decided to file this infringement suit.
Corbis, of course, was under no obligation to give notice of claimed infringement before filing
this suit. See H.R. Rep. No. 105-551, pt. 2, at 54. Its decision to forego the DMCA notice
provisions, however, stripped it of the most powerful evidence of a service provider’s
knowledge — actual notice of infringement from the copyright holder. See 3 NIMMER ON
COPYRIGHT, § 12B.04[A][3], at 12B-53.

Corbis asserts that its decision to forego notice is of no import. It proffers evidence of
notices provided by other copyright holders addressing non-Corbis photos. In addition, Corbis
provides evidence suggesting that Amazon was aware that Corbis licensed celebrity photos.
Based on this evidence, Corbis argues that Amazon should have known that zShops vendors sold
infringing Corbis Images.

This evidence does not create a material issue of fact regarding either Amazon’s actual
knowledge or its apparent knowledge of infringing material on the zShops platform. With
regard to actual knowledge, this evidence is wholly insufficient. Taken in the light most
favorable to Corbis, the evidence shows that Amazon knew Corbis licensed celebrity photos and that celebrity photos were vulnerable to copyright infringement. The issue is not whether Amazon had a general awareness that a particular type of item may be easily infringed. The issue is whether Amazon actually knew that specific zShops vendors were selling items that infringed Corbis copyrights. Corbis provides no evidence from which such actual knowledge could be gleaned.

Corbis fares little better with regard to demonstrating Amazon's apparent knowledge. Corbis contends that it has provided sufficient evidence to show that Amazon "knew or should have known" that zShops vendors were selling infringing Corbis Images. Corbis, however, misstates the standard of knowledge necessary under § 512(c). In determining whether a service provider is "aware of facts or circumstances from which infringing activity was apparent," 17 U.S.C. § 512(C)(1)(A)(ii), the question is not "what a reasonable person would have deduced given all the circumstances." 3 NIMMER ON COPYRIGHT, § 12:04[A][1], at 12B-49. Instead, the question is "whether the service provider deliberately proceeded in the face of blatant factors of which it was aware." Id. As articulated by Congress, apparent knowledge requires evidence that a service provider "turned a blind eye to 'red flags' of obvious infringement." H.R. Rep. No. 105-551, pt. 2, at 42.

Congress's discussion of apparent knowledge, and what evidence demonstrates such knowledge, is instructive. Absent evidence of its own efforts to notify a service provider, a copyright owner could establish apparent knowledge if she could show that an online location at which her copyrighted material was available was clearly a "pirate site." Id. Pirate sites are ones that are "obviously infringing because they typically use words such as 'pirate,' 'bootleg' or slang terms in their URL and header information to make their illegal purpose obvious." Id. Congress described the advertisement of illegal copyright activity through such slang words as a "red flag of obvious infringement," and indicated that the infringing nature of sites containing such red flags would be apparent from even a "brief and casual viewing." Id. Thus, once a
service provider is aware of a site containing such “red flags,” the service provider would have apparent knowledge of the infringing activity.

Corbis argues that its strongest evidence regarding apparent knowledge is that Amazon received notices that zShops vendors were infringing the copyrights of unrelated parties by selling celebrity photographs. There are a number of problems with this evidence. First, it is not clear which, if any, of the vendors that were the subject of the third party notices are also vendor defendants in this litigation. Second, notices of infringement must substantially comply with the DMCA’s notice requirements to be considered evidence of a service provider’s knowledge. See ALS Scan, 239 F.3d at 625; 17 U.S.C. § 512(c)(3)(B)(i). Corbis, however, makes no attempt to suggest that these third party notices were DMCA compliant. Assuming that they did comply, Corbis runs into yet another problem; the notices would still not be considered as evidence of knowledge if Amazon acted expeditiously to cancel the complained of listings. See 17 U.S.C. § 512(c)(1)(C). Amazon has asserted that it promptly cancels a listing after receiving a notice of infringement, and Corbis never directly challenges that assertion.

Sweeping aside these difficulties, the third party notices do not, in themselves, constitute red flags. As Congress suggested, evidence of blatant copyright infringement will often derive from information on the offending site. See, e.g., H.R. Rep. No. 105-551, pt. 2, at 42. Outside of the fact that the zShop vendors sold pictures of celebrities, Corbis is silent regarding the content of the complained of listings. There is simply nothing to suggest that the vendor listings contained evidence of blatant copyright infringement. As a result, even if the notices of infringement would have caused Amazon to examine the content of the zShops sites, Corbis has failed to close the link by showing that those sites contained the type of blatant infringing activity that would have sent up a red flag for Amazon.

Corbis’s other evidence of “red flags” is similarly unavailing. Corbis points out that IMDb representatives met with Corbis representatives in 2001 and that Amazon’s corporate counsel was employed at Corbis between 1993 and 1998. See Pl.’s 512(c) Mot. at 8-10. Corbis
indicates that these events provide a link between Amazon and Corbis from which apparent
knowledge can be inferred. Even ignoring the tenourness of these links, it would only
suggest that Amazon had general knowledge that photos may be the subject of online copyright
infringement. It provides no evidence from which to infer that Amazon was aware of, but chose
to ignore, red flags of blatant copyright infringement on specific zShops sites.

b. Amazon Does Not Have the Right and Ability to Control the Infringing
Activity.

A service provider will be excluded from the § 512(c) safe harbor if it (1) “has the right
and ability to control” the infringing activity, and (2) receives “a financial benefit directly
attributable to the infringing activity.” 17 U.S.C. § 512(c)(1)(B). Both elements must be met for
the safe harbor to be denied. See 3 Nimmer on Copyright, § 12 12B.04[A][1], at 12B-50.

One court has already ruled on Amazon’s right and ability to control infringing activity on
its third party vendor platforms. In Hendrickson v. Amazon.Com, the Central District of
California held that Amazon had satisfied this component of § 512(c), finding that

Amazon merely provided the forum for an independent third party
seller to list and sell his merchandise. Amazon was not actively
involved in the listing, bidding, sale or delivery of [the infringing
item]. The fact that Amazon generated automatic email responses
when the [infringing item] was listed and again when it was sold,
does not mean that Amazon was actively involved in the sale. Once
a third party seller decides to list an item, the responsibility is on the
seller to consummate the sale. While Amazon does provide

10Representatives from IMDb and Corbis had one meeting in 2000. Although this
meeting would have made IMDb aware that Corbis licensed images of celebrities, Corbis does
not assert that it made Amazon aware that Corbis faced an infringement threat from any of the
zShops vendors. Furthermore, the employee who left Corbis to join Amazon was not involved
in acquiring the group of images that are involved in this litigation. See Def.’s Opp. to Pl.’s
§ 512(c) Mot. at 11. Given that Corbis, itself, had to first conduct an investigation before
determining whether zShops vendors were selling unauthorized images, see Dkt. # 188, Decl. of
Charles C. Sipos in Supp. of Def.’s Reply to DMCA Mot. (“Sipos Reply Decl.”), at ¶ 2, p. 7, it is
difficult to imagine that Amazon would have gleaned such knowledge based on these
connections.
transaction processing for credit card purchases, that additional service does not give Amazon control over the sale. In sum, Amazon's evidence shows that it did not have control of the sale of the infringing item.

Amazon, 298 F.Supp.2d at 918.

Corbis attempts to distinguish Amazon in two ways. First, Corbis notes that, unlike the plaintiff in Amazon, Corbis has presented evidence that Amazon was able to identify vendors and the items sold on the zShops platform. As an example, Corbis notes that Amazon terminated the zShops defendants on the same day Corbis filed and served its complaint. This evidence, however, does not suggest a right and ability to control under the DMCA. Courts have routinely held that "the right and ability to control infringing activity, 'as the concept is used in the DMCA, cannot simply mean the ability of a service provider to remove or block access to materials posted on its website or stored in its system.'" CCBill, 340 F.Supp.2d at 1098 (citing Costco, 164 F.Supp.2d at 704). This Court agrees. Merely because Amazon could identify the zShops defendants and terminate their accounts does not mean they exercised the type of right and ability to control that would disqualify them from § 512(c) safe harbor.

Second, Corbis notes that Amazon met with several vendors of movie posters when the zShops site was launched in 1999. Amazon encouraged these vendors to list their items on zShops. Implicit in this argument is that Amazon knew, or should have known, that movie poster vendors were solely in the copyright infringement business. As discussed above, there is no evidence to warrant such a conclusion, much less to impute that knowledge to Amazon. Without some indication that Amazon intended to pick infringing material for its site, the fact that it advertised the zShops platform does not amount to a right and ability to control the items sold there.

Outside of providing the zShops platform, Amazon did not have the right or ability to control vendor sales. Amazon is never in possession of the products sold by zShops vendors. See Orpet Decl. at ¶ 9; compare eBay, 165 F.Supp.2d at 1094. Furthermore, Amazon does not
preview the products prior to their listing, does not edit the product descriptions, does not
suggest prices, or otherwise involve itself in the sale. See id.; compare Cybernet, 213 F.Supp.2d
at 1181-82 (service provider maintains right and ability to control where it prescreens sites, gives
extensive advice regarding content, and prohibits the proliferation of identical sites). The
evidence provided by Corbis does not sufficiently distinguish the previous finding in Amazon.
See 298 F.Supp.2d at 918.

Because Amazon does not have the right and ability to control the infringing material, it
is not necessary for this Court to inquire as to whether Amazon receives a direct financial benefit
from the allegedly infringing conduct. See CCbill, 340 F.Supp. at 1098.


Amazon has satisfied all of the threshold conditions for DMCA protection and all of the
requirements for protection under the § 512(c) safe harbor. As a result, Amazon is immune from
all monetary relief and, save the limited relief in 17 U.S.C. § 512(j), all forms of injunctive relief
for any copyright infringement committed by zShops vendors on the Amazon site.\(^{11}\) There is no
genuine issue of material fact that Amazon is entitled to safe harbor protection under § 512(c).

Since the DMCA protects Amazon from liability for the 230 images displayed on the
zShops listings, this Court grants Amazon’s motion for partial summary judgment regarding
Corbis’s claims of direct copyright infringement relating to those 230 images (Dkt. # 153). In
practical terms, the damages and injunctive relief sought by Corbis are no longer available and
the direct infringement claims related to the 230 images on zShops have become moot. See
Seven Words LLC v. Network Solutions, 260 F.3d 1089, 1095 (9th Cir. 2001) (where relief no
longer available, plaintiff’s claim is moot). The only relief Corbis could seek is the limited
injunctive relief set forth in § 512(j) of the DMCA. Corbis has never requested such relief and,

\(^{11}\)Amazon has not asserted that DMCA protection applies to Corbis Images that appeared
on IMDb. Accordingly, Corbis’s Motion for Partial Summary Judgment Against Amazon as to
DMCA Eligibility for its IMDb Platform (Dkt. # 144) is granted.
considering that Amazon has asserted that it has terminated the accounts of the defendant vendors, it is not certain how the limited injunctive relief would apply in the context of this litigation. See Friends of the Payette v. Horseshoe Bend Hydroelec., 988 F.2d 989, 996 (9th Cir. 1993) (an issue is moot where the court can no longer provide a cognizable remedy). At this point, any opinion rendered on the direct copyright infringement claims related to the 230 zShops images would be merely advisory.

B. Subject Matter Jurisdiction and Registration of Copyrights.

17 U.S.C. § 411(a) prohibits a party from suing for copyright infringement in any district court “until registration of the copyright claim has been made in accordance with this title.”12 The parties agree that some of the Corbis Images that Corbis claims have been infringed have been submitted to the Copyright Office, but have yet to be registered by the Register of Copyrights.13 Amazon argues that under § 411(a), this court has subject matter jurisdiction with

1217 U.S.C. § 411(a) states in full:
Except for an action brought for a violation of the rights of the author under section 106A(a), and subject to the provisions of subsection (b), no action for infringement of the copyright in any United States work shall be instituted until registration of the copyright claim has been made in accordance with this title. In any case, however, where the deposit, application, and fee required for registration have been delivered to the Copyright Office in proper form and registration has been refused, the applicant is entitled to institute an action for infringement if notice thereof, with a copy of the complaint, is served on the Register of Copyrights. The Register may, at his or her option, become a party to the action with respect to the issue of registrability of the copyright claim by entering an appearance within sixty days after such service, but the Register’s failure to become a party shall not deprive the court of jurisdiction to determine that issue.

13The number of Corbis Images that have not been registered by the Register of Copyrights is in dispute. Amazon indicates that 86 of the Corbis Images were not registered at the time this case was filed. See Dkt. # 215, Reply in Supp. of Def.’s Copyright Reg. Mot. at 8-9 n.10. Corbis contends that only 19 of the Corbis Images have not been registered by the Register of Copyrights. See Dkt. # 195, Opp. to Def.’s Copyright Reg. Mot. at 2.
(a) Civil action

(1) Any person who, on or in connection with any goods or services, or any container for goods, uses in commerce any word, term, name, symbol, or device, or any combination thereof, or any false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which—

(A) is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of such person with another person, or as to the origin, sponsorship, or approval of his or her goods, services, or commercial activities by another person, or

(B) in commercial advertising or promotion, misrepresents the nature, characteristics, qualities, or geographic origin of his or her or another person’s goods, services, or commercial activities,

shall be liable in a civil action by any person who believes that he or she is or is likely to be damaged by such act.

(2) As used in this subsection, the term "any person" includes any State, instrumentality of a State or employee of a State or instrumentality of a State acting in his or her official capacity. Any State, and any such instrumentality, officer, or employee, shall be subject to the provisions of this chapter in the same manner and to the same extent as any nongovernmental entity.

(3) In a civil action for trade dress infringement under this chapter for trade dress not registered on the principal register, the person who asserts trade dress protection has the burden of proving that the matter sought to be protected is not functional.

(b) Importation

Any goods marked or labeled in contravention of the provisions of this section shall not be imported into the United States or admitted to entry at any customhouse of the United States. The owner, importer, or consignee of goods refused entry at any customhouse under this section may have any recourse by protest or appeal that is given under the customs revenue laws or may have the remedy given by this chapter in cases involving goods refused entry or seized.

(c) Remedies for dilution of famous marks

(1) The owner of a famous mark shall be entitled, subject to the principles of equity and upon such terms as the court deems reasonable, to an injunctive against another person’s commercial use in commerce of a mark or trade name, if such use begins after the mark has become famous and causes dilution of the distinctive quality of the mark, and to obtain such other relief as is provided in this subsection. In determining whether a mark is
distinctive and famous, a court may consider factors such as, but not limited to—

(A) the degree of inherent or acquired distinctiveness of the mark;

(B) the duration and extent of use of the mark in connection with the goods or services with which the mark is used;

(C) the duration and extent of advertising and publicity of the mark;

(D) the geographical extent of the trading area in which the mark is used;

(E) the channels of trade for the goods or services with which the mark is used;

(F) the degree of recognition of the mark in the trading areas and channels of trade used by the marks’ owner and the person against whom the injunction is sought;

(G) the nature and extent of use of the same or similar marks by third parties; and

(H) whether the mark was registered under the Act of March 3, 1881, or the Act of February 20, 1905, or on the principal register.

(2) In an action brought under this subsection, the owner of the famous mark shall be entitled only to injunctive relief as set forth in section 1116 of this title unless the person against whom the injunction is sought willfully intended to trade on the owner’s reputation or to cause dilution of the famous mark. If such willful intent is proven, the owner of the famous mark shall also be entitled to the remedies set forth in sections 1117 (a) and 1118 of this title, subject to the discretion of the court and the principles of equity.

(3) The ownership by a person of a valid registration under the Act of March 3, 1881, or the Act of February 20, 1905, or on the principal register shall be a complete bar to an action against that person, with respect to that mark, that is brought by another person under the common law or a statute of a State and that seeks to prevent dilution of the distinctiveness of a mark, label, or form of advertisement.

(4) The following shall not be actionable under this section:

(A) Fair use of a famous mark by another person in comparative commercial advertising or promotion to identify the competing goods or services of the owner of the famous mark.

(B) Noncommercial use of a mark.

(C) All forms of news reporting and news commentary.

(d) Cyberpiracy prevention

(1) A person shall be liable in a civil action by the owner of a mark, including a personal name which is protected as a mark under this section, if, without regard to the goods or services of the parties, that person—

(i) has a bad faith intent to profit from that mark, including a personal name which is protected as a mark under this section; and

(ii) registers, traffics in, or uses a domain name that—

(I) in the case of a mark that is distinctive at the time of registration of the domain name, is identical or confusingly
similar to that mark;  
(II) in the case of a famous mark that is famous at the time of registration of the domain name, is identical or confusingly similar to or dilutive of that mark; or  
(III) is a trademark, word, or name protected by reason of section 706 of title 18 or section 220506 of title 36.

(B)  
(I) In determining whether a person has a bad faith intent described under subparagraph (A), a court may consider factors such as, but not limited to—  
(I) the trademark or other intellectual property rights of the person, if any, in the domain name;  
(II) the extent to which the domain name consists of the legal name of the person or a name that is otherwise commonly used to identify that person;  
(III) the person’s prior use, if any, of the domain name in connection with the bona fide offering of any goods or services;  
(IV) the person’s bona fide noncommercial or fair use of the mark in a site accessible under the domain name;  
(V) the person’s intent to divert consumers from the mark owner’s online location to a site accessible under the domain name that could harm the goodwill represented by the mark, either for commercial gain or with the intent to tarnish or disparage the mark, by creating a likelihood of confusion as to the source, sponsorship, affiliation, or endorsement of the site;  
(VI) the person’s offer to transfer, sell, or otherwise assign the domain name to the mark owner or any third party for financial gain without having used, or having an intent to use, the domain name in the bona fide offering of any goods or services, or the person’s prior conduct indicating a pattern of such conduct;  
(VII) the person’s provision of material and misleading false contact information when applying for the registration of the domain name, the person’s intentional failure to maintain accurate contact information, or the person’s prior conduct indicating a pattern of such conduct;  
(VIII) the person’s registration or acquisition of multiple domain names which the person knows are identical or confusingly similar to marks of others that are distinctive at the time of registration of such domain names, or dilutive of famous marks of others that are famous at the time of registration of such domain names, without regard to the goods or services of the parties; and  
(IX) the extent to which the mark incorporated in the person’s domain name registration is or is not distinctive and famous within the meaning of subsection (c)(1) of this section.

(ii) Bad faith intent described under subparagraph (A) shall not
be found in any case in which the court determines that the person believed and had reasonable grounds to believe that the use of the domain name was a fair use or otherwise lawful.

(C) In any civil action involving the registration, trafficking, or use of a domain name under this paragraph, a court may order the forfeiture or cancellation of the domain name or the transfer of the domain name to the owner of the mark.

(D) A person shall be liable for using a domain name under subparagraph (A) only if that person is the domain name registrant or that registrant's authorized licensee.

(E) As used in this paragraph, the term "traffics in" refers to transactions that include, but are not limited to, sales, purchases, loans, pledges, licenses, exchanges of currency, and any other transfer for consideration or receipt in exchange for consideration.

(2)

(A) The owner of a mark may file an in rem civil action against a domain name in the judicial district in which the domain name registrar, domain name registry, or other domain name authority that registered or assigned the domain name is located if—

(i) the domain name violates any right of the owner of a mark registered in the Patent and Trademark Office, or protected under subsection (a) or (c) of this section; and

(ii) the court finds that the owner—

(I) is not able to obtain in personam jurisdiction over a person who would have been a defendant in a civil action under paragraph (1); or

(II) through due diligence was not able to find a person who would have been a defendant in a civil action under paragraph (1) by—

(aa) sending a notice of the alleged violation and intent to proceed under this paragraph to the registrant of the domain name at the postal and e-mail address provided by the registrant to the registrar; and

(bb) publishing notice of the action as the court may direct promptly after filing the action.

(B) The actions under subparagraph (A)(ii) shall constitute service of process.

(C) In an in rem action under this paragraph, a domain name shall be deemed to have its situs in the judicial district in which—

(i) the domain name registrar, registry, or other domain name authority that registered or assigned the domain name is located; or

(ii) documents sufficient to establish control and authority regarding the disposition of the registration and use of the domain name are deposited with the court.

(D) The remedies in an in rem action under this paragraph shall be limited to a court order for the forfeiture or cancellation of the
domain name or the transfer of the domain name to the owner of the mark. Upon receipt of written notification of a filed, stamped copy of a complaint filed by the owner of a mark in a United States district court under this paragraph, the domain name registrar, domain name registry, or other domain name authority shall—

(I) expeditiously deposit with the court documents sufficient to establish the court’s control and authority regarding the disposition of the registration and use of the domain name to the court; and

(II) not transfer, suspend, or otherwise modify the domain name during the pendency of the action, except upon order of the court.

(ii) The domain name registrar or registry or other domain name authority shall not be liable for injunctive or monetary relief under this paragraph except in the case of bad faith or reckless disregard, which includes a willful failure to comply with any such court order.

(3) The civil action established under paragraph (1) and the in rem action established under paragraph (2), and any remedy available under either such action, shall be in addition to any other civil action or remedy otherwise applicable.

(4) The in rem jurisdiction established under paragraph (2) shall be in addition to any other jurisdiction that otherwise exists, whether in rem or in personam.

LII has no control over and does not endorse any external Internet site that contains links to or references LII.
(1) In general

(A) Civil liability

Any person who registers a domain name that consists of the name of another living person, or a name substantially and confusingly similar thereto, without that person's consent, with the specific intent to profit from such name by selling the domain name for financial gain to that person or any third party, shall be liable in a civil action by such person.

(B) Exception

A person who in good faith registers a domain name consisting of the name of another living person, or a name substantially and confusingly similar thereto, shall not be liable under this paragraph if such name is used in, affiliated with, or related to a work of authorship protected under title 17, including a work made for hire as defined in section 101 of title 17, and if the person registering the domain name is the copyright owner or licensee of the work, the person intends to sell the domain name in conjunction with the lawful exploitation of the work, and such registration is not prohibited by a contract between the registrant and the named person. The exception under this subparagraph shall apply only to a civil action brought under paragraph (1) and shall in no manner limit the protections afforded under the Trademark Act of 1946 (15 U.S.C. 1051 et seq.) or other provision of Federal or State law.

(2) Remedies

In any civil action brought under paragraph (1), a court may award injunctive relief, including the forfeiture or cancellation of the domain name or the transfer of the domain name to the plaintiff. The court may also, in its discretion, award costs and attorneys fees to the prevailing party.

(3) Definition

In this section, the term "domain name" has the meaning given that term in section 45 of the Trademark Act of 1946 (15 U.S.C. 1127).

(4) Effective date

This section shall apply to domain names registered on or after November 29, 1999.
§ 1114. Remedies; infringement; innocent infringement by printers and publishers

(1) Any person who shall, without the consent of the registrant—
    (a) use in commerce any reproduction, counterfeit, copy, or colorable imitation of a registered mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive; or
    (b) reproduce, counterfeit, copy, or colorably imitate a registered mark and apply such reproduction, counterfeit, copy, or colorable imitation to labels, signs, prints, packages, wrappers, receptacles or advertisements intended to be used in commerce upon or in connection with the sale, offering for sale, distribution, or advertising of goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive,

shall be liable in a civil action by the registrant for the remedies hereinafter provided. Under subsection (b) hereof, the registrant shall not be entitled to recover profits or damages unless the acts have been committed with knowledge that such imitation is intended to be used to cause confusion, or to cause mistake, or to deceive.

As used in this paragraph, the term "any person" includes the United States, all agencies and instrumentalities thereof, and all individuals, firms, corporations, or other persons acting for the United States and with the authorization and consent of the United States, and any State, any instrumentality of a State, and any officer or employee of a State or instrumentality of a State acting in his or her official capacity. The United States, all agencies and instrumentalities thereof, and all individuals, firms, corporations, other persons acting for the United States and with the authorization and consent of the United States, and any State, and any such instrumentality, officer, or employee, shall be subject to the provisions of this chapter in the same manner and to the same extent as any nongovernmental entity.

(2) Notwithstanding any other provision of this chapter, the remedies given to the owner of a right infringed under this chapter or to a person bringing an action under section 1125 (a) or (d) of this title shall be limited as follows:

    (A) Where an infringer or violator is engaged solely in the business of printing the mark or violating matter for others and establishes that he or she was an innocent infringer or innocent violator, the owner of the right infringed or person bringing the action under section 1125 (a) of this title shall be entitled as against such infringer or violator only to an injunction against future printing.
    (B) Where the infringement or violation complained of is contained in or is
part of paid advertising matter in a newspaper, magazine, or other similar periodical or in an electronic communication as defined in section 2510 (12) of title 18, the remedies of the owner of the right infringed or person bringing the action under section 1125 (a) of this title as against the publisher or distributor of such newspaper, magazine, or other similar periodical or electronic communication shall be limited to an injunction against the presentation of such advertising matter in future issues of such newspapers, magazines, or other similar periodicals or in future transmissions of such electronic communications. The limitations of this subparagraph shall apply only to innocent infringers and innocent violators.

(C) Injunctive relief shall not be available to the owner of the right infringed or person bringing the action under section 1125 (a) of this title with respect to an issue of a newspaper, magazine, or other similar periodical or an electronic communication containing infringing matter or violating matter where restraining the dissemination of such infringing matter or violating matter in any particular issue of such periodical or in an electronic communication would delay the delivery of such issue or transmission of such electronic communication after the regular time for such delivery or transmission, and such delay would be due to the method by which publication and distribution of such periodical or transmission of such electronic communication is customarily conducted in accordance with sound business practice, and not due to any method or device adopted to evade this section or to prevent or delay the issuance of an injunction or restraining order with respect to such infringing matter or violating matter.

(D)

(i)

(I) A domain name registrar, a domain name registry, or other domain name registration authority that takes any action described under clause (ii) affecting a domain name shall not be liable for monetary relief or, except as provided in subclause (II), for injunctive relief, to any person for such action, regardless of whether the domain name is finally determined to infringe or dilute the mark.

(II) A domain name registrar, domain name registry, or other domain name registration authority described in subclause (I) may be subject to injunctive relief only if such registrar, registry, or other registration authority has—

(aa) not expeditiously deposited with a court, in which an action has been filed regarding the disposition of the domain name, documents sufficient for the court to establish the court’s control and authority regarding the disposition of the registration and use of the domain name;

(bb) transferred, suspended, or otherwise modified the domain name during the pendency of the action, except upon order of the court; or

(cc) willfully failed to comply with any such court order.

(ii) An action referred to under clause (i)(I) is any action of refusing to register, removing from registration, transferring, temporarily disabling, or permanently canceling a domain name—

(I) in compliance with a court order under section 1125 (d) of this title; or

(II) in the implementation of a reasonable policy by such registrar, registry, or authority prohibiting the registration of a domain name that is identical to, confusingly similar to, or dilutive
of another’s mark.

(iii) A domain name registrar, a domain name registry, or other domain name registration authority shall not be liable for damages under this section for the registration or maintenance of a domain name for another absent a showing of bad faith intent to profit from such registration or maintenance of the domain name.

(iv) If a registrar, registry, or other registration authority takes an action described under clause (ii) based on a knowing and material misrepresentation by any other person that a domain name is identical to, confusingly similar to, or dilutive of a mark, the person making the knowing and material misrepresentation shall be liable for any damages, including costs and attorney’s fees, incurred by the domain name registrant as a result of such action. The court may also grant injunctive relief to the domain name registrant, including the reactivation of the domain name or the transfer of the domain name to the domain name registrant.

(v) A domain name registrant whose domain name has been suspended, disabled, or transferred under a policy described under clause (ii)(II) may, upon notice to the mark owner, file a civil action to establish that the registration or use of the domain name by such registrant is not unlawful under this chapter. The court may grant injunctive relief to the domain name registrant, including the reactivation of the domain name or transfer of the domain name to the domain name registrant.

(E) As used in this paragraph—

(i) the term “violator” means a person who violates section 1125 (a) of this title; and

(ii) the term “violating matter” means matter that is the subject of a violation under section 1125 (a) of this title.

LII has no control over and does not endorse any external Internet site that contains links to or references LII.
Uniform Domain Name Dispute Resolution Policy

Policy Adopted: August 26, 1999
Implementation Documents Approved: October 24, 1999

Notes:

1. This policy is now in effect. See www.icann.org/udrp/udrpschedule.htm for the implementation schedule.

2. This policy has been adopted by all accredited domain-name registrars for domain names ending in .com, .net, and .org. It has also been adopted by certain managers of country-code top-level domains (e.g., .nu, .tv, .ws).

3. The policy is between the registrar (or other registration authority in the case of a country-code top-level domain) and its customer (the domain-name holder or registrant). Thus, the policy uses "we" and "our" to refer to the registrar and it uses "you" and "your" to refer to the domain-name holder.

Uniform Domain Name Dispute Resolution Policy

(As Approved by ICANN on October 24, 1999)

1. Purpose. This Uniform Domain Name Dispute Resolution Policy (the "Policy") has been adopted by the Internet Corporation for Assigned Names and Numbers ("ICANN"), is incorporated by reference into your Registration Agreement, and sets forth the terms and conditions in connection with a dispute between you and any party other than us (the registrar) over the registration and use of an Internet domain name registered by you. Proceedings under Paragraph 4 of this Policy will be conducted according to the Rules for Uniform Domain Name Dispute Resolution Policy (the "Rules of Procedure"), which are available at www.icann.org/udrp/udrp-rules-24oct99.htm, and the selected administrative-dispute-resolution service provider's supplemental rules.

2. Your Representations. By applying to register a domain name, or by asking us to maintain or renew a domain name registration, you hereby represent and warrant to us that (a) the statements that you made in your Registration Agreement are complete and accurate; (b) to your knowledge, the registration of the domain name will not infringe upon or otherwise violate the rights of any third party; (c) you are not registering the domain name for an unlawful purpose; and (d) you will not knowingly use the domain
name in violation of any applicable laws or regulations. It is your responsibility to
determine whether your domain name registration infringes or violates someone else’s
rights.

3. Cancellations, Transfers, and Changes. We will cancel, transfer or otherwise make
changes to domain name registrations under the following circumstances:

   a. subject to the provisions of Paragraph 8, our receipt of written or
appropriate electronic instructions from you or your authorized agent to take
such action;

   b. our receipt of an order from a court or arbitral tribunal, in each case of
competent jurisdiction, requiring such action; and/or

   c. our receipt of a decision of an Administrative Panel requiring such action in
any administrative proceeding to which you were a party and which was
conducted under this Policy or a later version of this Policy adopted by
ICANN. (See Paragraph 4(i) and (k) below.)

We may also cancel, transfer or otherwise make changes to a domain name registration
in accordance with the terms of your Registration Agreement or other legal requirements.


This Paragraph sets forth the type of disputes for which you are required to submit to a
mandatory administrative proceeding. These proceedings will be conducted before one of
the administrative-dispute-resolution service providers listed at
www.icann.org/udrp/approved-providers.htm (each, a "Provider").

a. Applicable Disputes. You are required to submit to a mandatory
administrative proceeding in the event that a third party (a "complainant")
asserts to the applicable Provider, in compliance with the Rules of Procedure,
that

   (i) your domain name is identical or confusingly similar to a
trademark or service mark in which the complainant has rights; and

   (ii) you have no rights or legitimate interests in respect of the
domain name; and

   (iii) your domain name has been registered and is being used in
bad faith.

In the administrative proceeding, the complainant must prove that each of
these three elements are present.

b. Evidence of Registration and Use in Bad Faith. For the purposes of
Paragraph 4(a)(iii), the following circumstances, in particular but without
limitation, if found by the Panel to be present, shall be evidence of the registration and use of a domain name in bad faith:

(i) circumstances indicating that you have registered or you have acquired the domain name primarily for the purpose of selling, renting, or otherwise transferring the domain name registration to the complainant who is the owner of the trademark or service mark or to a competitor of that complainant, for valuable consideration in excess of your documented out-of-pocket costs directly related to the domain name; or

(ii) you have registered the domain name in order to prevent the owner of the trademark or service mark from reflecting the mark in a corresponding domain name, provided that you have engaged in a pattern of such conduct; or

(iii) you have registered the domain name primarily for the purpose of disrupting the business of a competitor; or

(iv) by using the domain name, you have intentionally attempted to attract, for commercial gain, Internet users to your web site or other on-line location, by creating a likelihood of confusion with the complainant's mark as to the source, sponsorship, affiliation, or endorsement of your web site or location or of a product or service on your web site or location.

c. How to Demonstrate Your Rights to and Legitimate Interests in the Domain Name in Responding to a Complaint. When you receive a complaint, you should refer to Paragraph 5 of the Rules of Procedure in determining how your response should be prepared. Any of the following circumstances, in particular but without limitation, if found by the Panel to be proved based on its evaluation of all evidence presented, shall demonstrate your rights or legitimate interests to the domain name for purposes of Paragraph 4(a)(ii):

(i) before any notice to you of the dispute, your use of, or demonstrable preparations to use, the domain name or a name corresponding to the domain name in connection with a bona fide offering of goods or services; or

(ii) you (as an individual, business, or other organization) have been commonly known by the domain name, even if you have acquired no trademark or service mark rights; or

(iii) you are making a legitimate noncommercial or fair use of the domain name, without intent for commercial gain to misleadingly divert consumers or to tarnish the trademark or service mark at issue.

d. Selection of Provider. The complainant shall select the Provider from
among those approved by ICANN by submitting the complaint to that Provider. The selected Provider will administer the proceeding, except in cases of consolidation as described in Paragraph 4(f).

e. Initiation of Proceeding and Process and Appointment of Administrative Panel. The Rules of Procedure state the process for initiating and conducting a proceeding and for appointing the panel that will decide the dispute (the "Administrative Panel").

f. Consolidation. In the event of multiple disputes between you and a complainant, either you or the complainant may petition to consolidate the disputes before a single Administrative Panel. This petition shall be made to the first Administrative Panel appointed to hear a pending dispute between the parties. This Administrative Panel may consolidate before it any or all such disputes in its sole discretion, provided that the disputes being consolidated are governed by this Policy or a later version of this Policy adopted by ICANN.

g. Fees. All fees charged by a Provider in connection with any dispute before an Administrative Panel pursuant to this Policy shall be paid by the complainant, except in cases where you elect to expand the Administrative Panel from one to three panelists as provided in Paragraph 5(b)(iv) of the Rules of Procedure, in which case all fees will be split evenly by you and the complainant.

h. Our Involvement in Administrative Proceedings. We do not, and will not, participate in the administration or conduct of any proceeding before an Administrative Panel. In addition, we will not be liable as a result of any decisions rendered by the Administrative Panel.

i. Remedies. The remedies available to a complainant pursuant to any proceeding before an Administrative Panel shall be limited to requiring the cancellation of your domain name or the transfer of your domain name registration to the complainant.

j. Notification and Publication. The Provider shall notify us of any decision made by an Administrative Panel with respect to a domain name you have registered with us. All decisions under this Policy will be published in full over the Internet, except when an Administrative Panel determines in an exceptional case to redact portions of its decision.

k. Availability of Court Proceedings. The mandatory administrative proceeding requirements set forth in Paragraph 4 shall not prevent either you or the complainant from submitting the dispute to a court of competent jurisdiction for independent resolution before such mandatory administrative proceeding is commenced or after such proceeding is concluded. If an Administrative Panel decides that your domain name registration should be canceled or transferred, we will wait ten (10) business days (as observed in the location of our principal office) after we are informed by the applicable Provider of the Administrative Panel's decision before implementing that decision. We will then implement the decision unless we have received from
you during that ten (10) business day period official documentation (such as a copy of a complaint, file-stamped by the clerk of the court) that you have commenced a lawsuit against the complainant in a jurisdiction to which the complainant has submitted under Paragraph 3(b)(xiii) of the Rules of Procedure. (In general, that jurisdiction is either the location of our principal office or of your address as shown in our Whois database. See Paragraphs 1 and 3(b)(xiii) of the Rules of Procedure for details.) If we receive such documentation within the ten (10) business day period, we will not implement the Administrative Panel's decision, and we will take no further action, until we receive (i) evidence satisfactory to us of a resolution between the parties; (ii) evidence satisfactory to us that your lawsuit has been dismissed or withdrawn; or (iii) a copy of an order from such court dismissing your lawsuit or ordering that you do not have the right to continue to use your domain name.

5. **All Other Disputes and Litigation.** All other disputes between you and any party other than us regarding your domain name registration that are not brought pursuant to the mandatory administrative proceeding provisions of Paragraph 4 shall be resolved between you and such other party through any court, arbitration or other proceeding that may be available.

6. **Our Involvement in Disputes.** We will not participate in any way in any dispute between you and any party other than us regarding the registration and use of your domain name. You shall not name us as a party or otherwise include us in any such proceeding. In the event that we are named as a party in any such proceeding, we reserve the right to raise any and all defenses deemed appropriate, and to take any other action necessary to defend ourselves.

7. **Maintaining the Status Quo.** We will not cancel, transfer, activate, deactivate, or otherwise change the status of any domain name registration under this Policy except as provided in Paragraph 3 above.

8. **Transfers During a Dispute.**

   a. **Transfers of a Domain Name to a New Holder.** You may not transfer your domain name registration to another holder (i) during a pending administrative proceeding brought pursuant to Paragraph 4 or for a period of fifteen (15) business days (as observed in the location of our principal place of business) after such proceeding is concluded; or (ii) during a pending court proceeding or arbitration commenced regarding your domain name unless the party to whom the domain name registration is being transferred agrees, in writing, to be bound by the decision of the court or arbitrator. We reserve the right to cancel any transfer of a domain name registration to another holder that is made in violation of this subparagraph.

   b. **Changing Registrars.** You may not transfer your domain name registration to another registrar during a pending administrative proceeding brought pursuant to Paragraph 4 or for a period of fifteen (15) business days (as observed in the location of our principal place of business) after such proceeding is concluded. You may transfer administration of your domain name registration to another registrar during a pending court action or
arbitration, provided that the domain name you have registered with us shall continue to be subject to the proceedings commenced against you in accordance with the terms of this Policy. In the event that you transfer a domain name registration to us during the pendency of a court action or arbitration, such dispute shall remain subject to the domain name dispute policy of the registrar from which the domain name registration was transferred.

9. Policy Modifications. We reserve the right to modify this Policy at any time with the permission of ICANN. We will post our revised Policy at least thirty (30) calendar days before it becomes effective. Unless this Policy has already been invoked by the submission of a complaint to a Provider, in which event the version of the Policy in effect at the time it was invoked will apply to you until the dispute is over, all such changes will be binding upon you with respect to any domain name registration dispute, whether the dispute arose before, on or after the effective date of our change. In the event that you object to a change in this Policy, your sole remedy is to cancel your domain name registration with us, provided that you will not be entitled to a refund of any fees you paid to us. The revised Policy will apply to you until you cancel your domain name registration.
Rules for Uniform Domain Name Dispute Resolution Policy

Policy Adopted: August 26, 1999
Implementation Documents Approved: October 24, 1999

Note: These rules are now in effect. See www.icann.org/udrp/udrp-schedule.htm for the implementation schedule.

Rules for Uniform Domain Name Dispute Resolution Policy
(the "Rules")

(As Approved by ICANN on October 24, 1999)

Administrative proceedings for the resolution of disputes under the Uniform Dispute Resolution Policy adopted by ICANN shall be governed by these Rules and also the Supplemental Rules of the Provider administering the proceedings, as posted on its web site.

1. Definitions

In these Rules:

Complainant means the party initiating a complaint concerning a domain-name registration.

ICANN refers to the Internet Corporation for Assigned Names and Numbers.

Mutual Jurisdiction means a court jurisdiction at the location of either (a) the principal office of the Registrar (provided the domain-name holder has submitted in its Registration Agreement to that jurisdiction for court adjudication of disputes concerning or arising from the use of the domain name) or (b) the domain-name holder's address as shown for the registration of the domain name in Registrar's Whois database at the time the complaint is submitted to the Provider.

Panel means an administrative panel appointed by a Provider to decide a complaint concerning a domain-name registration.

Panelist means an individual appointed by a Provider to be a member of a Panel.

Party means a Complainant or a Respondent.
**Policy** means the Uniform Domain Name Dispute Resolution Policy that is incorporated by reference and made a part of the Registration Agreement.

**Provider** means a dispute-resolution service provider approved by ICANN. A list of such Providers appears at www.icann.org/udrp/approved-providers.htm.

**Registrar** means the entity with which the Respondent has registered a domain name that is the subject of a complaint.

**Registration Agreement** means the agreement between a Registrar and a domain-name holder.

**Respondent** means the holder of a domain-name registration against which a complaint is initiated.

**Reverse Domain Name Hijacking** means using the Policy in bad faith to attempt to deprive a registered domain-name holder of a domain name.

**Supplemental Rules** means the rules adopted by the Provider administering a proceeding to supplement these Rules. Supplemental Rules shall not be inconsistent with the Policy or these Rules and shall cover such topics as fees, word and page limits and guidelines, the means for communicating with the Provider and the Panel, and the form of cover sheets.

### 2. Communications

(a) When forwarding a complaint to the Respondent, it shall be the Provider's responsibility to employ reasonably available means calculated to achieve actual notice to Respondent. Achieving actual notice, or employing the following measures to do so, shall discharge this responsibility:

(i) sending the complaint to all postal-mail and facsimile addresses (A) shown in the domain name's registration data in Registrar's Whois database for the registered domain-name holder, the technical contact, and the administrative contact and (B) supplied by Registrar to the Provider for the registration's billing contact; and

(ii) sending the complaint in electronic form (including annexes to the extent available in that form) by e-mail to:

(A) the e-mail addresses for those technical, administrative, and billing contacts;

(B) postmaster@<the contested domain name>; and

(C) if the domain name (or "www." followed by the domain name) resolves to an active web page (other than a generic page the Provider concludes is
maintained by a registrar or ISP for parking domain-names registered by multiple domain-name holders),
any e-mail address shown or e-mail links on that web
page; and

(iii) sending the complaint to any address the Respondent has
notified the Provider it prefers and, to the extent practicable, to all
other addresses provided to the Provider by Complainant under
Paragraph 3(b)(v).

(b) Except as provided in Paragraph 2(a), any written communication to
Complainant or Respondent provided for under these Rules shall be made by
the preferred means stated by the Complainant or Respondent, respectively
(see Paragraphs 3(b)(iii) and 5(b)(iii)), or in the absence of such specification

(i) by telecopy or facsimile transmission, with a confirmation of
transmission; or

(ii) by postal or courier service, postage pre-paid and return receipt
requested; or

(iii) electronically via the Internet, provided a record of its
transmission is available.

(c) Any communication to the Provider or the Panel shall be made by the
means and in the manner (including number of copies) stated in the Provider's
Supplemental Rules.

(d) Communications shall be made in the language prescribed in Paragraph
11. E-mail communications should, if practicable, be sent in plaintext.

(e) Either Party may update its contact details by notifying the Provider and
the Registrar.

(f) Except as otherwise provided in these Rules, or decided by a Panel, all
communications provided for under these Rules shall be deemed to have
been made:

(i) if delivered by telecopy or facsimile transmission, on the date
shown on the confirmation of transmission; or

(ii) if by postal or courier service, on the date marked on the
receipt; or

(iii) if via the Internet, on the date that the communication was
transmitted, provided that the date of transmission is verifiable.

(g) Except as otherwise provided in these Rules, all time periods calculated
under these Rules to begin when a communication is made shall begin to run
on the earliest date that the communication is deemed to have been made in accordance with Paragraph 2(f).

(h) Any communication by

   (i) a Panel to any Party shall be copied to the Provider and to the other Party;

   (ii) the Provider to any Party shall be copied to the other Party; and

   (iii) a Party shall be copied to the other Party, the Panel and the Provider, as the case may be.

(i) It shall be the responsibility of the sender to retain records of the fact and circumstances of sending, which shall be available for inspection by affected parties and for reporting purposes.

(j) In the event a Party sending a communication receives notification of non-delivery of the communication, the Party shall promptly notify the Panel (or, if no Panel is yet appointed, the Provider) of the circumstances of the notification. Further proceedings concerning the communication and any response shall be as directed by the Panel (or the Provider).

3. The Complaint

(a) Any person or entity may initiate an administrative proceeding by submitting a complaint in accordance with the Policy and these Rules to any Provider approved by ICANN. (Due to capacity constraints or for other reasons, a Provider’s ability to accept complaints may be suspended at times. In that event, the Provider shall refuse the submission. The person or entity may submit the complaint to another Provider.)

(b) The complaint shall be submitted in hard copy and (except to the extent not available for annexes) in electronic form and shall:

   (i) Request that the complaint be submitted for decision in accordance with the Policy and these Rules;

   (ii) Provide the name, postal and e-mail addresses, and the telephone and telefax numbers of the Complainant and of any representative authorized to act for the Complainant in the administrative proceeding;

   (iii) Specify a preferred method for communications directed to the Complainant in the administrative proceeding (including person to be contacted, medium, and address information) for each of (A) electronic-only material and (B) material including hard copy;

   (iv) Designate whether Complainant elects to have the dispute
decided by a single-member or a three-member Panel and, in the event Complainant elects a three-member Panel, provide the names and contact details of three candidates to serve as one of the Panelists (these candidates may be drawn from any ICANN-approved Provider's list of panelists);

(v) Provide the name of the Respondent (domain-name holder) and all information (including any postal and e-mail addresses and telephone and telefax numbers) known to Complainant regarding how to contact Respondent or any representative of Respondent, including contact information based on pre-complaint dealings, in sufficient detail to allow the Provider to send the complaint as described in Paragraph 2(a);

(vi) Specify the domain name(s) that is/are the subject of the complaint;

(vii) Identify the Registrar(s) with whom the domain name(s) is/are registered at the time the complaint is filed;

(viii) Specify the trademark(s) or service mark(s) on which the complaint is based and, for each mark, describe the goods or services, if any, with which the mark is used (Complainant may also separately describe other goods and services with which it intends, at the time the complaint is submitted, to use the mark in the future.);

(ix) Describe, in accordance with the Policy, the grounds on which the complaint is made including, in particular,

(1) the manner in which the domain name(s) is/are identical or confusingly similar to a trademark or service mark in which the Complainant has rights; and

(2) why the Respondent (domain-name holder) should be considered as having no rights or legitimate interests in respect of the domain name(s) that is/are the subject of the complaint; and

(3) why the domain name(s) should be considered as having been registered and being used in bad faith.

(The description should, for elements (2) and (3), discuss any aspects of Paragraphs 4(b) and 4(c) of the Policy that are applicable. The description shall comply with any word or page limit set forth in the Provider's Supplemental Rules.);

(x) Specify, in accordance with the Policy, the remedies sought;

(xi) Identify any other legal proceedings that have been
commenced or terminated in connection with or relating to any of the domain name(s) that are the subject of the complaint;

(xii) State that a copy of the complaint, together with the cover sheet as prescribed by the Provider's Supplemental Rules, has been sent or transmitted to the Respondent (domain-name holder), in accordance with Paragraph 2(b);

(xiii) State that Complainant will submit, with respect to any challenges to a decision in the administrative proceeding canceling or transferring the domain name, to the jurisdiction of the courts in at least one specified Mutual Jurisdiction;

(xiv) Conclude with the following statement followed by the signature of the Complainant or its authorized representative:

"Complainant agrees that its claims and remedies concerning the registration of the domain name, the dispute, or the dispute's resolution shall be solely against the domain-name holder and waives all such claims and remedies against (a) the dispute-resolution provider and panelists, except in the case of deliberate wrongdoing, (b) the registrar, (c) the registry administrator, and (d) the Internet Corporation for Assigned Names and Numbers, as well as their directors, officers, employees, and agents."

"Complainant certifies that the information contained in this Complaint is to the best of Complainant's knowledge complete and accurate, that this Complaint is not being presented for any improper purpose, such as to harass, and that the assertions in this Complaint are warranted under these Rules and under applicable law, as it now exists or as it may be extended by a good-faith and reasonable argument."

(xv) Annex any documentary or other evidence, including a copy of the Policy applicable to the domain name(s) in dispute and any trademark or service mark registration upon which the complaint relies, together with a schedule indexing such evidence.

(c) The complaint may relate to more than one domain name, provided that the domain names are registered by the same domain-name holder.

4. Notification of Complaint

(a) The Provider shall review the complaint for administrative compliance with the Policy and these Rules and, if in compliance, shall forward the complaint (together with the explanatory cover sheet prescribed by the Provider's Supplemental Rules) to the Respondent, in the manner prescribed by
Paragraph 2(a), within three (3) calendar days following receipt of the fees to be paid by the Complainant in accordance with Paragraph 19.

(b) If the Provider finds the complaint to be administratively deficient, it shall promptly notify the Complainant and the Respondent of the nature of the deficiencies identified. The Complainant shall have five (5) calendar days within which to correct any such deficiencies, after which the administrative proceeding will be deemed withdrawn without prejudice to submission of a different complaint by Complainant.

(c) The date of commencement of the administrative proceeding shall be the date on which the Provider completes its responsibilities under Paragraph 2(a) in connection with forwarding the Complaint to the Respondent.

(d) The Provider shall immediately notify the Complainant, the Respondent, the concerned Registrar(s), and ICANN of the date of commencement of the administrative proceeding.

5. The Response

(a) Within twenty (20) days of the date of commencement of the administrative proceeding the Respondent shall submit a response to the Provider.

(b) The response shall be submitted in hard copy and (except to the extent not available for annexes) in electronic form and shall:

(i) Respond specifically to the statements and allegations contained in the complaint and include any and all bases for the Respondent (domain-name holder) to retain registration and use of the disputed domain name (This portion of the response shall comply with any word or page limit set forth in the Provider's Supplemental Rules.);

(ii) Provide the name, postal and e-mail addresses, and the telephone and telefax numbers of the Respondent (domain-name holder) and of any representative authorized to act for the Respondent in the administrative proceeding;

(iii) Specify a preferred method for communications directed to the Respondent in the administrative proceeding (including person to be contacted, medium, and address information) for each of (A) electronic-only material and (B) material including hard copy;

(iv) If Complainant has elected a single-member panel in the Complaint (see Paragraph 3(b)(iv)), state whether Respondent elects instead to have the dispute decided by a three-member panel;

(v) If either Complainant or Respondent elects a three-member Panel, provide the names and contact details of three candidates
to serve as one of the Panelists (these candidates may be drawn from any ICANN-approved Provider’s list of panelists);

(vi) Identify any other legal proceedings that have been commenced or terminated in connection with or relating to any of the domain name(s) that are the subject of the complaint;

(vii) State that a copy of the response has been sent or transmitted to the Complainant, in accordance with Paragraph 2(b); and

(viii) Conclude with the following statement followed by the signature of the Respondent or its authorized representative:

"Respondent certifies that the information contained in this Response is to the best of Respondent’s knowledge complete and accurate, that this Response is not being presented for any improper purpose, such as to harass, and that the assertions in this Response are warranted under these Rules and under applicable law, as it now exists or as it may be extended by a good-faith and reasonable argument."; and

(ix) Annex any documentary or other evidence upon which the Respondent relies, together with a schedule indexing such documents.

(c) If Complainant has elected to have the dispute decided by a single-member Panel and Respondent elects a three-member Panel, Respondent shall be required to pay one-half of the applicable fee for a three-member Panel as set forth in the Provider's Supplemental Rules. This payment shall be made together with the submission of the response to the Provider. In the event that the required payment is not made, the dispute shall be decided by a single-member Panel.

(d) At the request of the Respondent, the Provider may, in exceptional cases, extend the period of time for the filing of the response. The period may also be extended by written stipulation between the Parties, provided that the stipulation is approved by the Provider.

(e) If a Respondent does not submit a response, in the absence of exceptional circumstances, the Panel shall decide the dispute based upon the complaint.

6. Appointment of the Panel and Timing of Decision

(a) Each Provider shall maintain and publish a publicly available list of panelists and their qualifications.

(b) If neither the Complainant nor the Respondent has elected a three-member Panel (Paragraphs 3(b)(iv) and 5(b)(iv)), the Provider shall appoint, within five (5) calendar days following receipt of the response by the Provider,
or the lapse of the time period for the submission thereof, a single Panelist from its list of panelists. The fees for a single-member Panel shall be paid entirely by the Complainant.

(c) If either the Complainant or the Respondent elects to have the dispute decided by a three-member Panel, the Provider shall appoint three Panelists in accordance with the procedures identified in Paragraph 6(e). The fees for a three-member Panel shall be paid in their entirety by the Complainant, except where the election for a three-member Panel was made by the Respondent, in which case the applicable fees shall be shared equally between the Parties.

(d) Unless it has already elected a three-member Panel, the Complainant shall submit to the Provider, within five (5) calendar days of communication of a response in which the Respondent elects a three-member Panel, the names and contact details of three candidates to serve as one of the Panelists. These candidates may be drawn from any ICANN-approved Provider’s list of panelists.

(e) In the event that either the Complainant or the Respondent elects a three-member Panel, the Provider shall endeavor to appoint one Panelist from the list of candidates provided by each of the Complainant and the Respondent. In the event the Provider is unable within five (5) calendar days to secure the appointment of a Panelist on its customary terms from either Party’s list of candidates, the Provider shall make that appointment from its list of panelists. The third Panelist shall be appointed by the Provider from a list of five candidates submitted by the Provider to the Parties, the Provider’s selection from among the five being made in a manner that reasonably balances the preferences of both Parties, as they may specify to the Provider within five (5) calendar days of the Provider’s submission of the five-candidate list to the Parties.

(f) Once the entire Panel is appointed, the Provider shall notify the Parties of the Panelists appointed and the date by which, absent exceptional circumstances, the Panel shall forward its decision on the complaint to the Provider.

7. Impartiality and Independence

A Panelist shall be impartial and independent and shall have, before accepting appointment, disclosed to the Provider any circumstances giving rise to justifiable doubt as to the Panelist's impartiality or independence. If, at any stage during the administrative proceeding, new circumstances arise that could give rise to justifiable doubt as to the impartiality or independence of the Panelist, that Panelist shall promptly disclose such circumstances to the Provider. In such event, the Provider shall have the discretion to appoint a substitute Panelist.

8. Communication Between Parties and the Panel

No Party or anyone acting on its behalf may have any unilateral communication with the Panel. All communications between a Party and the Panel or the Provider shall be made...
to a case administrator appointed by the Provider in the manner prescribed in the Provider's Supplemental Rules.

9. Transmission of the File to the Panel

The Provider shall forward the file to the Panel as soon as the Panelist is appointed in the case of a Panel consisting of a single member, or as soon as the last Panelist is appointed in the case of a three-member Panel.

10. General Powers of the Panel

(a) The Panel shall conduct the administrative proceeding in such manner as it considers appropriate in accordance with the Policy and these Rules.

(b) In all cases, the Panel shall ensure that the Parties are treated with equality and that each Party is given a fair opportunity to present its case.

(c) The Panel shall ensure that the administrative proceeding takes place with due expedition. It may, at the request of a Party or on its own motion, extend, in exceptional cases, a period of time fixed by these Rules or by the Panel.

(d) The Panel shall determine the admissibility, relevance, materiality and weight of the evidence.

(e) A Panel shall decide a request by a Party to consolidate multiple domain name disputes in accordance with the Policy and these Rules.

11. Language of Proceedings

(a) Unless otherwise agreed by the Parties, or specified otherwise in the Registration Agreement, the language of the administrative proceeding shall be the language of the Registration Agreement, subject to the authority of the Panel to determine otherwise, having regard to the circumstances of the administrative proceeding.

(b) The Panel may order that any documents submitted in languages other than the language of the administrative proceeding be accompanied by a translation in whole or in part into the language of the administrative proceeding.

12. Further Statements

In addition to the complaint and the response, the Panel may request, in its sole discretion, further statements or documents from either of the Parties.

13. In-Person Hearings

There shall be no in-person hearings (including hearings by teleconference, videoconference, and web conference), unless the Panel determines, in its sole
discretion and as an exceptional matter, that such a hearing is necessary for deciding the complaint.

14. Default

(a) In the event that a Party, in the absence of exceptional circumstances, does not comply with any of the time periods established by these Rules or the Panel, the Panel shall proceed to a decision on the complaint.

(b) If a Party, in the absence of exceptional circumstances, does not comply with any provision of, or requirement under, these Rules or any request from the Panel, the Panel shall draw such inferences therefrom as it considers appropriate.

15. Panel Decisions

(a) A Panel shall decide a complaint on the basis of the statements and documents submitted and in accordance with the Policy, these Rules and any rules and principles of law that it deems applicable.

(b) In the absence of exceptional circumstances, the Panel shall forward its decision on the complaint to the Provider within fourteen (14) days of its appointment pursuant to Paragraph 6.

(c) In the case of a three-member Panel, the Panel's decision shall be made by a majority.

(d) The Panel's decision shall be in writing, provide the reasons on which it is based, indicate the date on which it was rendered and identify the name(s) of the Panelist(s).

(e) Panel decisions and dissenting opinions shall normally comply with the guidelines as to length set forth in the Provider's Supplemental Rules. Any dissenting opinion shall accompany the majority decision. If the Panel concludes that the dispute is not within the scope of Paragraph 4(a) of the Policy, it shall so state. If after considering the submissions the Panel finds that the complaint was brought in bad faith, for example in an attempt at Reverse Domain Name Hijacking or was brought primarily to harass the domain-name holder, the Panel shall declare in its decision that the complaint was brought in bad faith and constitutes an abuse of the administrative proceeding.

16. Communication of Decision to Parties

(a) Within three (3) calendar days after receiving the decision from the Panel, the Provider shall communicate the full text of the decision to each Party, the concerned Registrar(s), and ICANN. The concerned Registrar(s) shall immediately communicate to each Party, the Provider, and ICANN the date for the implementation of the decision in accordance with the Policy.
(b) Except if the Panel determines otherwise (see Paragraph 4(j) of the Policy), the Provider shall publish the full decision and the date of its implementation on a publicly accessible web site. In any event, the portion of any decision determining a complaint to have been brought in bad faith (see Paragraph 15(e) of these Rules) shall be published.

17. Settlement or Other Grounds for Termination

(a) If, before the Panel's decision, the Parties agree on a settlement, the Panel shall terminate the administrative proceeding.

(b) If, before the Panel's decision is made, it becomes unnecessary or impossible to continue the administrative proceeding for any reason, the Panel shall terminate the administrative proceeding, unless a Party raises justifiable grounds for objection within a period of time to be determined by the Panel.

18. Effect of Court Proceedings

(a) In the event of any legal proceedings initiated prior to or during an administrative proceeding in respect of a domain-name dispute that is the subject of the complaint, the Panel shall have the discretion to decide whether to suspend or terminate the administrative proceeding, or to proceed to a decision.

(b) In the event that a Party initiates any legal proceedings during the pendency of an administrative proceeding in respect of a domain-name dispute that is the subject of the complaint, it shall promptly notify the Panel and the Provider. See Paragraph 8 above.

19. Fees

(a) The Complainant shall pay to the Provider an initial fixed fee, in accordance with the Provider's Supplemental Rules, within the time and in the amount required. A Respondent electing under Paragraph 5(b)(iv) to have the dispute decided by a three-member Panel, rather than the single-member Panel elected by the Complainant, shall pay the Provider one-half the fixed fee for a three-member Panel. See Paragraph 5(c). In all other cases, the Complainant shall bear all of the Provider's fees, except as prescribed under Paragraph 19(d). Upon appointment of the Panel, the Provider shall refund the appropriate portion, if any, of the initial fee to the Complainant, as specified in the Provider's Supplemental Rules.

(b) No action shall be taken by the Provider on a complaint until it has received from Complainant the initial fee in accordance with Paragraph 19(a).

(c) If the Provider has not received the fee within ten (10) calendar days of receiving the complaint, the complaint shall be deemed withdrawn and the administrative proceeding terminated.
(d) In exceptional circumstances, for example in the event an in-person hearing is held, the Provider shall request the Parties for the payment of additional fees, which shall be established in agreement with the Parties and the Panel.

20. Exclusion of Liability

Except in the case of deliberate wrongdoing, neither the Provider nor a Panelist shall be liable to a Party for any act or omission in connection with any administrative proceeding under these Rules.

21. Amendments

The version of these Rules in effect at the time of the submission of the complaint to the Provider shall apply to the administrative proceeding commenced thereby. These Rules may not be amended without the express written approval of ICANN.

Comments concerning the layout, construction and functionality of this site should be sent to webmaster@icann.org.

Page Updated 05-Feb-2002
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On what bases can a foreign applicant file an application for registration?
Can the Office refuse to register a mark?
Can I get a refund of monies paid to the Office?
How can I check on the status of a pending U.S. Trademark application?
How long does it take for a mark to be registered?
How long does a trademark registration last?
When did the renewal period change from twenty to ten years?
How long does an Intent-to-Use applicant have to allege actual use of the mark in commerce?
What are the different classes of goods and services?

Other

- What is the Trademark Electronic Application System (TEAS)?
- How do I contest someone else using a trademark similar to mine?
- What official publications and information are available concerning trademarks?
- What is a PTDL (Patent and Trademark Depository Library)?
- How do I register to practice before the Patent and Trademark Office?
- Is the name of a band a trademark?
- Can a minor file a trademark application?
- Can the ownership of a trademark be assigned or transferred from one person to another?
- My spouse owned a trademark registration and has since died. Do I own it now?
- What are some suggestions to facilitate filing a trademark application and/or contacting the Office?

Madrid Protocol - Frequently Asked Questions

Definitions

What is a trademark?

A trademark includes any word, name, symbol, or device, or any combination, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.

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What is a service mark?

A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

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What is a certification mark?

A certification mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce with the owner's permission by someone other than its owner, to certify regional or other geographic origin, material, mode of manufacture, quality, accuracy, or other characteristics of someone's goods or services, or that the work or labor on the goods or services was performed by members of a union or other organization.

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What is a collective mark?

A collective mark is a trademark or service mark used, or intended to be used, in commerce, by the members of a cooperative, an association, or other collective group or organization, including a mark which indicates membership in a union, an association, or other organization.

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Basic Questions

Do I have to register my trademark?

No, but federal registration has several advantages, including notice to the public of the registrant's claim of ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services set forth in the registration.

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What are the benefits of federal trademark registration?

1. Constructive notice nationwide of the trademark owner's claim.
2. Evidence of ownership of the trademark.
3. Jurisdiction of federal courts may be invoked.
4. Registration can be used as a basis for obtaining registration in foreign countries.
5. Registration may be filed with U.S. Customs Service to prevent importation of infringing foreign goods.

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Do I have to be a U.S. Citizen to obtain a federal registration?

No. However, an applicant's citizenship must be set forth in the record. If an applicant is not a citizen of any country, then a statement to that effect is sufficient. If an applicant has dual citizenship, then the applicant must choose which citizenship will be printed in the Official Gazette and on the certificate of registration.

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Where can I find trademark forms?


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Where can I get basic trademark information?

The USPTO website at http://www.uspto.gov/main/trademarks.htm provides a wide variety of information about trademarks and offers electronic filing of trademark applications and other trademark documents. The Trademark Electronic Business Center contains all the information needed for the entire registration process. You can search the trademark database for conflicting marks using the Trademark
For information about applying for a trademark, click Basic Facts About Trademarks. If you need answers to specific trademark questions, please contact the Trademark Assistance Center at 1-800-786-9199 (or 571-272-8250).

For patent information, please contact the Inventors Assistance Center at 1-800-786-9199. If you live in Northern Virginia, the number is (703) 308-4357.

Are there federal regulations governing the use of the designations "TM" or "SM" with trademarks?

No. Use of the symbols "TM" or "SM" (for trademark and service mark, respectively) may, however, be governed by local, state, or foreign laws and the laws of the pertinent jurisdiction must be consulted. These designations usually indicate that a party claims rights in the mark and are often used before a federal registration is issued.

When is it proper to use the federal registration symbol (the letter R enclosed within a circle — © — with the mark)?

The federal registration symbol may be used once the mark is actually registered in the U.S. Patent and Trademark Office. Even though an application is pending, the registration symbol may not be used before the mark has actually become registered. The federal registration symbol should only be used on goods or services that are the subject of the federal trademark registration. [Note: Several foreign countries use the letter R enclosed within a circle to indicate that a mark is registered in that country. Use of the symbol by the holder of a foreign registration may be proper.]

Do I need an attorney to file a trademark application?

No, although it may be desirable to employ an attorney who is familiar with trademark matters. An applicant must comply with all substantive and procedural requirements of the Trademark Act and Trademark Rules of Practice even if he or she is not represented by an attorney. The names of attorneys who specialize in trademark law may be found in the telephone yellow pages, or by contacting a local bar association. Trademark search firms are often listed in the yellow pages under the heading "Trademark Search Services" or "Patent and Trademark Search Services." The USPTO cannot aid in the selection of a search firm or an attorney.

What constitutes interstate commerce?

For goods, "Interstate commerce" involves sending the goods across state lines with the mark displayed...
on the goods or the packaging for the goods. With services, "interstate commerce" involves offering a service to those in another state or rendering a service which affects interstate commerce (e.g. restaurants, gas stations, hotels, etc.). See TMF section 901.03.

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How do I find out whether a mark is already registered?

You may conduct a search free of charge on the USPTO website using the Trademark Electronic Search System (TESS) at http://tess2.uspto.gov/bin/gate.exe?f=login&p_lang=English&p_d=trmk. If your mark includes a design element, you will have to search it by using a design code. To locate the proper design code(s), please consult the Design Search Code Manual.

You may also conduct a trademark search by visiting the Trademark Public Search Library, between 8:00 a.m. and 5:00 p.m. at Public Search Facility - Madison East, 1st Floor; 600 Dulany St.; Alexandria, VA 22313. Use of the Public Search Library is free to the public. You can also conduct a search at a Patent and Trademark Depository Library near you. For locations, click PTDL.

Private trademark search firms will conduct searches for a fee. The USPTO cannot aid in the selection of a search firm. Search firms are often listed in the yellow page section of telephone directories under the heading "Trademark Search Services" or "Patent and Trademark Search Services."

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Is a federal registration valid outside the United States?

No. However, if you are a qualified owner of a trademark application pending before the USPTO, or of a registration issued by the USPTO, you may seek registration in any of the countries that have joined the Madrid Protocol by filing a single application, called an "international application," with the International Bureau of the World Property Intellectual Organization, through the USPTO. For more information about the Madrid Protocol, click here.

Also, certain countries recognize a United States registration as a basis for filing an application to register a mark in those countries under international treaties. See TMF Chapter 1000 for further information. The laws of each country regarding registration must be consulted.

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Is it advisable to conduct a search of the Office records before filing an application?

Yes. You may conduct a search free of charge on the USPTO website using the Trademark Electronic Search System (TESS) at http://tess2.uspto.gov/bin/gate.exe?f=login&p_lang=English&p_d=trmk. You may also conduct a trademark search by visiting the Trademark Public Search Library, between 8:00 a.m. and 5:00 p.m. at Public Search Facility - Madison East, 1st Floor; 600 Dulany St.; Alexandria, VA 22313. Use of the Public Search Library is free to the public. You can also conduct a search at a Patent and Trademark Depository Library near you. For locations, click PTDL.

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Can the Office conduct a search for an applicant?

No. After a trademark application is filed, the U.S. Patent and Trademark Office (USPTO) will conduct a search of the records as part of the official examination process. The official search is not done for the
Eric Goldman’s Helpful Hints
To Knowing Your Trademark Terms

Likelihood of Confusion

Ninth Circuit “Sleekcraft” Factors (from the Ninth Circuit Model Civil Jury Instructions 18.15)

1. STRENGTH OR WEAKNESS OF THE PLAINTIFF’S MARK. The more the consuming
    public recognizes the plaintiff’s trademark as an indication of origin of the plaintiff’s goods, the
    more likely it is that consumers would be confused about the source of the defendant’s goods if the
    defendant uses a similar mark.

2. DEFENDANT’S USE OF THE MARK. If the defendant and plaintiff use their trademarks on
    the same, related, or complementary kinds of goods there may be a greater likelihood of confusion
    about the source of the goods than otherwise.

3. SIMILARITY OF PLAINTIFF’S AND DEFENDANT’S MARKS. If the overall impression
    created by the plaintiff’s trademark in the marketplace is similar to that created by the defendant's
    trademark in [appearance] [sound] or [meaning], there is a greater chance [that consumers are
    likely to be confused by defendant's use of a mark] [of likelihood of confusion]. [Similarities in
    appearance, sound or meaning weigh more heavily than differences in finding the marks are
    similar].

4. ACTUAL CONFUSION. If use by the defendant of the plaintiff’s trademark has led to instances
    of actual confusion, this strongly suggests a likelihood of confusion. However actual confusion is
    not required for a finding of likelihood of confusion. Even if actual confusion did not occur, the
    defendant's use of the trademark may still be likely to cause confusion, you may conclude that the
    amount of actual confusion was not substantial. As you consider whether the trademark used by
    the defendant creates for consumers a likelihood of confusion with the plaintiff’s trademark, you
    should weigh any instances of actual confusion against the opportunities for such confusion. If the
    instances of actual confusion have been relatively frequent, you may find that there has been
    substantial actual confusion. If, by contrast, there is a very large volume of sales, but only a few
    isolated instances of actual confusion you may find that there has not been substantial actual
    confusion.

5. DEFENDANT’S INTENT. Knowing use by defendant of the plaintiff’s trademark to identify
    similar goods may strongly show an intent to derive benefit from the reputation of the plaintiff’s
    mark, suggesting an intent to cause a likelihood of confusion. On the other hand, even in the
    absence of proof that the defendant acted knowingly, the use of plaintiff’s trademark to identify
    similar goods may indicate a likelihood of confusion.

6. MARKETING/ADVERTISING CHANNELS. If the plaintiff’s and defendant’s (goods)
    (services) are likely to be sold in the same or similar stores or outlets, or advertised in similar
    media, this may increase the likelihood of confusion.

7. PURCHASER’S DEGREE OF CARE. The more sophisticated the potential buyers of the goods
    or the more costly the goods, the more careful and discriminating the reasonably prudent
    purchaser exercising ordinary caution may be. They may be less likely to be confused by
    similarities in the plaintiff's and defendant's trademarks.

8. PRODUCT LINE EXPANSION. When the parties' products differ, you may consider how
    likely the plaintiff is to begin selling the products for which the defendant is using the plaintiff’s
    trademark. If there is a strong possibility of expanding into the other party’s market, there is a
    greater likelihood of confusion.
Dilution

(1) mark is “famous”
   - degree of distinctiveness
   - duration/extent of mark use
   - duration/extent of advertising and publicity
   - geography of mark’s trading area
   - trade channels for goods and services associated with mark
   - degree of mark recognition
   - nature and extent of similar marks
   - mark registered?
(2) defendant used in commerce
(3) defendant’s use began after the mark became famous
(4) dilution (lessening of a famous mark’s capacity to identify/distinguish goods or services)

Uniform Dispute Resolution Procedure

(1) the domain name is confusing similar (or identical) to a third party’s mark
(2) the registrant has no legitimate interests in the name

But registrant can show legitimate rights by:
- actual or planned bona fide offering of goods/services;
- it is commonly known by the domain name; or
- making a legitimate noncommercial or fair use without intent for commercial gain,
  misleading diversion of traffic, or dilution.

(3) the name is being used in bad faith:
- acquired the name for profitable resale;
- registered the name to block the legitimate TM owner if a pattern can be shown;
- acquired name to disrupt a competitor; or
- name is intended to attract attention to site by creating a likelihood of confusion.

Anticybersquatting Consumer Protection Act

(1) Domain name registrant registers a domain name containing a third party trademark
(2) has a bad faith intent to profit from the domain name
   - the registrant’s IP rights in the domain name
   - if the domain name contains the registrant’s real name
   - the use of the domain name in a bona fide offering of goods/services
   - a bona fide noncommercial or fair use of the domain name
   - an intent to divert consumers in a way that harms the trademark owner’s goodwill
   - an offer to sell the domain name without having used it for a bona fide offering of
     goods/services
   - providing false contact info
   - multiple bogus registrations
   - distinctiveness/famousness of the mark
(3) registers, traffics in or uses a domain name that is identical or confusingly similar to the mark or,
   in the case of a famous mark, dilutes it.
PUBLISHED

UNITED STATES COURT OF APPEALS
FOR THE FOURTH CIRCUIT

Christopher Lamparello,
Plaintiff-Appellant,

v.

Jerry Falwell; Jerry Falwell Ministries,
Defendants-Appellees.

American Civil Liberties Union;
ACLU Foundation of Virginia;
Intellectual Property Law Faculty,
Amici Supporting Appellant.

No. 04-2011

Christopher Lamparello,
Plaintiff-Appellee,

v.

Jerry Falwell; Jerry Falwell Ministries,
Defendants-Appellants.

American Civil Liberties Union;
ACLU Foundation of Virginia;
Intellectual Property Law Faculty,
Amici Supporting Appellee.

No. 04-2122
LAMPARELLO v. FALWELL

Appeals from the United States District Court for the Eastern District of Virginia, at Alexandria. Claude M. Hilton, Chief District Judge. (CA-03-1503-A)

Argued: May 26, 2005
Decided: August 24, 2005

Before MICHAEL, MOTZ, and KING, Circuit Judges.

Reversed and remanded by published opinion. Judge Motz wrote the opinion, in which Judge Michael and Judge King joined.

COUNSEL

DIANA GRIBBON MOTZ, Circuit Judge:

Christopher Lamparello appeals the district court’s order enjoining him from maintaining a gripe website critical of Reverend Jerry Falwell. For the reasons stated below, we reverse.

I.

Reverend Falwell is "a nationally known minister who has been active as a commentator on politics and public affairs." *Hustler Magazine, Inc. v. Falwell*, 485 U.S. 46, 47 (1988). He holds the common law trademarks "Jerry Falwell" and "Falwell," and the registered trademark "Listen America with Jerry Falwell." Jerry Falwell Ministries can be found online at "www.falwell.com," a website which receives 9,000 hits (or visits) per day.

Lamparello registered the domain name "www.falwell.com" on February 11, 1999, after hearing Reverend Falwell give an interview "in which he expressed opinions about gay people and homosexuality that [Lamparello] considered . . . offensive." Lamparello created a website at that domain name to respond to what he believed were "untruths about gay people." Lamparello's website included headlines such as "Bible verses that Dr. Falwell chooses to ignore" and "Jerry Falwell has been bearing false witness (Exodus 20:16) against his gay and lesbian neighbors for a long time." The site also contained in-depth criticism of Reverend Falwell's views. For example, the website stated:

Dr. Falwell says that he is on the side of truth. He says that he will preach that homosexuality is a sin until the day he dies. But we believe that if the reverend were to take another thoughtful look at the scriptures, he would discover that they have been twisted around to support an anti-gay political agenda . . . at the expense of the gospel.

Although the interior pages of Lamparello's website did not contain a disclaimer, the homepage prominently stated, "This website is NOT
affiliated with Jerry Falwell or his ministry”; advised, "If you would like to visit Rev. Falwell’s website, you may click here”; and provided a hyperlink to Reverend Falwell’s website.

At one point, Lamparello’s website included a link to the Amazon.com webpage for a book that offered interpretations of the Bible that Lamparello favored, but the parties agree that Lamparello has never sold goods or services on his website. The parties also agree that "Lamparello’s domain name and web site at www.falwell.com,” which received only 200 hits per day, "had no measurable impact on the quantity of visits to [Reverend Falwell’s] web site at www.falwell.com.”


1As the district court noted, although Reverend Falwell “assert[s] a claim under 15 U.S.C. [§] 1126 for a violation of federal unfair competition law, no such cause of action exists. False Designation of Origin is commonly referred to as unfair competition law . . . .” Lamparello v. Falwell, 360 F. Supp. 2d 768, 773 n.2 (E.D. Va. 2004). Accordingly, the district court "construed any claim by [Falwell] for violation of federal unfair competition law as a claim for violation of 15 U.S.C. [§] 1125." Id. We will do the same. Furthermore, because “[t]he test for trademark infringement and unfair competition under the Lanham Act is essentially the same as that for common law unfair competition under Virginia law because both address the likelihood of confusion as to the source of the goods or services involved," Lone Star Steakhouse & Saloon, Inc. v. Alpha of Va., Inc., 43 F.3d 922, 930 n.10 (4th Cir. 1995), Reverend Falwell’s state-law unfair competition claim rises or falls with his federal claims of infringement and false designation of origin. Therefore, we will not analyze his state-law claim separately.
The parties stipulated to all relevant facts and filed cross-motions for summary judgment. The district court granted summary judgment to Reverend Falwell, enjoined Lamparello from using Reverend Falwell’s mark at www.falwell.com, and required Lamparello to transfer the domain name to Reverend Falwell. *Lamparello*, 360 F. Supp.2d at 773, 775. However, the court denied Reverend Falwell’s request for statutory damages or attorney fees, reasoning that the "primary motive" of Lamparello’s website was "to put forth opinions on issues that were contrary to those of [Reverend Falwell]" and "not to take away monies or to profit." *Id.* at 775.

Lamparello appeals the district court’s order; Reverend Falwell cross-appeals the denial of statutory damages and attorney fees. We review *de novo* a district court’s ruling on cross-motions for summary judgment. See *People for the Ethical Treatment of Animals v. Doughney*, 263 F.3d 359, 364 (4th Cir. 2001) [hereinafter "PETA"].

II:

We first consider Reverend Falwell’s claims of trademark infringement and false designation of origin.

A.

Section 32 of the Lanham Act creates a cause of action against:

[any person who shall, without the consent of the registrant — (a) use in commerce any reproduction, counterfeit, copy, or colorable imitation of a registered mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive.

15 U.S.C. § 1114(1). Similarly, Section 43(a) creates a cause of action against:

[any person who, on or in connection with any goods or services, . . . uses in commerce any word . . . [or] name . . .,
or any false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which — (A) is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of such person with another person, or as to the origin, sponsorship, or approval of his or her goods, services, or commercial activities by another person.


Both infringement and false designation of origin have five elements. To prevail under either cause of action, the trademark holder must prove:

(1) that it possesses a mark; (2) that the [opposing party] used the mark; (3) that the [opposing party’s] use of the mark occurred "in commerce"; (4) that the [opposing party] used the mark "in connection with the sale, offering for sale, distribution, or advertising" of goods or services; and (5) that the [opposing party] used the mark in a manner likely to confuse consumers.


ability to discuss the products or criticize the conduct of companies that may be of widespread public concern and importance. Much useful social and commercial discourse
would be all but impossible if speakers were under threat of an infringement lawsuit every time they made reference to a person, company or product by using its trademark.

*Id.* (internal quotation marks and citations omitted).

Lamparello and his amici argue at length that application of the Lanham Act must be restricted to "commercial speech" to assure that trademark law does not become a tool for unconstitutional censorship. The Sixth Circuit has endorsed this view, *see Taubman Co. v. Webeats*, 319 F.3d 770, 774 (6th Cir. 2003), and the Ninth Circuit recently has done so as well, *see Bosley Med. Inst., Inc. v. Kremer*, 403 F.3d 672, 674 (9th Cir. 2005).

In its two most significant recent amendments to the Lanham Act, the Federal Trademark Dilution Act of 1995 ("FTDA") and the Anti-cybersquatting Consumer Protection Act of 1999 ("ACPA"). Congress left little doubt that it did not intend for trademark laws to impinge the First Amendment rights of critics and commentators. The dilution statute applies to only a "commercial use in commerce of a mark," 15 U.S.C. § 1125(c)(1), and explicitly states that the "[n]oncommercial use of a mark" is not actionable. *Id.* § 1125(c)(4). Congress explained that this language was added to "adequately address[ ] legitimate First Amendment concerns," H.R. Rep. No. 104-374, at 4 (1995), *reprinted in* 1995 U.S.C.C.A.N. 1029, 1031, and "incorporate[d] the concept of 'commercial' speech from the 'commercial speech' doctrine." *Id.* at 8, *reprinted in* 1995 U.S.C.C.A.N. at 1035; *cf.* Lorillard Tobacco Co. v. Reilly, 533 U.S. 525, 554 (2001) (defining commercial speech as "speech proposing a commercial transaction") (internal quotation marks and citation omitted). Similarly, Congress directed that in determining whether an individual has engaged in cybersquatting, the courts may consider whether the person's use of the mark is a "bona fide noncommercial or fair use." 15 U.S.C. § 1125(d)(1)(B)(i)(IV). The legislature believed this provision necessary to "protect[ ] the rights of Internet users and the interests of all Americans in free speech and protected uses of trademarked names for such things as parody, comment, criticism, comparative advertising, news reporting, etc." S. Rep. No. 106-140 (1999), 1999 WL 594571, at *8.
In contrast, the trademark infringement and false designation of origin provisions of the Lanham Act (Sections 32 and 43(a), respectively) do not employ the term "noncommercial." They do state, however, that they pertain only to the use of a mark "in connection with the sale, offering for sale, distribution, or advertising of any goods or services," 15 U.S.C. § 1114(1)(a), or "in connection with any goods or services," id. § 1125(a)(1). But courts have been reluctant to define those terms narrowly. Rather, as the Second Circuit has explained, "the term 'services' has been interpreted broadly" and so "the Lanham Act has . . . been applied to defendants furnishing a wide variety of non-commercial public and civic benefits." United We Stand Am., Inc. v. United We Stand, Am. N.Y., Inc., 128 F.3d 86, 89-90 (2d Cir. 1997). Similarly, in PETA we noted that a website need not actually sell goods or services for the use of a mark in that site's domain name to constitute a use "in connection with goods or services." PETA, 263 F.3d at 365; see also Taubman Co., 319 F.3d at 775 (concluding that website with two links to websites of for-profit entities violated the Lanham Act).

Thus, even if we accepted Lamparello's contention that Sections 32 and 43(a) of the Lanham Act apply only to commercial speech, we would still face the difficult question of what constitutes such speech under those provisions. In the case at hand, we need not resolve that question or determine whether Sections 32 and 43(a) apply exclusively to commercial speech because Reverend Falwell's claims of trademark infringement and false designation fail for a more obvious reason. The hallmark of such claims is a likelihood of confusion — and there is no likelihood of confusion here.

B.

1.

"The use of a competitor's mark that does not cause confusion as to source is permissible." Dorr-Oliver, Inc. v. Fluid-Quip, Inc., 94 F.3d 376, 380 (7th Cir. 1996). Accordingly, Lamparello can only be

2Indeed, Lamparello agreed at oral argument that the Lanham Act's prohibitions on infringement and false designation apply to more than just commercial speech as defined by the Supreme Court.
liable for infringement and false designation if his use of Reverend Falwell's mark would be likely to cause confusion as to the source of the website found at www.fallwell.com. This likelihood-of-confusion test "generally strikes a comfortable balance" between the First Amendment and the rights of markholders. *Mattel, Inc. v. MCA Records, Inc.*, 296 F.3d 894, 900 (9th Cir. 2002).

We have identified seven factors helpful in determining whether a likelihood of confusion exists as to the source of a work, but "not all these factors are always relevant or equally emphasized in each case." *Pizzeria Uno Corp. v. Temple*, 747 F.2d 1522, 1527 (4th Cir. 1984) (internal quotation marks, citations, and brackets omitted). The factors are: "(a) the strength or distinctiveness of the mark; (b) the similarity of the two marks; (c) the similarity of the goods/services the marks identify; (d) the similarity of the facilities the two parties use in their businesses; (e) the similarity of the advertising used by the two parties; (f) the defendant's intent; (g) actual confusion." *Id.* (citation omitted).

Reverend Falwell's mark is distinctive, and the domain name of Lamparello's website, www.fallwell.com, closely resembles it. But, although Lamparello and Reverend Falwell employ similar marks online, Lamparello's website looks nothing like Reverend Falwell's; indeed, Lamparello has made no attempt to imitate Reverend Falwell's website. Moreover, Reverend Falwell does not even argue that Lamparello's website constitutes advertising or a facility for business, let alone a facility or advertising similar to that of Reverend Falwell. Furthermore, Lamparello clearly created his website intending only to provide a forum to criticize ideas, not to steal customers.

Most importantly, Reverend Falwell and Lamparello do not offer similar goods or services. Rather they offer opposing ideas and commentary. Reverend Falwell's mark identifies his spiritual and political views; the website at www.fallwell.com criticizes those very views. After even a quick glance at the content of the website—at www.fallwell.com, no one seeking Reverend Falwell's guidance would be misled by the domain name — www.fallwell.com — into believing Reverend Falwell authorized the content of that website. No one would believe that Reverend Falwell sponsored a site criticizing himself, his positions, and his interpretations of the Bible. *See New*
Kids on the Block v. News Am. Publ'g, Inc., 971 F.2d 302, 308-09 (9th Cir. 1992) (stating that use of a mark to solicit criticism of the markholder implies the markholder is not the sponsor of the use).  

Finally, the fact that people contacted Reverend Falwell's ministry to report that they found the content at www.falwell.com antithetical to Reverend Falwell's views does not illustrate, as Reverend Falwell claims, that the website engendered actual confusion. To the contrary, the anecdotal evidence Reverend Falwell submitted shows that those searching for Reverend Falwell's site and arriving instead at Lamparello's site quickly realized that Reverend Falwell was not the source of the content therein.

For all of these reasons, it is clear that the undisputed record evidences no likelihood of confusion. In fact, Reverend Falwell even conceded at oral argument that those viewing the content of Lamparello's website probably were unlikely to confuse Reverend Falwell with the source of that material.

2.

Nevertheless, Reverend Falwell argues that he is entitled to prevail under the "initial interest confusion" doctrine. This relatively new and sporadically applied doctrine holds that "the Lanham Act forbids a competitor from luring potential customers away from a producer by initially passing off its goods as those of the producer's, even if confusion as to the source of the goods is dispelled by the time any sales are consummated." Dorr-Oliver, 94 F.3d at 382. According to Reverend Falwell, this doctrine requires us to compare his mark with Lamparello's website domain name, www.falwell.com, without 

3If Lamparello had neither criticized Reverend Falwell by name nor expressly rejected Reverend Falwell's teachings, but instead simply had quoted Bible passages and offered interpretations of them subtly different from those of Reverend Falwell, this would be a different case. For, while a gripe site, or a website dedicated to criticism of the markholder, will seldom create a likelihood of confusion, a website purporting to be the official site of the markholder and, for example, articulating positions that could plausibly have come from the markholder may well create a likelihood of confusion.
considering the content of Lamparello’s website. Reverend Falwell argues that some people who misspell his name may go to www.fallwell.com assuming it is his site, thus giving Lamparello an unearned audience — albeit one that quickly disappears when it realizes it has not reached Reverend Falwell’s site. This argument fails for two reasons.

First, we have never adopted the initial interest confusion theory; rather, we have followed a very different mode of analysis, requiring courts to determine whether a likelihood of confusion exists by "examining the allegedly infringing use in the context in which it is seen by the ordinary consumer." *Anheuser-Busch, Inc. v. L & L Wings, Inc.*, 962 F.2d 316, 319 (4th Cir. 1992) (emphasis added) (citing cases); see also *What-A-Burger of Va., Inc. v. WHATABURGER, Inc.*, 357 F.3d 441, 450 (4th Cir. 2004).

Contrary to Reverend Falwell’s arguments, we did not abandon this approach in *PETA*. Our inquiry in *PETA* was limited to whether Doughney’s use of the domain name "www.peta.org" constituted a successful enough parody of People for the Ethical Treatment of Animals that no one was likely to believe www.peta.org was sponsored or endorsed by that organization. For a parody to be successful, it "must convey two simultaneous — and contradictory — messages: that it is the original, but also that it is not the original and is instead a parody." *PETA*, 263 F.3d at 366 (internal quotation marks and citation omitted). Doughney argued that his domain name conveyed the first message (that it was PETA’s website) and that the content of his website conveyed the requisite second message (that it was not PETA’s site). *Id.* Although "[t]he website’s content ma[de] it clear that it [wa]s not related to PETA," *id.*, we concluded that the website’s content could not convey the requisite second message because the site’s content "wa[sh] not conveyed simultaneously with the first message, [i.e., the domain name itself,] as required to be considered a parody." *Id.* at 366. Accordingly, we found the "district court properly rejected Doughney’s parody defense." *Id.* at 367.

*PETA* simply outlines the parameters of the parody defense; it does not adopt the initial interest confusion theory or otherwise diminish the necessity of examining context when determining whether a likelihood of confusion exists. Indeed, in *PETA* itself, rather than embrac-
ing a new approach, we reiterated that "[t]o determine whether a likelihood of confusion exists, a court should not consider how closely a fragment of a given use duplicates the trademark, but must instead consider whether the use in its entirety creates a likelihood of confusion." Id. at 366 (internal quotation marks and citation omitted) (emphasis added). When dealing with domain names, this means a court must evaluate an allegedly infringing domain name in conjunction with the content of the website identified by the domain name.\footnote{Contrary to Reverend Falwell's suggestions, this rule does not change depending on how similar the domain name or title is to the mark. Hence, Reverend Falwell's assertion that he objects only to Lamparello using the domain name www.falwell.com and has no objection to Lamparello posting his criticisms at "www.falwelliswrong.com," or a similar domain name, does not entitle him to a different evaluation rule. Rather it has long been established that even when alleged infringers use the very marks at issue in titles, courts look to the underlying content to determine whether the titles create a likelihood of confusion as to source. See, e.g., Parks v. LaFace Records, 329 F.3d 437, 452-54 (6th Cir. 2003); Mattel, 296 F.3d at 901-02; Westchester Media v. PRL USA Holdings, Inc., 214 F.3d 658, 667-68 (5th Cir. 2000); Rogers v. Grimaldi, 875 F.2d 994, 1000-01 (2d Cir. 1989).}

Moreover, even if we did endorse the initial interest confusion theory, that theory would not assist Reverend Falwell here because it provides no basis for liability in circumstances such as these. The few appellate courts that have followed the Ninth Circuit and imposed liability under this theory for using marks on the Internet have done so only in cases involving a factor utterly absent here — one business's use of another's mark for its own financial gain. See, e.g., PACCAR Inc. v. Telescan Techs., L.L.C., 319 F.3d 243, 253 (6th Cir. 2003); Promatek Indus., Ltd. v. Equitrac Corp., 300 F.3d 808, 812 (7th Cir. 2002); Brookfield Communications, Inc. v. West Coast Entm't Corp., 174 F.3d 1036, 1055-56 (9th Cir. 1999).

Profiting financially from initial interest confusion is thus a key element for imposition of liability under this theory.\footnote{Offline uses of marks found to cause actionable initial interest confusion also have involved financial gain. See Elvis Presley Enters., Inc. v. Capece, 141 F.3d 188, 204 (5th Cir. 1998); Mobil Oil Corp. v. Pegasus
infringer does not compete with the markholder for sales, "some initial confusion will not likely facilitate free riding on the goodwill of another mark, or otherwise harm the user claiming infringement. Where confusion has little or no meaningful effect in the marketplace, it is of little or no consequence in our analysis." Checkpoint Sys., 269 F.3d at 296-97. For this reason, even the Ninth Circuit has stated that a firm is not liable for using another’s mark in its domain name if it "could not financially capitalize on [a] misdirected consumer [looking for the markholder’s site] even if it so desired." Interstellar Starship Servs., Ltd. v. Epix, Inc., 304 F.3d 936, 946 (9th Cir. 2002).

This critical element — use of another firm’s mark to capture the markholder’s customers and profits — simply does not exist when the alleged infringer establishes a gripe site that criticizes the markholder. See Hannibal Travis, The Battle For Mindshare: The Emerging Consensus that the First Amendment Protects Corporate Criticism and Parody on the Internet, 10 Va. J.L. & Tech. 3, 85 (Winter 2005) ("The premise of the ‘initial interest’ confusion cases is that by using the plaintiff’s trademark to divert its customers, the defendant is engaging in the old ‘bait and switch.’ But because . . . Internet users who find [gripe sites] are not sold anything, the mark may be the ‘bait,’ but there is simply no ‘switch.’") (citations omitted). Applying

Petroleum Corp., 818 F.2d 254, 260 (2d Cir. 1987). And even those courts recognizing the initial interest confusion theory of liability but finding no actionable initial confusion involved one business’s use of another’s mark for profit. See, e.g., Savin Corp. v. The Savin Group, 391 F.3d 439, 462 n.13 (2d Cir. 2004); AM Gen. Corp. v. DaimlerChrysler Corp., 311 F.3d 796, 827-28 (7th Cir. 2002); Checkpoint Sys., Inc. v. Check Point Software Techs., Inc., 269 F.3d 270, 298 (3d Cir. 2001); Hasbro, Inc. v. Clue Computing, Inc., 232 F.3d 1, 2 (1st Cir. 2000); Syndicate Sales, Inc. v. Hampshire Paper Corp., 192 F.3d 633, 638 (7th Cir. 1999); Rust Env’t & Infrastructure, Inc. v. Teunissen, 131 F.3d 1210, 1217 (7th Cir. 1997); Dorr-Oliver, 94 F.3d at 383.

Although the appellate courts that have adopted the initial interest confusion theory have only applied it to profit-seeking uses of another’s mark, the district courts have not so limited the application of the theory. Without expressly referring to this theory, two frequently-discussed district court cases have held that using another’s domain name to post con-
the initial interest confusion theory to gripe sites like Lamparello's would enable the markholder to insulate himself from criticism — or at least to minimize access to it. We have already condemned such uses of the Lanham Act, stating that a markholder cannot "shield itself from criticism by forbidding the use of its name in commentaries critical of its conduct." (CPC Int'l, 214 F.3d at 462 (quoting L.L. Bean, Inc. v. Drake Publishers, Inc., 811 F.2d 26, 33 (1st Cir. 1987)). "[J]ust because speech is critical of a corporation and its business practices is not a sufficient reason to enjoin the speech." Id.

In sum, even if we were to accept the initial interest confusion theory, that theory would not apply in the case at hand. Rather, to determine whether a likelihood of confusion exists as to the source of a gripe site like that at issue in this case, a court must look not only to the allegedly infringing domain name, but also to the underlying content of the website. When we do so here, it is clear, as explained above, that no likelihood of confusion exists. Therefore, the district court erred in granting Reverend Falwell summary judgment on his infringement, false designation, and unfair competition claims.

III.

We evaluate Reverend Falwell's cybersquatting claim separately because the elements of a cybersquatting violation differ from those of traditional Lanham Act violations. To prevail on a cybersquatting claim, Reverend Falwell must show that Lamparello: (1) "had a bad
tent antithetical to the markholder constitutes infringement. See Planned Parenthood Fed'n of Am., Inc. v. Bucci, No. 97 Civ. 0629, 1997 WL 133313 (S.D.N.Y. March 24, 1997), aff'd, 152 F.3d 920 (2d Cir. 1998) (table) (finding use of domain name "www.plannedparenthood.com" to provide links to passages of anti-abortion book constituted infringement); Jews for Jesus v. Brodsky, 993 F. Supp. 282 (D.N.J. 1998), aff'd, 159 F.3d 1351 (3d Cir. 1998) (table) (finding use of "www.jewsforjesus.org" to criticize religious group constituted infringement). We think both cases were wrongly decided to the extent that in determining whether the domain names were confusing, the courts did not consider whether the websites' content would dispel any confusion. In expanding the initial interest confusion theory of liability, these cases cut it off from its moorings to the detriment of the First Amendment.
faith intent to profit from using the [www.falwell.com] domain name," and (2) the domain name www.falwell.com "is identical or confusingly similar to, or dilutive of, the distinctive and famous [Falwell] mark." *PETA*, 263 F.3d at 367 (citing 15 U.S.C. § 1125(d)(1)(A)).

"The paradigmatic harm that the ACPA was enacted to eradicate" is "the practice of cybersquatters registering several hundred domain names in an effort to sell them to the legitimate owners of the mark." *Lucas Nursery & Landscaping, Inc. v. Grosse*, 359 F.3d 806, 810 (6th Cir. 2004). The Act was also intended to stop the registration of multiple marks with the hope of selling them to the highest bidder, "distinctive marks to defraud consumers" or "to engage in counterfeiting activities," and "well-known marks to prey on consumer confusion by misusing the domain name to divert customers from the mark owner's site to the cybersquatter's own site, many of which are pornography sites that derive advertising revenue based on the number of visits, or 'hits,' the site receives." S. Rep. No. 106-140, 1999 WL 594571, at *5-6. The Act was not intended to prevent "noncommercial uses of a mark, such as for comment, criticism, parody, news reporting, etc.," and thus they "are beyond the scope" of the ACPA. *Id.* at *9.

To distinguish abusive domain name registrations from legitimate ones, the ACPA directs courts to consider nine nonexhaustive factors:

(I) the trademark or other intellectual property rights of the person, if any, in the domain name;

(II) the extent to which the domain name consists of the legal name of the person or a name that is otherwise commonly used to identify that person;

(III) the person's prior use, if any, of the domain name in connection with the bona fide offering of any goods or services;

(IV) the person's bona fide noncommercial or fair use of the mark in a site accessible under the domain name;
(V) the person's intent to divert consumers from the mark owner's online location to a site accessible under the domain name that could harm the goodwill represented by the mark, either for commercial gain or with the intent to tarnish or disparage the mark, by creating a likelihood of confusion as to the source, sponsorship, affiliation, or endorsement of the site;

(VI) the person's offer to transfer, sell, or otherwise assign the domain name to the mark owner or any third party for financial gain without having used, or having an intent to use, the domain name in the bona fide offering of any goods or services, or the person's prior conduct indicating a pattern of such conduct;

(VII) the person's provision of material and misleading false contact information when applying for the registration of the domain name, the person's intentional failure to maintain accurate contact information, or the person's prior conduct indicating a pattern of such conduct;

(VIII) the person's registration or acquisition of multiple domain names which the person knows are identical or confusingly similar to marks of others that are distinctive at the time of the registration of such domain names, or dilutive of famous marks of others that are famous at the time of registration of such domain names, without regard to the goods or services of the parties; and

(IX) the extent to which the mark incorporated in the person's domain name registration is or is not distinctive and famous within the meaning of subsection (c)(1) of this section.


These factors attempt "to balance the property interests of trademark owners with the legitimate interests of Internet users and others
who seek to make lawful uses of others' marks, including for purposes such as comparative advertising, comment, criticism, parody, news reporting, fair use, etc." H.R. Rep. No. 106-412, 1999 WL 970519, at *10 (emphasis added). "The first four [factors] suggest circumstances that may tend to indicate an absence of bad-faith intent to profit from the goodwill of a mark, and the others suggest circumstances that may tend to indicate that such bad-faith intent exists." Id. However, "[t]here is no simple formula for evaluating and weighing these factors. For example, courts do not simply count up which party has more factors in its favor after the evidence is in." Harrods Ltd. v. Sixty Internet Domain Names, 302 F.3d 214, 234 (4th Cir. 2002). In fact, because use of these listed factors is permissive, "[w]e need not ... march through" them all in every case. Virtual Works, Inc. v. Volkswagen of Am., Inc., 238 F.3d 264, 269 (4th Cir. 2001). "The factors are given to courts as a guide, not as a substitute for careful thinking about whether the conduct at issue is motivated by a bad faith intent to profit." Lucas Nursery & Landscaping, 359 F.3d at 811.


"We note that factor IV does not protect a faux noncommercial site, that is, a noncommercial site created by the registrant for the sole purpose of avoiding liability under the FTDA, which exempts noncommercial uses of marks, see 15 U.S.C. § 1125(c)(4)(B), or under the ACPA. As explained by the Senate Report discussing the ACPA, an individual cannot avoid liability for registering and attempting to sell a hundred domain names incorporating famous marks by posting noncommercial content at those domain names. See S. Rep. No. 106-140, 1999 WL 594571, at *14 (citing Panavision Int'l v. Toeppen, 141 F.3d 1316 (9th Cir. 1998)). But Lamparello's sole purpose for registering www.fallwell.com was to criticize Reverend Falwell, and this noncommercial use was not a ruse to avoid liability. Therefore, factor IV indicates that Lamparello did not have a bad faith intent to profit."
a link to an Amazon.com webpage selling a book he favored does not diminish the communicative function of his website. The use of a domain name to engage in criticism or commentary "even where done for profit" does not alone evidence a bad faith intent to profit, H.R. Rep. No. 106-412, 1999 WL 970519, at *11, and Lamparello did not even stand to gain financially from sales of the book at Amazon.com. Thus factor IV weighs heavily in favor of finding Lamparello lacked a bad faith intent to profit from the use of the domain name.

Equally important, Lamparello has not engaged in the type of conduct described in the statutory factors as typifying the bad faith intent to profit essential to a successful cybersquatting claim. First, we have already held, supra Part II.B, that Lamparello’s domain name does not create a likelihood of confusion as to source or affiliation. Accordingly, Lamparello has not engaged in the type of conduct — "creating a likelihood of confusion as to the source, sponsorship, affiliation, or endorsement of the site," 15 U.S.C. § 1125(d)(1)(B)(i)(V) — described as an indicator of a bad faith intent to profit in factor V of the statute.

Factors VI and VIII also counsel against finding a bad faith intent to profit here. Lamparello has made no attempt — or even indicated a willingness — "to transfer, sell, or otherwise assign the domain name to [Reverend Falwell] or any third party for financial gain." 15 U.S.C. § 1125(d)(1)(B)(i)(VI). Similarly, Lamparello has not registered "multiple domain names," 15 U.S.C. § 1125(d)(1)(B)(i)(VIII); rather, the record indicates he has registered only one. Thus, Lamparello’s conduct is not of the suspect variety described in factors VI and VIII of the Act.

Notably, the case at hand differs markedly from those in which the courts have found a bad faith intent to profit from domain names used for websites engaged in political commentary or parody. For example, in PETA we found the registrant of www.peta.org engaged in cybersquatting because www.peta.org was one of fifty to sixty domain names Doughney had registered, PETA, 263 F.3d at 362, and because Doughney had evidenced a clear intent to sell www.peta.org to PETA, stating that PETA should try to "'settle' with him and 'make him an offer.'" Id. at 368. See also Virtual Works, 238 F.3d at 269-70. Similarly, in Coca-Cola Co. v. Purdy, 382 F.3d 774 (8th Cir. 2004),
the Eighth Circuit found an anti-abortion activist who had registered domain names incorporating famous marks such as "Washington Post" liable for cybersquatting because he had registered almost seventy domain names, had offered to stop using the Washington Post mark if the newspaper published an opinion piece by him on its editorial page, and posted content that created a likelihood of confusion as to whether the famous markholders sponsored the anti-abortion sites and "ha[d] taken positions on hotly contested issues." Id. at 786. In contrast, Lamparello did not register multiple domain names, he did not offer to transfer them for valuable consideration, and he did not create a likelihood of confusion.

Instead, Lamparello, like the plaintiffs in two cases recently decided by the Fifth and Sixth Circuits, created a gripe site. Both courts expressly refused to find that gripe sites located at domain names nearly identical to the marks at issue violated the ACA. In TMI, Inc. v. Maxwell, 368 F.3d 433, 434-35 (5th Cir. 2004), Joseph Maxwell, a customer of homebuilder TMI, registered the domain name "www.trendmakerhome.com," which differed by only one letter from TMI's mark, TrendMaker Homes, and its domain name, "www.trendmakerhomes.com." Maxwell used the site to complain about his experience with TMI and to list the name of a contractor whose work pleased him. After his registration expired, Maxwell registered "www.trendmakerhome.info." TMI then sued, alleging cybersquatting. The Fifth Circuit reversed the district court's finding that Maxwell violated the ACA, reasoning that his site was noncommercial and designed only "to inform potential customers about a negative experience with the company." Id. at 438-39.

Similarly, in Lucas Nursery & Landscaping, a customer of Lucas Nursery registered the domain name "www.lucasmurder.com" and posted her dissatisfaction with the company's landscaping services. Because the registrant, Grosse, like Lamparello, registered a single domain name, the Sixth Circuit concluded that her conduct did not constitute that which Congress intended to proscribe — i.e., the registration of multiple domain names. Lucas Nursery & Landscaping, 359 F.3d at 810. Noting that Grosse's gripe site did not create any confusion as to sponsorship and that she had never attempted to sell the domain name to the markholder, the court found that Grosse's conduct was not actionable under the ACA. The court explained: "One
of the ACPA’s main objectives is the protection of consumers from slick internet peddlers who trade on the names and reputations of established brands. The practice of informing fellow consumers of one’s experience with a particular service provider is surely not inconsistent with this ideal." *Id.* at 811.

Like Maxwell and Grosse before him, Lamparello has not evidenced a bad faith intent to profit under the ACPA. To the contrary, he has used www.fallwell.com to engage in the type of "comment[ ] [and] criticism" that Congress specifically stated militates against a finding of bad faith intent to profit. See S. Rep. No. 106-140, 1999 WL 594571, at *14. And he has neither registered multiple domain names nor attempted to transfer www.fallwell.com for valuable consideration. We agree with the Fifth and Sixth Circuits that, given these circumstances, the use of a mark in a domain name for a gripe site criticizing the markholder does not constitute cybersquatting.

IV.

For the foregoing reasons, Lamparello, rather than Reverend Falwell, is entitled to summary judgment on all counts. Accordingly, the judgment of the district court is reversed and the case is remanded for entry of judgment for Lamparello.

*REVERSED AND REMANDED*

*Given our resolution of Lamparello’s appeal, Reverend Falwell’s cross-appeal with respect to statutory damages and attorney fees is moot.*
In the
United States Court of Appeals
For the Seventh Circuit

No. 00-4276
PROMATEK INDUSTRIES, LTD.,

Plaintiff-Appellee,

v.

EQUITRAC CORPORATION,

Defendant-Appellant.

Appeal from the United States District Court
for the Northern District of Illinois, Eastern Division.
No. 00 C 4999—Milton I. Shadur, Judge.

ARGUED MAY 22, 2002—DECIDED AUGUST 13, 2002

Before POSNER, KANNE, and WILLIAMS, Circuit Judges.

WILLIAMS, Circuit Judge. This appeal concerns the propriety of a preliminary injunction in which one competitor, Promatek, prevailed against another, Equitrac. The preliminary injunction was issued without a hearing and Equitrac had to place language on its web page to remedy violations of the Lanham Act. Equitrac now appeals that order and because the district court did not abuse its discretion, we affirm.

I. BACKGROUND

Promatek and Equitrac are competitors in selling cost-recovery equipment. Equitrac’s marketing department ad-
vised its web designer that certain words and phrases should be used as metatags for Equitrac's website.¹ In response, the web designer placed the term “Copitrack” in the contents of Equitrac’s website as a metatag. Equitrac used the term as a metatag because it provides maintenance and service on Copitrak equipment, a product used in the cost-recovery business.² Promatek holds the trademark for Copitrak, and once it learned of Equitrac’s use of the term Copitrack in the metatag, it brought suit. After learning of Promatek’s suit, Equitrac contacted all of the search engines known to it and requested that they remove any link between the term Copitrack and Equitrac’s website. Equitrac also removed the Copitrack metatag from its website.

Not satisfied with Equitrac’s remedial measures, Promatek sought a preliminary injunction preventing Equitrac from using the term Copitrack in its website. After receiving materials submitted by both parties, the district

¹ Metatags are HTML [HyperText Markup Language] code intended to describe the contents of the web site. There are different types of metatags, but those of principal concern to us are the “description” and “keyword” metatags. The description metatags are intended to describe the web site; the keyword metatags, at least in theory, contain keywords relating to the contents of the web site. The more often a term appears in the metatags and in the text of the web page, the more likely it is that the web page will be “hit” in a search for that keyword and the higher on the list of “hits” the web page will appear.

² The parties agree that Equitrac meant to use the term “Copitrak” as its metatag rather than “Copitrack.”
court granted Promatek's motion for preliminary injunction. Under the terms of the injunction, Equitrac was directed to place language on its web page informing consumers that any link between its website and Copitrack was in error:

If you were directed to this site through the term "Copitrack," that is in error as there is no affiliation between Equitrac and that term. The mark "Copitrak" is a registered trademark of Promatek Industries, Ltd., which can be found at www.promatek.com or www.copitrak.com.

(Equitrac Ex. 1, Prelim. Inj. Order at 5).

Equitrac appeals the issuance of the injunction, arguing that the ordered language will not only inform consumers of its competitor, Promatek, but will encourage people to go to Promatek's website. Promatek counters that without this language, Equitrac will continue to benefit, to Promatek's detriment, from consumer internet searches containing the word Copitrack. We conclude that the district court was correct in finding Promatek would suffer a greater harm than Equitrac if corrective measures were not taken, and we affirm the grant of the preliminary injunction.

II. ANALYSIS

A party seeking a preliminary injunction is required to demonstrate a likelihood of success on the merits, that it has no adequate remedy at law, and that it will suffer irreparable harm if the relief is not granted. Ty, Inc. v. Jones Group, 237 F.3d 891, 895 (7th Cir. 2001) (citing Abbott Labs v. Mead Johnson & Co., 971 F.2d 6, 11 (7th Cir. 1992)). If the moving party can satisfy these conditions, the court must then consider any irreparable harm an injunction would cause the nonmoving party.
Finally, the court must consider any consequences to the public from denying or granting the injunction. Id. Sitting as a court of equity, the court then weighs all these factors employing a sliding-scale approach. Abbott Labs, 971 F.2d at 12. That is, the more likely the plaintiff's chance of success on the merits, the less the balance of harms need weigh in its favor. Id. We review the grant of a preliminary injunction for an abuse of discretion, giving great deference to the district court's weighing of the factors and will reverse only when the district court commits a clear error of fact or law. Ty, 237 F.3d at 896.

A. The District Court Was Correct in Granting the Injunction

1. Likelihood of success on the merits

Equitrac argues that because there was no likelihood of success on the merits of Promatek's Lanham Act claim, the district court erred in granting the preliminary injunction. In order to prevail under the Lanham Act, 15 U.S.C. § 1125(a), Promatek must establish that Copitrak is a protectable trademark and that Equitrac's use of the term is likely to cause confusion among consumers. See Ty, 237 F.3d at 897. Preregistration of Promatek's Copitrak trademark is prima facie evidence of the mark's validity, see Publications Int'l, Ltd. v. Landoll, Inc., 164 F.3d 337, 340 (7th Cir. 1998), which Equitrac does not dispute. Therefore, we turn to the issue of whether consumers would be confused by Equitrac's use of Copitrak as a metatag.

In assessing the likelihood of consumer confusion, we consider: (1) the similarity between the marks in appearance and suggestion, (2) the similarity of the products, (3) the area and manner of concurrent use of the products, (4) the degree of care likely to be exercised by consumers,
(5) the strength of the plaintiff's marks, (6) any evidence of actual confusion, and (7) the defendant's intent to palm off its goods as those of the plaintiff's. Tyl, 237 F.3d at 897-98. None of these factors are dispositive and the proper weight given to each will vary in each case. Id. However, the similarity of the marks, the defendant's intent, and evidence of actual confusion are of particular importance. Id.

Given these factors, it is clear that Promatek has a fair likelihood of succeeding on the merits of its Lanham Act claim. Although Promatek has not provided us with evidence regarding the strength of its Copitrak mark or evidence of any actual consumer confusion, the other factors weigh in its favor. First, not only are the marks Copitrack and Copitrak similar, Equitrac admits that it meant to use the correct spelling of Copitrak in its metatag. Second, Equitrac's use of Copitrack refers to Promatek's registered trademark, Copitrak. Additionally, Equitrac and Promatek are direct competitors in the cost-recovery and cost-control equipment and services market. Most importantly, for purposes of this case, however, is the degree of care to be exercised by consumers.

Although Equitrac claims that it did not intend to mislead consumers with respect to Copitrak, the fact remains that there is a strong likelihood of consumer confusion as a result of its use of the Copitrack metatag. The degree of care exercised by consumers could lead to initial interest confusion. Initial interest confusion, which is actionable under the Lanham Act, occurs when a customer is lured to a product by the similarity of the mark, even if the customer realizes the true source of the goods before the sale is consummated. Dorr-Oliver, Inc. v. Fluid-Quip, Inc., 94 F.3d 376, 382 (7th Cir. 1996).

The Ninth Circuit has dealt with initial interest confusion for websites and metatags and held that placing
a competitor's trademark in a metatag creates a likelihood of confusion. In Brookfield Communications, the court found that although consumers are not confused when they reach a competitor's website, there is nevertheless initial interest confusion. 174 F.3d at 1062. This is true in this case, because by Equitrac's placing the term Copitrack in its metatag, consumers are diverted to its website and Equitrac reaps the goodwill Promatek developed in the Copitrak mark. Id. That consumers who are misled to Equitrac's website are only briefly confused is of little or no consequence. In fact, "that confusion as to the source of a product or service is eventually dispelled does not eliminate the trademark infringement which has already occurred." Forum Corp. of N. Am. v. Forum, Ltd., 903 F.2d 434, 442 n.2 (7th Cir. 1990). What is important is not the duration of the confusion, it is the misappropriation of Promatek's goodwill. Equitrac cannot unring the bell. As the court in Brookfield explained, "[u]sing another's trademark in one's metatags is much like posting a sign with another's trademark in front of one's store." Brookfield, 174 F.3d at 1064. Customers believing they are entering the first store rather than the second are still likely to mill around before they leave. The same theory is true for websites. Consumers who are directed to Equitrac's webpage are likely to learn more about Equitrac and its products before beginning a new search for Promatek and Copitrak. Therefore, given the likelihood of initial consumer confusion, the district court was correct in finding Promatek could succeed on the merits.

2. No adequate remedy at law

A plaintiff seeking a preliminary injunction must also prove that it has no adequate remedy at law and as a result, will suffer irreparable harm if the injunction is not
issued. *Roland Mach. Co. v. Dresser Indus., Inc.*, 749 F.2d 380, 386 (7th Cir. 1984). Furthermore, it is well settled that injuries arising from Lanham Act violations are presumed to be irreparable, even if the plaintiff fails to demonstrate a business loss. *Abbott Labs*, 971 F.2d at 16.

As has been discussed, Promatek has suffered injury to its consumer goodwill through Equitrac’s use of Copitrack as a metatag and would have continued to suffer in the absence of an injunction. This damage would have constituted irreparable harm for which Promatek had no adequate remedy. *See Meridian Mut. Ins. Co. v. Meridian Ins. Group, Inc.*, 128 F.3d 1111, 1120 (7th Cir. 1997). Because of the difficulty in assessing the damages associated with a loss of goodwill, the district court was correct in finding that Promatek lacked an adequate remedy at law.

3. Balancing of the harms

The final factor we must consider is the balance of harms—the irreparable harm Equitrac will suffer if the injunction is enforced weighed against the irreparable harm Promatek will suffer if it is not. *See Meridian*, 128 F.3d at 1121-22. We must also consider the effect the injunction will have on the public. *Roland*, 749 F.2d at 388. We review a district court’s balancing of the harms for an abuse of discretion. *Ty*, 237 F.3d at 902.

In finding that the harm to Promatek as a result of denying the injunction outweighed the harm to Equitrac in granting it, the district court found, and we agree, that without the injunction, Equitrac would continue to attract consumers browsing the web by using Promatek’s trademark, thereby acquiring goodwill that belongs to Promatek. In response, Equitrac points out that even though it offers products for sale on its website, it has yet to consummate a sale by this means. (Equitrac Ex. 2 ¶8). Furthermore, Equitrac claims that “consumers of products and
services provided by Equitrac and Promatek are sophisticated business people who are not likely to be confused between Equitrac and Copitrak and are not likely to buy based on a visit to a website." (Id. at ¶6).

Although Equitrac claims that the language on its website is harmful because it alerts consumers to Promatek's website, it has not provided any evidence of customers it has lost as a result of the remedial language. Indeed the remedial language on the website is more informative than it is harmful. Equitrac's speculative argument that Promatek may gain a competitive advantage by inclusion of the remedial language is rejected. As to the public interest, because the injunction prevents consumer confusion in the marketplace, the public interest will be served as well. Accordingly, the strong likelihood of consumer confusion weighs strongly in favor of issuing the injunction, and the district court did not abuse its discretion in finding this to be the case.

B. No evidentiary hearing was needed.

Finally, it was not necessary for the district court to hold a hearing before ruling on the motion for preliminary injunction. An evidentiary hearing is required if the nonmoving party raises genuine issues of material fact in response to a motion for a preliminary injunction. Ty, Inc. v. GMA Accessories, Inc., 132 F.3d 1167, 1171 (7th Cir. 1997). However, the party seeking the evidentiary hearing must demonstrate that it has "and intends to introduce evidence that if believed will so weaken the moving party's case as to affect the judge's decision on whether to issue the injunction." Id.

Equitrac claims that the court should not have issued the preliminary injunction without a hearing. Specifically, Equitrac argues that because the court failed to find, and did not receive evidence to contradict, Equitrac's position
that it was entitled to advertise that it was capable of servicing Copitrak equipment, Promatek's motion for a preliminary injunction should have been denied. Equitrac's argument misses the point. What is relevant to the preliminary injunction is not that Equitrac may advertise that it is capable of servicing Copitrak. Equitrac is free to do so; it is also free to place comparison claims on its website, or include press releases involving the litigation between Equitrac and Promatek. See Brookfield, 174 F.3d at 1065-66. It is Equitrac's use of the term Copitrack in its metatag that is a prohibited practice because of its potential for customer confusion. See Brookfield, 174 F.3d at 1066. Because Equitrac failed to demonstrate that its evidence would weaken Promatek's case, an evidentiary hearing was not necessary.

III. CONCLUSION

The district court did not abuse its discretion in issuing the preliminary injunction. We therefore AFFIRM.

A true Copy:

Teste:

Clerk of the United States Court of Appeals for the Seventh Circuit

USCA-97-C-006—8-13-02
ORDER: The slip opinion of this Court issued on 8/13/02 is hereby amended as follows: On page 9, the second-to-last sentence of the first paragraph (beginning "It is Equitrac's use of the term...") should be removed and replaced with the following: "The problem here is not that Equitrac, which repairs Promatek products, used Promatek's trademark in its metatag, but that it used that trademark in a way calculated to deceive consumers into thinking that Equitrac was Promatek. Id."
Immediately following the sentence to be inserted above, the following footnote should be inserted: "It is not the case that trademarks can never appear in metatags, but that they may only do so where a legitimate use of the trademark is being made."
U.S. 9th Circuit Court of Appeals

LOCKHEED v NETWORK
9756734

LOCKHEED MARTIN
CORPORATION,
Plaintiff-Counter-Defendant-
Appellant,
D.C. No.

v.

NETWORK SOLUTIONS, INC.,
Defendant-Counter-
Claimant-Appellee.

No. 97-56734
CV-96-07438-DDP (ANx)

OPINION

Appeal from the United States District Court
for the Central District of California
Dean D. Pregerson, District Judge, Presiding

Argued and Submitted
June 8, 1999--Pasadena, California

Filed October 25, 1999

Before: Dorothy W. Nelson, Stephen Reinhardt, and
Stephen S. Trott, Circuit Judges.

Opinion by Judge Trott

COUNSEL

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appellant.

Ronald L. Johnston, Blanc Williams Johnston & Kronstadt,
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appellee.

OPINION

TROTT, Circuit Judge:

Plaintiff Lockheed Martin Corp. ("Lockheed") appeals
summary judgment in favor of Defendant Network Solutions,
Inc. ("NSI") on Lockheed's action for trademark infringe-
ment, unfair competition, dilution, and contributory infringe-
ment under the Lanham Trademark Act of 1946, 15 U.S.C. SS 1051-1127 (1994 & Supp. I 1995), as amended (the "Lanham Act"). The district court published its decision granting summary judgment to NSI and refusing to grant Lockheed's motion for leave to amend its complaint. 985 F. Supp. 949 (C.D. Cal. 1997). Lockheed contends that (1) genuine issues of material fact remain on its contributory infringement claim, (2) the district court erred in holding that 15 U.S.C. S 1114(2) did not create an independent basis for liability, and (3) the district court should have permitted Lockheed to amend the complaint to add a cause of action for contributory dilution. We have jurisdiction under 28 U.S.C. S 1291 (1994), and we affirm the judgment of the district court.

I

This appeal concerns the NSI registration scheme for domain-name combinations, which we discussed in our recent Avery Dennison Corp. v. Sumpton, No. 98-55810 (9th Cir. August 23, 1999), decision. An interested reader may wish to review the district court's in-depth discussion of the Internet technology that forms the basis of this cause of action. 985 F. Supp. at 951-53.

When a third party seeks to maintain an Internet web site, that party must reserve a location, called an Internet Protocol ("IP") Address, and do the necessary programming. When an Internet user accesses the third party's web site, the user enters the domain-name combination that corresponds to the IP Address and is routed to the host computer. An industry of surrogate hosts has developed, where an Internet Service Provider licenses space on its computers to a third-party web-site operator, permitting the operator to maintain a web site without keeping his or her computer continually connected to the Internet. The Internet Service Providers do not provide the translation service from an entered domain-name combination to the appropriate IP Address. A separate organization has the responsibility to perform the translation function.

A

At all relevant times, NSI was the sole National Science Foundation contractor in charge of registering domain-name combinations for the top-level domains '.gov', '.edu', '.com', '.org', and '.net'. (For clarity, we set off Internet-related character strings with the caret symbols ("< >").) After registration, NSI entered the combination and the corresponding IP Address in its database, permitting automatic translation when an Internet user entered a domain-name combination. NSI is no longer the exclusive registrar. Since oral argument on this appeal, a new competitive scheme has been implemented. See Jeri Clausing, 3-Week Delay in Opening Up Internet Name Registration, N.Y. Times, June 28, 1999, at Cl.

When registering with NSI to receive a domain-name combination, an applicant submits NSI's "template" electronically over the Internet. On approval, NSI puts the domain-name combination in its database in conjunction with the correct IP
Address. NSI then routes Internet users who enter a certain domain-name combination to the registrant's computer. At the time of argument on this appeal, NSI was receiving approximately 130,000 registrations per month, although evidence indicates that the number of monthly registrations has been increasing steadily and is possibly much larger today. Ninety percent of templates are processed electronically, and the entire registration process for each application requires between a few minutes and a few hours. Ten percent of the time, an employee of NSI reviews the application. Human intervention might occur because of an error in filling out the form or because the applied-for domain name includes a "prohibited" character string -- such as specific variations on the words Olympic, Red Cross, or NASA, and certain "obscene" words. NSI also performs a conflict check on all applications, which compares an application to other registered domain-name combinations. However, NSI does not consult third parties during the registration process, check for a registrant's right to use a particular word in a domain-name combination, or monitor the use of a combination once registered. NSI is also not an Internet Service Provider. It performs none of the "hosting" functions for a web site.

NSI does maintain a post-registration dispute-resolution procedure. Anyone who feels that his or her rights are violated by the domain-name combination maintained by a registrant can submit a certified copy of a trademark registration to NSI. NSI then requires the registrant to obtain a declaratory judgment of the right to maintain the domain-name combination. If the registrant fails to do so, its registration is terminated.

B

Lockheed owns and operates "The Skunk Works," an aircraft design and construction laboratory. Since 1943, The Skunk Works has developed prototypes of this country's first jet fighter, the U-2 and SR-71 spy planes, and the F-117 and F-22 fighter planes. The Skunk Works is currently involved in designing a possible replacement for the space shuttle. "Skunk Works" is a registered and incontestable service mark.

II

Third parties, not involved in this litigation, have registered domain-name combinations with NSI which are variations on the phrase "skunk works." These include:<skunkworks.com>, <skunkworks.net>, <skunkwrks.com>, <skunkwerks.com>, <skunkworx.com>, <theskunkworks.com>, <skunkworksl.com>, <skunkworks.org>, <skunkwear.com>, <the-skunkwerks.com>, <skunkwrks.com>, and <theencryptedskunkworks.com>. Lockheed alleges that many of these registrations infringe and dilute its "Skunk Works" service mark.

Lockheed sent two letters, on May 7 and June 18, 1996, bringing the <skunkworks.com> and <skunkworks.net> registrations to NSI's attention. Lockheed's letters informed NSI
of its belief that the third-party registrants were infringing or diluting Lockheed's service mark. Lockheed requested that NSI cancel the allegedly offending registrations. Lockheed also requested that NSI cease registering domain-name combinations that included "Skunk Works" or variations on the phrase and report to Lockheed all such domain-name combinations contained in its registry. NSI took no action on Lockheed's requests, informing Lockheed by letter that Lockheed had failed to comply with the terms of NSI's dispute resolution policy. Due to Lockheed's dealings with the third-party registrants, <skunkworks.com> and <skunkworks.net> ceased being used, but NSI did not immediately cancel the registrations and later permitted a new registrant to register <skunkworks.com>.

Lockheed sued NSI on October 22, 1996, claiming contributory service mark infringement, infringement, unfair competition, and service mark dilution, all in violation of the Lanham Act, and also seeking declaratory relief. The complaint alleged that four specific domain-name registrations infringed or diluted Lockheed's "Skunk Works" service mark. The parties stipulated to April 1, 1997, as the cut-off date for motions to amend the pleadings. Lockheed later proposed, over NSI's objection, that the cutoff date be moved to July 7, 1997. NSI moved for summary judgment. On August 19, 1997, Lockheed moved to amend its complaint to add a cause of action for contributory dilution and to allege several additional domain-name combinations registered with NSI. The district court denied the motion to amend and granted summary judgment to NSI.

III

We review the district court's grant of summary judgment de novo. Edison v. Ryan, 140 F.3d 850, 852 (9th Cir. 1998). Viewing the evidence in the light most favorable to the non-moving party, summary judgment is appropriate if no genuine issues of material fact remain and the non-moving party is entitled to judgment as a matter of law. See id. We review for an abuse of discretion the district court's decision denying a motion to amend a complaint. Grigg v. Pace Am. Group, Inc., 170 F.3d 877, 879 (9th Cir. 1999).

IV

[1] Contributory infringement occurs when the defendant either intentionally induces a third party to infringe the plaintiff's mark or supplies a product to a third party with actual or constructive knowledge that the product is being used to infringe the service mark. Inwood Lab., Inc. v. Ives Lab., Inc., 456 U.S. 844, 853 -54 (1982). Lockheed alleges only the latter basis for contributory infringement liability and therefore must prove that NSI supplies a product to third parties with actual or constructive knowledge that its product is being used to infringe "Skunk Works." Id. at 854.

[2] The district court assumed for purposes of summary judgment that third parties were infringing Lockheed's "Skunk Works" service mark, and NSI does not ask us to
affirm on the alternate ground that no genuine issue of material fact exists as to infringement. We are thus left to consider two issues on Lockheed's contributory infringement cause of action: (1) whether NSI supplied a product to third parties and (2) whether NSI had actual or constructive knowledge of any infringement. Because we accept the district court's excellent analysis on the first question, see 985 F. Supp. at 960-62, we affirm summary judgment without reaching the second.

A

Under the plain language of the Inwood Lab. formulation, to be liable for contributory infringement, NSI must supply a "product" to a third party with which the third party infringes Lockheed's service mark.

456 U.S. at 854.

. In Inwood Lab., the Supreme Court considered an action against a manufacturer of generic pharmaceuticals. Id. at 847. Non-party pharmacists packaged the defendant's less-expensive generic pills, but labeled them with the plaintiff's brand name. Id. at 850.

The plaintiff stated a cause of action for contributory infringement by alleging that the defendant "continued to supply [the product] to pharmacists whom the petitioners knew were mislabeling generic drugs." Id. at 855.

Inwood Lab. has been applied in the broader context of renting booth space at a flea market. See Hard Rock Cafe Licensing Corp. v. Concession Servs., Inc., 955 F.2d 1143, 1148-49 (7th Cir. 1992). In Hard Rock, the Seventh Circuit explicitly addressed the distinction between a product and a service, noting that while the pharmaceutical company in Inwood Lab. clearly supplied a product to the third-party pharmacists, a "temporary help service . . . might not be liable if it furnished [to the defendant] the workers he employed to erect his stand." Hard Rock, 955 F.2d at 1148. The court then held that space at a flea market was more comparable to pharmaceuticals than to manpower, in part because of the close comparison between the legal duty owed by a landlord to control illegal activities on his or her premises and by a manufacturer to control illegal use of his or her product. Id. at 1149.

We adopt the Hard Rock analysis in Fonovisa, Inc. v. Cherry Auction, Inc., 76 F.3d 259 (9th Cir. 1996), holding that a flea market could be liable for contributory infringement if it "supplied the necessary marketplace for the sale of infringing products. Id. at 265 (citing Hard Rock, 955 F.2d at 1149).

[3] Hard Rock and Fonovisa teach us that when measuring and weighing a fact pattern in the contributory infringement context without the convenient "product" mold dealt with in Inwood Lab., we consider the extent of control exercised by the defendant over the third party's means of infringement.

Hard Rock, 955 F.2d at 1148-49 (noting the common-law responsibilities of a landlord regarding illegal activity on a rented premises); see Fonovisa, 76 F.3d at 265 (adopting Hard Rock's analysis). Direct control and monitoring of the instrumentality used by a third party to infringe the plaintiff's mark permits the expansion of Inwood Lab.'s "supplies a product" requirement for contributory infringement.
[4] The case at bench involves a fact pattern squarely on the "service" side of the product/service distinction suggested by Inwood Lab and its offspring. All evidence in the record indicates that NSI's role differs little from that of the United States Postal Service: when an Internet user enters a domain-name combination, NSI translates the domain-name combination to the registrant's IP Address and routes the information or command to the corresponding computer. Although NSI's routing service is only available to a registrant who has paid NSI's fee, NSI does not supply the domain-name combination any more than the Postal Service supplies a street address by performing the routine service of routing mail. As the district court correctly observed,

Where domain names are used to infringe, the infringement does not result from NSI's publication of the domain name list, but from the registrant's use of the name on a web site or other Internet form of communication in connection with goods or services . . . . NSI's involvement with the use of domain names does not extend beyond registration.

985 F. Supp. at 958.

[5] The "direct control and monitoring" rule established by Hard Rock and Fonovisa likewise fails to reach the instant situation. The district court correctly recognized that NSI's role translation service does not entail the kind of direct control and monitoring required to justify an extension of the "supplies a product" requirement. See 985 F. Supp. at 962 ("While the landlord of a flea market might reasonably be expected to monitor the merchandise sold on his premises, NSI cannot reasonably be expected to monitor the Internet."). Such a stretch would reach well beyond the contemplation of Inwood Lab. and its progeny.

In an attempt to fit under Fonovisa's umbrella, Lockheed characterizes NSI's service as a licensing arrangement with alleged third-party infringers. Although we accept Lockheed's argument that NSI licenses its routing service to domain-name registrants, the routing service is just that -- a service. In Fonovisa and Hard Rock, by contrast, the defendants licensed real estate, with the consequent direct control over the activity that the third-party alleged infringers engaged in on the premises. Hard Rock, 955 F.2d at 1149; see Fonovisa, 96 F.3d at 265.

V

[6] Lockheed also urges that NSI is liable as a printer or publisher under 15 U.S.C. S 1114(2) (1994), which reads in pertinent part:

[T]he remedies given to the owner of a right infringed under this chapter or to a person bringing an action under section 1125(a) of this title shall be limited as follows:
(A) Where an infringer or violator is engaged
solely in the business of printing the mark or violating matter for others and establishes that he or she
was an innocent infringer or innocent violator, the
[plaintiff] shall be entitled as against such infringer
or violator only to an injunction against future print-
ing.

(B) Where the infringement or violation com-
plained of is contained in . . . an electronic commu-
nication . . . , the remedies . . . shall be limited to an
injunction against the presentation . . . in future
transmissions of such electronic communications.

Id. Section 1114(2) does not create an independent cause of
action, but limits the remedies available to a plaintiff from an
innocent infringer, requiring infringement of a trademark right
or success on an unfair competition claim for injunctive relief.
611, 620 (S.D. Ohio 1988) ("It is important to note that
S 1114(2)(a) . . . does not relate to the potential liability of a
printer. Instead, this statute limits the relief which a Court
may grant against a printer to an injunction against future
printing."); see J. Thomas McCarthy, Trademarks & Unfair
Competition, § 25:29 (Supp. 1998) ("The Lanham Act, as
amended effective in 1989, limits the liability of innocent
infringement . . . . "). Because Lockheed does not appeal sum-
mary judgment for NSI on Lockheed's claims of service mark
infringement and unfair competition, Lockheed cannot estab-
lish the necessary predicate for its S 1114(2) argument on
appeal.

VI

[7] Finally, Lockheed argues that the district court abused
its discretion in failing to grant leave to amend its complaint
to (1) add a contributory dilution cause of action and (2)
include allegations of several other offending domain-name
combinations. As a general rule, leave to amend should be
"freely given when justice so requires." Fed. R. Civ. P. 15(a);
Foman v. Davis,
371 U.S. 178, 182
(1962). We consider four
factors when reviewing a decision whether to permit an
amendment: (1) bad faith on the part of the plaintiffs; (2)
undue delay; (3) prejudice to the opposing party; and (4) futili-
ity of the proposed amendment. Griggs, 170 F.3d at 877.

[8] Although delay is not a dispositive factor in the amend-
ment analysis, it is relevant, Moronga Band of Mission Indi-
ans v. Rose, 893 F.2d 1074, 1079 (9th Cir. 1990), especially
when no reason is given for the delay, Swanson v. United
States Forest Serv., 87 F.3d 339, 345 (9th Cir. 1996). Lock-
heed's motion to amend came several months after the stipu-
lated deadline for amending or supplementing the complaint.
Nothing in the proposed amended complaint relied on facts
that were unavailable before the stipulated deadline. The
amendment was one that Lockheed had been considering
three months before the stipulated deadline. Finally, Lock-
heed did not explain the delay, but supported it based on a
[9] A need to reopen discovery and therefore delay the proceeding supports a district court's finding of prejudice from a delayed motion to amend the complaint. Solomon v. North Am. Life & Cas. Ins. Co., 151 F.3d 1132, 1139 (9th Cir. 1998). Lockheed sought to add complaints regarding new domain-name registrants which would require NSI to conduct discovery on each new registrant. Lockheed's new cause of action would also require NSI to conduct discovery of whether the domain-name registrants were diluting Lockheed's service mark. The district court's factual finding that allowing the late amendment would prejudice NSI is not clearly erroneous.

[10] Bad faith on the part of the moving party also supports denying the motion to amend. Griggs, 170 F.3d at 881. Facing a summary judgment motion, Lockheed sought to amend its complaint to add causes of action on which discovery had not been undertaken. The district court noted that this might reflect bad-faith on the part of Lockheed.

[11] Although we conclude from the above discussion that the district court was well within its discretion to deny Lockheed leave to amend its complaint, the fourth factor -- futility of the proposed amendment -- also supports the decision. Where the legal basis for a cause of action is tenuous, futility supports the refusal to grant leave to amend. Morongo Band, 893 F.2d at 1079. Although courts have discussed contributory dilution, no appellate court or statute has yet established the cause of action. Academy of Motion Picture Arts & Sciences v. Network Solutions, Inc., 989 F. Supp. 1276, 1279 (C.D. Cal. 1997).

The one court to recognize the contributory dilution cause of action defined the claim as encouraging others to dilute. Keegan v. Apple Computer Inc., 42 U.S.P.Q.2d 1053, 1062 (N.D. Ill. 1996). The proposed cause of action thus appears to import the definition of "contributory" from Inwood Lab., 456 U.S. at 854. Indeed, Lockheed's proposed amended complaint alleged that NSI continued to supply its routing service to registrants, knowing that these parties were diluting Lockheed's "Skunk Works" service mark. As we have already concluded, however, NSI does not supply a product or engage in the kind of direct control and monitoring required to extend the Inwood Lab. rule. We agree with the district court that futility supports its decision to refuse leave to amend the complaint.

VII

NSI requested attorneys' fees pursuant to the Lanham Act, 15 U.S.C. S 1117(a). We deny its request because Lockheed's appeal was not sufficiently unreasonable or frivolous to constitute an "exceptional case[ ]" as required by the Lanham Act for attorneys' fees to be warranted.

VIII

NSI is not liable for contributory infringement as a matter of law. Lockheed does not appeal the district court's decision
on its infringement, unfair competition, and dilution claims against NSI, and the district court did not abuse its discretion in refusing leave to amend the complaint. We have also considered Lockheed's request for judicial notice and motion to strike and deny both.

AFFIRMED.
Eric Goldman's Helpful Hints to Knowing Your Porn Terms

- Obscenity is: "(a) whether the average person, applying contemporary community standards, would find that the work, taken as a whole, appeals to the prurient interest; (b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law; and (c) whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value." [Miller]

- Indecency is: "language that describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience." [FCC definition, quoted in Pacifica]

Compare the CDA: "any comment, request, suggestion, proposal, image or other communication that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards, sexual or excretory activities or organs."

- Harmful to minor is: "(a) patently offensive to prevailing standards in the adult community as a whole with respect to what is suitable for minors; (b) appeals to the prurient interests of minors; and (c) is utterly without redeeming social importance for minors." [Ginsberg]

Compare COPA: "any communication, picture, image, graphic image file, article, recording, writing, or other matter of any kind that is obscene or that (A) the average person, applying contemporary community standards, would find, taking the material as a whole and with respect to minors, is designed to appeal to, or is designed to pander to, the prurient interest; (B) depicts, describes, or represents, in a manner patently offensive with respect to minors, an actual or simulated sexual act or sexual contact, an actual or simulated normal or perverted sexual act, or a lewd exhibition of the genitals or post-pubescent female breast; and (C) taken as a whole, lacks serious literary, artistic, political, or scientific value for minors."

- Child pornography is: "works that visually depict sexual conduct by children below a specified age, where the category of "sexual conduct" proscribed is suitably limited and described." [Ferber] In the New York statute's case, "sexual conduct" was defined as "actual or simulated sexual intercourse, deviate sexual intercourse, sexual bestiality, masturbation, sado-masochistic abuse, or lewd exhibition of the genitals."

- Pornography is: ??????
U.S. Supreme Court

No. 96-511

JANET RENO, ATTORNEY GENERAL OF THE UNITED STATES, et al., APPELLANTS v. AMERICAN CIVIL LIBERTIES UNION et al.

on appeal from the united states district court for the eastern district of pennsylvania

[June 26, 1997]

Justice Stevens delivered the opinion of the Court.

At issue is the constitutionality of two statutory provisions enacted to protect minors from "indecent" and "patently offensive" communications on the Internet. Notwithstanding the legitimacy and importance of the congressional goal of protecting children from harmful materials, we agree with the three judge District Court that the statute abridges "the freedom of speech" protected by the First Amendment. 1

The District Court made extensive findings of fact, most of which were based on a detailed stipulation prepared by the parties. See 929 F. Supp. 824, 830-849 (ED Pa. 1996). 2 The findings describe the character and the dimensions of the Internet, the availability of sexually explicit material in that medium, and the problems confronting age verification for recipients of Internet communications. Because those findings provide the underpinnings for the legal issues, we begin with a summary of the undisputed facts.

The Internet

The Internet is an international network of interconnected computers. It is the outgrowth of what began in 1969 as a military program called "ARPANET," 3 which was designed to enable computers operated by the military, defense contractors, and universities conducting defense related research to communicate with one another by redundant channels even if some portions of the network were damaged in a war. While the ARPANET no longer exists, it provided an example for the development of a number of civilian networks that, eventually linking with each other, now enable tens of millions of people to communicate with one another and to access vast amounts of information from around the world. The Internet is "a unique and wholly new medium of worldwide human communication." 4

The Internet has experienced "extraordinary growth." 5 The number of "host" computers--those that store information and relay communications--increased from about 300 in 1981 to approximately 9,400,000 by the time of the trial in 1996. Roughly 60% of these hosts are located in the United States. About 40 million people used the Internet at the time of trial, a number that is expected to mushroom to 200 million by 1999.

Individuals can obtain access to the Internet from many different sources, generally hosts themselves or entities with a host affiliation. Most colleges and universities provide access for their students and faculty; many corporations provide their employees with access through an office network; many

communities and local libraries provide free access; and an increasing number of storefront "computer coffee shops" provide access for a small hourly fee. Several major national "online services" such as America Online, CompuServe, the Microsoft Network, and Prodigy offer access to their own extensive proprietary networks as well as a link to the much larger resources of the Internet. These commercial online services had almost 12 million individual subscribers at the time of trial.

Anyone with access to the Internet may take advantage of a wide variety of communication and information retrieval methods. These methods are constantly evolving and difficult to categorize precisely. But, as presently constituted, those most relevant to this case are electronic mail ("e mail"), automatic mailing list services ("mail exploders," sometimes referred to as "listservs"), "newsgroups," "chat rooms," and the "World Wide Web." All of these methods can be used to transmit text; most can transmit sound, pictures, and moving video images. Taken together, these tools constitute a unique medium--known to its users as "cyberspace"--located in no particular geographical location but available to anyone, anywhere in the world, with access to the Internet.

E mail enables an individual to send an electronic message--generally akin to a note or letter--to another individual or to a group of addressees. The message is generally stored electronically, sometimes waiting for the recipient to check her "mailbox" and sometimes making its receipt known through some type of prompt. A mail exploder is a sort of e mail group. Subscribers can send messages to a common e mail address, which then forwards the message to the group's other subscribers. Newsgroups also serve groups of regular participants, but these postings may be read by others as well. There are thousands of such groups, each serving to foster an exchange of information or opinion on a particular topic running the gamut from, say, the music of Wagner to Balkan politics to AIDS prevention to the Chicago Bulls. About 100,000 new messages are posted every day. In most newsgroups, postings are automatically purged at regular intervals. In addition to posting a message that can be read later, two or more individuals wishing to communicate more immediately can enter a chat room to engage in real time dialogue--in other words, by typing messages to one another that appear almost immediately on the others' computer screens. The District Court found that at any given time "tens of thousands of users are engaging in conversations on a huge range of subjects." It is "no exaggeration to conclude that the content on the Internet is as diverse as human thought." 7

The best known category of communication over the Internet is the World Wide Web, which allows users to search for and retrieve information stored in remote computers, as well as, in some cases, to communicate back to designated sites. In concrete terms, the Web consists of a vast number of documents stored in different computers all over the world. Some of these documents are simply files containing information. However, more elaborate documents, commonly known as Web "pages," are also prevalent. Each has its own address--%rather like a telephone number." Web pages frequently contain information and sometimes allow the viewer to communicate with the page's (or "site's") author. They generally also contain "links" to other documents created by that site's author or to other (generally) related sites. Typically, the links are either blue or underlined text--sometimes images.

Navigating the Web is relatively straightforward. A user may either type the address of a known page or enter one or more keywords into a commercial "search engine" in an effort to locate sites on a subject of interest. A particular Web page may contain the information sought by the "surfer," or, through its links, it may be an avenue to other documents located anywhere on the Internet. Users generally explore a given Web page, or move to another, by clicking a computer "mouse" on one of the page's icons or links. Access to most Web pages is freely available, but some allow access only to those who have purchased the right from a commercial provider. The Web is thus comparable, from the readers' viewpoint, to both a vast library including millions of readily available and indexed publications and a sprawling mall offering goods and services.
From the publishers' point of view, it constitutes a vast platform from which to address and hear from a worldwide audience of millions of readers, viewers, researchers, and buyers. Any person or organization with a computer connected to the Internet can "publish" information. Publishers include government agencies, educational institutions, commercial entities, advocacy groups, and individuals. Publishers may either make their material available to the entire pool of Internet users, or confine access to a selected group, such as those willing to pay for the privilege. "No single organization controls any membership in the Web, nor is there any centralized point from which individual Web sites or services can be blocked from the Web." 10

Sexually Explicit Material

Sexually explicit material on the Internet includes text, pictures, and chat and "extends from the modestly titillating to the hardest core." 11 These files are created, named, and posted in the same manner as material that is not sexually explicit, and may be accessed either deliberately or unintentionally during the course of an imprecise search. "Once a provider posts its content on the Internet, it cannot prevent that content from entering any community." 12 Thus, for example,

"when the UCR/California Museum of Photography posts to its Web site nudes by Edward Weston and Robert Mapplethorpe to announce that its new exhibit will travel to Baltimore and New York City, those images are available not only in Los Angeles, Baltimore, and New York City, but also in Cincinnati, Mobile, or Beijing—wherever Internet users live. Similarly, the sex instructions that Critical Path posts to its Web site, written in street language so that the teenage receiver can understand them, are available not just in Philadelphia, but also in Provo and Prague." 13

Some of the communications over the Internet that originate in foreign countries are also sexually explicit. 14

Though such material is widely available, users seldom encounter such content accidentally. "A document's title or a description of the document will usually appear before the document itself . . . and in many cases the user will receive detailed information about a site's content before he or she need take the step to access the document. Almost all sexually explicit images are preceded by warnings as to the content." 15 For that reason, the "odds are slim" that a user would enter a sexually explicit site by accident. 16 Unlike communications received by radio or television, "the receipt of information on the Internet requires a series of affirmative steps more deliberate and directed than merely turning a dial. A child requires some sophistication and some ability to read to retrieve material and thereby to use the Internet unattended." 17

Systems have been developed to help parents control the material that may be available on a home computer with Internet access. A system may either limit a computer's access to an approved list of sources that have been identified as containing no adult material, it may block designated inappropriate sites, or it may attempt to block messages containing identifiable objectionable features. "Although parental control software currently can screen for certain suggestive words or for known sexually explicit sites, it cannot now screen for sexually explicit images." 18 Nevertheless, the evidence indicates that "a reasonably effective method by which parents can prevent their children from accessing sexually explicit and other material which parents may believe is inappropriate for their children will soon be available." 19

Age Verification
The problem of age verification differs for different uses of the Internet. The District Court categorically determined that there "is no effective way to determine the identity or the age of a user who is accessing material through e-mail, mail exploders, newsgroups or chat rooms." The Government offered no evidence that there was a reliable way to screen recipients and participants in such fora for age. Moreover, even if it were technologically feasible to block minors' access to newsgroups and chat rooms containing discussions of art, politics or other subjects that potentially elicit "indecent" or "patently offensive" contributions, it would not be possible to block their access to that material and "still allow them access to the remaining content, even if the overwhelming majority of that content was not indecent." 21

Technology exists by which an operator of a Web site may condition access on the verification of requested information such as a credit card number or an adult password. Credit card verification is only feasible, however, either in connection with a commercial transaction in which the card is used, or by payment to a verification agency. Using credit card possession as a surrogate for proof of age would impose costs on noncommercial Web sites that would require many of them to shut down. For that reason, at the time of the trial, credit card verification was "effectively unavailable to a substantial number of Internet content providers." Id., at 846 (finding 102). Moreover, the imposition of such a requirement "would completely bar adults who do not have a credit card and lack the resources to obtain one from accessing any blocked material." 22

Commercial pornographic sites that charge their users for access have assigned them passwords as a method of age verification. The record does not contain any evidence concerning the reliability of these technologies. Even if passwords are effective for commercial purveyors of indecent material, the District Court found that an adult password requirement would impose significant burdens on noncommercial sites, both because they would discourage users from accessing their sites and because the cost of creating and maintaining such screening systems would be "beyond their reach." 23

In sum, the District Court found:

"Even if credit card verification or adult password verification were implemented, the Government presented no testimony as to how such systems could ensure that the user of the password or credit card is in fact over 18. The burdens imposed by credit card verification and adult password verification systems make them effectively unavailable to a substantial number of Internet content providers." Ibid. (finding 107).

The Telecommunications Act of 1996, Pub. L. 104-104, 110 Stat. 56, was an unusually important legislative enactment. As stated on the first of its 103 pages, its primary purpose was to reduce regulation and encourage "the rapid deployment of new telecommunications technologies." The major components of the statute have nothing to do with the Internet; they were designed to promote competition in the local telephone service market, the multichannel video market, and the market for over the air broadcasting. The Act includes seven Titles, six of which are the product of extensive committee hearings and the subject of discussion in Reports prepared by Committees of the Senate and the House of Representatives. By contrast, Title V--known as the "Communications Decency Act of 1996" (CDA)--contains provisions that were either added in executive committee after the hearings were concluded or as amendments offered during floor debate on the legislation. An amendment offered in the Senate was the source of the two statutory provisions challenged in this case. They are informally described as the "indecent transmission" provision and the "patently offensive display" provision. 24

The first, 47 U. S. C. A. §223(a) (Supp. 1997), prohibits the knowing transmission of obscene or
indecent messages to any recipient under 18 years of age. It provides in pertinent part:

"(a) Whoever--

%(1) in interstate or foreign communications--

......

"(B) by means of a telecommunications device knowingly--

%(i) makes, creates, or solicits, and

%(ii) initiates the transmission of,

%any comment, request, suggestion, proposal, image, or other communication which is obscene or indecent, knowing that the recipient of the communication is under 18 years of age, regardless of whether the maker of such communication placed the call or initiated the communication;

......

"(2) knowingly permits any telecommunications facility under his control to be used for any activity prohibited by paragraph (1) with the intent that it be used for such activity,

%shall be fined under Title 18, or imprisoned not more than two years, or both."

The second provision, §223(d), prohibits the knowing sending or displaying of patently offensive messages in a manner that is available to a person under 18 years of age. It provides:

"(d) Whoever--

"(1) in interstate or foreign communications knowingly--

"(A) uses an interactive computer service to send to a specific person or persons under 18 years of age, or

"(B) uses any interactive computer service to display in a manner available to a person under 18 years of age,

%any comment, request, suggestion, proposal, image, or other communication that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards, sexual or excretory activities or organs, regardless of whether the user of such service placed the call or initiated the communication; or

"(2) knowingly permits any telecommunications facility under such person's control to be used for an activity prohibited by paragraph (1) with the intent that it be used for such activity,

%shall be fined under Title 18, or imprisoned not more than two years, or both."

The breadth of these prohibitions is qualified by two affirmative defenses. See §223(e)(5). 26 One
covers those who take "good faith, reasonable, effective, and appropriate actions" to restrict access by minors to the prohibited communications. §223(e)(5)(A). The other covers those who restrict access to covered materials by requiring certain designated forms of age proof, such as a verified credit card or an adult identification number or code. §223(e)(5)(B).

On February 8, 1996, immediately after the President signed the statute, 20 plaintiffs filed suit against the Attorney General of the United States and the Department of Justice challenging the constitutionality of §§223(a)(1) and 223(d). A week later, based on his conclusion that the term "indecent" was too vague to provide the basis for a criminal prosecution, District Judge Buckwalter entered a temporary restraining order against enforcement of §223(a)(1)(B)(ii) insofar as it applies to indecent communications. A second suit was then filed by 27 additional plaintiffs, 28 the two cases were consolidated, and a three judge District Court was convened pursuant to §561 of the Act. 29 After an evidentiary hearing, that Court entered a preliminary injunction against enforcement of both of the challenged provisions. Each of the three judges wrote a separate opinion, but their judgment was unanimous.

Chief Judge Sloviter doubted the strength of the Government's interest in regulating "the vast range of online material covered or potentially covered by the CDA," but acknowledged that the interest was "compelling" with respect to some of that material. 929 F. Supp., at 853. She concluded, nonetheless, that the statute "sweeps more broadly than necessary and thereby chills the expression of adults" and that the terms "patently offensive" and "indecent" were "inherently vague." Id., at 854. She also determined that the affirmative defenses were not "technologically or economically feasible for most providers," specifically considering and rejecting an argument that providers could avoid liability by "tagging" their material in a manner that would allow potential readers to screen out unwanted transmissions. Id., at 856. Chief Judge Sloviter also rejected the Government's suggestion that the scope of the statute could be narrowed by construing it to apply only to commercial pornographers. Id., at 854-855.

Judge Buckwalter concluded that the word "indecent" in §223(a)(1)(B) and the terms "patently offensive" and "in context" in §223(d)(1) were so vague that criminal enforcement of either section would violate the "fundamental constitutional principle" of "simple fairness," id., at 861, and the specific protections of the First and Fifth Amendments, id., at 858. He found no statutory basis for the Government's argument that the challenged provisions would be applied only to "pornographic" materials, noting that, unlike obscenity, "indecency has not been defined to exclude works of serious literary, artistic, political or scientific value." Id., at 863. Moreover, the Government's claim that the work must be considered patently offensive "in context" was itself vague because the relevant context might "refer to, among other things, the nature of the communication as a whole, the time of day it was conveyed, the medium used, the identity of the speaker, or whether or not it is accompanied by appropriate warnings." Id., at 864. He believed that the unique nature of the Internet aggravated the vagueness of the statute. Id., at 865, n. 9.

Judge Dalzell's review of "the special attributes of Internet communication" disclosed by the evidence convinced him that the First Amendment denies Congress the power to regulate the content of protected speech on the Internet. Id., at 867. His opinion explained at length why he believed the Act would abridge significant protected speech, particularly by noncommercial speakers, while "[p]erversely, commercial pornographers would remain relatively unaffected." Id., at 879. He construed our cases as requiring a "medium specific" approach to the analysis of the regulation of mass communication, id., at 873, and concluded that the Internet--as "the most participatory form of mass speech yet developed," id., at 883--is entitled to "the highest protection from governmental intrusion," ibid. 30.
The judgment of the District Court enjoins the Government from enforcing the prohibitions in §223(a) (1)(B) insofar as they relate to "indecent" communications, but expressly preserves the Government's right to investigate and prosecute the obscenity or child pornography activities prohibited therein. The injunction against enforcement of §§223(d)(1) and (2) is unqualified because those provisions contain no separate reference to obscenity or child pornography.

The Government appealed under the Act's special review provisions, §561, 110 Stat. 142-143, and we noted probable jurisdiction, see 519 U. S. ___ (1996). In its appeal, the Government argues that the District Court erred in holding that the CDA violated both the First Amendment because it is overbroad and the Fifth Amendment because it is vague. While we discuss the vagueness of the CDA because of its relevance to the First Amendment overbreadth inquiry, we conclude that the judgment should be affirmed without reaching the Fifth Amendment issue. We begin our analysis by reviewing the principal authorities on which the Government relies. Then, after describing the overbreadth of the CDA, we consider the Government's specific contentions, including its submission that we save portions of the statute either by severance or by fashioning judicial limitations on the scope of its coverage.

In arguing for reversal, the Government contends that the CDA is plainly constitutional under three of four prior decisions: (1) Ginsberg v. New York, 390 U.S. 662 (1968); (2) FCC v. Pacifica Foundation, 438 U.S. 726 (1978); and (3) Renton v. Playtime Theatres, Inc., 475 U.S. 41 (1986). A close look at these cases, however, raises—rather than relieves—doubts concerning the constitutionality of the CDA.

In Ginsberg, we upheld the constitutionality of a New York statute that prohibited selling to minors under 17 years of age material that was considered obscene as to them even if not obscene as to adults. We rejected the defendant's broad submission that "the scope of the constitutional freedom of expression secured to a citizen to read or see material concerned with sex cannot be made to depend on whether the citizen is an adult or a minor." 390 U. S., at 636. In rejecting that contention, we relied not only on the State's independent interest in the well being of its youth, but also on our consistent recognition of the principle that "the parents' claim to authority in their own household to direct the rearing of their children is basic in the structure of our society." 21 In four important respects, the statute upheld in Ginsberg was narrower than the CDA. First, we noted in Ginsberg that "the prohibition against sales to minors does not bar parents who so desire from purchasing the magazines for their children." Id., at 639. Under the CDA, by contrast, neither the parents' consent—nor even their participation—in the communication would avoid the application of the statute. 32 Second, the New York statute applied only to commercial transactions, id., at 647, whereas the CDA contains no such limitation. Third, the New York statute cabin'd its definition of material that is harmful to minors with the requirement that it be "utterly without redeeming social importance for minors." Id., at 646. The CDA fails to provide us with any definition of the term "indecent" as used in §223(a)(1) and, importantly, omits any requirement that the "patently offensive" material covered by §223(d) lack serious literary, artistic, political, or scientific value. Fourth, the New York statute defined a minor as a person under the age of 17, whereas the CDA, in applying to all those under 18 years, includes an additional year of those nearest majority.

In Pacifica, we upheld a declaratory order of the Federal Communications Commission, holding that the broadcast of a recording of a 12-minute monologue entitled "Filthy Words" that had previously been delivered to a live audience "could have been the subject of administrative sanctions." 438 U. S., at 730 (internal quotations omitted). The Commission had found that the repetitive use of certain words referring to excretory or sexual activities or organs "in an afternoon broadcast when children are in the audience was patently offensive" and concluded that the monologue was indecent "as broadcast." Id., at 735. The respondent did not quarrel with the finding that the afternoon broadcast was patently offensive, but contended that it was not "indecent" within the meaning of the relevant statutes because it
contained no prurient appeal. After rejecting respondent's statutory arguments, we confronted its two constitutional arguments: (1) that the Commission's construction of its authority to ban indecent speech was so broad that its order had to be set aside even if the broadcast at issue was unprotected; and (2) that since the recording was not obscene, the First Amendment forbade any abridgement of the right to broadcast it on the radio.

In the portion of the lead opinion not joined by Justices Powell and Blackmun, the plurality stated that the First Amendment does not prohibit all governmental regulation that depends on the content of speech. Id., at 742-743. Accordingly, the availability of constitutional protection for a vulgar and offensive monologue that was not obscene depended on the context of the broadcast. Id., at 744-748. Relying on the premise that "of all forms of communication" broadcasting had received the most limited First Amendment protection, id., at 748-749, the Court concluded that the ease with which children may obtain access to broadcasts, "coupled with the concerns recognized in Ginsberg," justified special treatment of indecent broadcasting. Id., at 749-750.

As with the New York statute at issue in Ginsberg, there are significant differences between the order upheld in Pacifica and the CDA. First, the order in Pacifica, issued by an agency that had been regulating radio stations for decades, targeted a specific broadcast that represented a rather dramatic departure from traditional program content in order to designate when--rather than whether--it would be permissible to air such a program in that particular medium. The CDA's broad categorical prohibitions are not limited to particular times and are not dependent on any evaluation by an agency familiar with the unique characteristics of the Internet. Second, unlike the CDA, the Commission's declaratory order was not punitive; we expressly refused to decide whether the indecent broadcast "would justify a criminal prosecution." Id., at 750. Finally, the Commission's order applied to a medium which as a matter of history had "received the most limited First Amendment protection," id., at 748, in large part because warnings could not adequately protect the listener from unexpected program content. The Internet, however, has no comparable history. Moreover, the District Court found that the risk of encountering indecent material by accident is remote because a series of affirmative steps is required to access specific material.

In Renton, we upheld a zoning ordinance that kept adult movie theatres out of residential neighborhoods. The ordinance was aimed, not at the content of the films shown in the theaters, but rather at the "secondary effects"--such as crime and deteriorating property values--that these theaters fostered: "It is the[ ] secondary effect which these zoning ordinances attempt to avoid, not the dissemination of 'offensive' speech." 475 U.S., at 49 (quoting Young v. American Mini Theatres, Inc., 427 U.S. 50, 71, n. 34 (1976)). According to the Government, the CDA is constitutional because it constitutes a sort of "cyberzoning" on the Internet. But the CDA applies broadly to the entire universe of cyberspace. And the purpose of the CDA is to protect children from the primary effects of "indecent" and "patently offensive" speech, rather than any "secondary" effect of such speech. Thus, the CDA is a content based blanket restriction on speech, and, as such, cannot be "properly analyzed as a form of time, place, and manner regulation." 475 U.S., at 46. See also Boos v. Barry, 485 U.S. 312, 321 (1988) ("Regulations that focus on the direct impact of speech on its audience" are not properly analyzed under Renton); Forsyth County v. Nationalist Movement, 505 U.S. 123, 134 (1992) ("Listeners' reaction to speech is not a content neutral basis for regulation").

These precedents, then, surely do not require us to uphold the CDA and are fully consistent with the application of the most stringent review of its provisions.

In Southeastern Promotions, Ltd. v. Conrad, 420 U.S. 546, 557 (1975), we observed that "[e]ach medium of expression . . . may present its own problems." Thus, some of our cases have recognized
special justifications for regulation of the broadcast media that are not applicable to other speakers, see Red Lion Broadcasting Co. v. FCC, 395 U.S. 367 (1969); FCC v. Pacifica Foundation, 438 U.S. 726 (1978). In these cases, the Court relied on the history of extensive government regulation of the broadcast medium, see, e.g., Red Lion, 395 U.S. at 399-400; the scarcity of available frequencies at its inception, see, e.g., Turner Broadcasting System, Inc. v. FCC, 512 U.S. 622, 637-638 (1994); and its "invasive" nature, see Sable Communications of Cal., Inc. v. FCC, 492 U.S. 115, 128 (1989).

Those factors are not present in cyberspace. Neither before nor after the enactment of the CDA have the vast democratic fora of the Internet been subject to the type of government supervision and regulation that has attended the broadcast industry. 33 Moreover, the Internet is not as "invasive" as radio or television. The District Court specifically found that "[c]ommunications over the Internet do not 'invade' an individual's home or appear on one's computer screen unbidden. Users seldom encounter content 'by accident.' " 929 F. Supp., at 844 (finding 88). It also found that "[a]lmost all sexually explicit images are preceded by warnings as to the content," and cited testimony that "'odds are slim' that a user would come across a sexually explicit sight by accident." Ibid.

We distinguished Pacifica in Sable, 492 U.S., at 128, on just this basis. In Sable, a company engaged in the business of offering sexually oriented prerecorded telephone messages (popularly known as "dial a porn") challenged the constitutionality of an amendment to the Communications Act that imposed a blanket prohibition on indecent as well as obscene interstate commercial telephone messages. We held that the statute was constitutional insofar as it applied to obscene messages but invalid as applied to indecent messages. In attempting to justify the complete ban and criminalization of indecent commercial telephone messages, the Government relied on Pacifica, arguing that the ban was necessary to prevent children from gaining access to such messages. We agreed that "there is a compelling interest in protecting the physical and psychological well being of minors" which extended to shielding them from indecent messages that are not obscene by adult standards, 492 U.S., at 126, but distinguished our "emphatically narrow holding" in Pacifica because it did not involve a complete ban and because it involved a different medium of communication, id., at 127. We explained that "the dial it medium requires the listener to take affirmative steps to receive the communication." Id., at 127-128. "Placing a telephone call," we continued, "is not the same as turning on a radio and being taken by surprise by an indecent message." Id., at 128.

Finally, unlike the conditions that prevailed when Congress first authorized regulation of the broadcast spectrum, the Internet can hardly be considered a "scarce" expressive commodity. It provides relatively unlimited, low cost capacity for communication of all kinds. The Government estimates that "[a]s many as 40 million people use the Internet today, and that figure is expected to grow to 200 million by 1999." 34 This dynamic, multifaceted category of communication includes not only traditional print and news services, but also audio, video, and still images, as well as interactive, real time dialogue. Through the use of chat rooms, any person with a phone line can become a town crier with a voice that resonates farther than it could from any soapbox. Through the use of Web pages, mail exploders, and newsgroups, the same individual can become a pamphleteer. As the District Court found, "the content on the Internet is as diverse as human thought." 929 F. Supp., at 842 (finding 74). We agree with its conclusion that our cases provide no basis for qualifying the level of First Amendment scrutiny that should be applied to this medium.

Regardless of whether the CDA is so vague that it violates the Fifth Amendment, the many ambiguities concerning the scope of its coverage render it problematic for purposes of the First Amendment. For instance, each of the two parts of the CDA uses a different linguistic form. The first uses the word "indecent," 47 U. S. C. A. §223(a) (Supp. 1997), while the second speaks of material that "in context, depicts or describes, in terms patently offensive as measured by contemporary community standards,
sexual or excretory activities or organs," $§223(d). Given the absence of a definition of either term, 35
this difference in language will provoke uncertainty among speakers about how the two standards relate
to each other 36 and just what they mean. 37 Could a speaker confidently assume that a serious
discussion about birth control practices, homosexuality, the First Amendment issues raised by the
Appendix to our Pacifica opinion, or the consequences of prison rape would not violate the CDA? This
uncertainty undermines the likelihood that the CDA has been carefully tailored to the congressional
goal of protecting minors from potentially harmful materials.

The vagueness of the CDA is a matter of special concern for two reasons. First, the CDA is a content
based regulation of speech. The vagueness of such a regulation raises special First Amendment
concerns because of its obvious chilling effect on free speech. See, e.g., Gentile v. State Bar of Nev.,
501 U.S. 1030, 1048-1051 (1991). Second, the CDA is a criminal statute. In addition to the opprobrium
and stigma of a criminal conviction, the CDA threatens violators with penalties including up to two
years in prison for each act of violation. The severity of criminal sanctions may well cause speakers to
remain silent rather than communicate even arguably unlawful words, ideas, and images. See, e.g.,
Dombrowski v. Pfister, 380 U.S. 479, 494 (1965). As a practical matter, this increased deterrent effect,
coupled with the "risk of discriminatory enforcement" of vague regulations, poses greater First
Amendment concerns than those implicated by the civil regulation reviewed in Denver Area Ed.

The Government argues that the statute is no more vague than the obscenity standard this Court
established in Miller v. California, 413 U.S. 15 (1973). But that is not so. In Miller, this Court reviewed
a criminal conviction against a commercial vendor who mailed brochures containing pictures of
sexually explicit activities to individuals who had not requested such materials. Id., at 18. Having
struggled for some time to establish a definition of obscenity, we set forth in Miller the test for
obscenity that controls to this day:

"(a) whether the average person, applying contemporary community standards would find that the
work, taken as a whole, appeals to the prurient interest; (b) whether the work depicts or describes,
in a patently offensive way, sexual conduct specifically defined by the applicable state law; and
(c) whether the work, taken as a whole, lacks serious literary, artistic, political, or scientific
value." Id., at 24 (internal quotation marks and citations omitted).

Because the CDA's "patently offensive" standard (and, we assume arguendo, its synonymous "indecent"
standard) is one part of the three prong Miller test, the Government reasons, it cannot be
unconstitutionally vague.

The Government's assertion is incorrect as a matter of fact. The second prong of the Miller test--the
purportedly analogous standard--contains a critical requirement that is omitted from the CDA: that the
proscribed material be "specifically defined by the applicable state law." This requirement reduces the
vagueness inherent in the open ended term "patently offensive" as used in the CDA. Moreover, the
Miller definition is limited to "sexual conduct," whereas the CDA extends also to include (1) "excretory
activities" as well as (2) "organs" of both a sexual and excretory nature.

The Government's reasoning is also flawed. Just because a definition including three limitations is not
vague, it does not follow that one of those limitations, standing by itself, is not vague. 38 Each of
Miller's additional two prongs--(1) that, taken as a whole, the material appeal to the "prurient" interest,
and (2) that it "lae[k] serious literary, artistic, political, or scientific value"--critically limits the
uncertain sweep of the obscenity definition. The second requirement is particularly important because,
unlike the "patently offensive" and "prurient interest" criteria, it is not judged by contemporary
community standards. See Pope v. Illinois, 481 U.S. 497, 500 (1987). This "societal value" requirement, absent in the CDA, allows appellate courts to impose some limitations and regularity on the definition by setting, as a matter of law, a national floor for socially redeeming value. The Government's contention that courts will be able to give such legal limitations to the CDA's standards is belied by Miller's own rationale for having juries determine whether material is "patently offensive" according to community standards: that such questions are essentially ones of fact. 39

In contrast to Miller and our other previous cases, the CDA thus presents a greater threat of censoring speech that, in fact, falls outside the statute's scope. Given the vague contours of the coverage of the statute, it unquestionably silences some speakers whose messages would be entitled to constitutional protection. That danger provides further reason for insisting that the statute not be overly broad. The CDA's burden on protected speech cannot be justified if it could be avoided by a more carefully drafted statute.

We are persuaded that the CDA lacks the precision that the First Amendment requires when a statute regulates the content of speech. In order to deny minors access to potentially harmful speech, the CDA effectively suppresses a large amount of speech that adults have a constitutional right to receive and to address to one another. That burden on adult speech is unacceptable if less restrictive alternatives would be at least as effective in achieving the legitimate purpose that the statute was enacted to serve.

In evaluating the free speech rights of adults, we have made it perfectly clear that "[s]exual expression which is indecent but not obscene is protected by the First Amendment." Sable, 492 U.S., at 126. See also Carey v. Population Services Intl, 431 U.S. 678, 701 (1977) ("[W]here obscenity is not involved, we have consistently held that the fact that protected speech may be offensive to some does not justify its suppression"). Indeed, Pacifica itself

admonished that "the fact that society may find speech offensive is not a sufficient reason for suppressing it." 438 U.S., at 745.

It is true that we have repeatedly recognized the governmental interest in protecting children from harmful materials. See Ginsberg, 390 U.S., at 639; Pacifica, 438 U.S., at 749. But that interest does not justify an unnecessarily broad suppression of speech addressed to adults. As we have explained, the Government may not "reduc[e] the adult population . . . to . . . only what is fit for children." Denver, 518 U. S., at ___ (slip op., at 29) (internal quotation marks omitted) (quoting Sable, 492 U.S., at 128).

40 "[R]egardless of the strength of the government's interest" in protecting children, "[t]he level of discourse reaching a mailbox simply cannot be limited to that which would be suitable for a sandbox." Bolger v. Youngs Drug Products Corp., 463 U.S. 60, 74-75 (1983).

The District Court was correct to conclude that the CDA effectively resembles the ban on "dial a porn" invalidated in Sable. 929 F. Supp., at 854. In Sable, 492 U.S., at 129, this Court rejected the argument that we should defer to the congressional judgment that nothing less than a total ban would be effective in preventing enterprising youngsters from gaining access to indecent communications. Sable thus made clear that the mere fact that a statutory regulation of speech was enacted for the important purpose of protecting children from exposure to sexually explicit material does not foreclose inquiry into its validity. 41 As we pointed out last Term, that inquiry embodies an "over arching commitment" to make sure that Congress has designed its statute to accomplish its purpose "without imposing an unnecessarily great restriction on speech." Denver, 518 U. S., at ___ (slip op., at 11).

In arguing that the CDA does not so diminish adult communication, the Government relies on the incorrect factual premise that prohibiting a transmission whenever it is known that one of its recipients
is a minor would not interfere with adult to adult communication. The findings of the District Court make clear that this premise is untenable.

Given the size of the potential audience for most messages, in the absence of a viable age verification process, the sender must be charged with knowing that one or more minors will likely view it. Knowledge that, for instance, one or more members of a 100 person chat group will be minor—and therefore that it would be a crime to send the group an indecent message—would surely burden communication among adults. 42

The District Court found that at the time of trial existing technology did not include any effective method for a sender to prevent minors from obtaining access to its communications on the Internet without also denying access to adults. The Court found no effective way to determine the age of a user who is accessing material through e mail, mail exploders, newsgroups, or chat rooms. 929 F. Supp., at 845 (findings 90-94). As a practical matter, the Court also found that it would be prohibitively expensive for noncommercial—as well as some commercial—speakers who have Web sites to verify that their users are adults. Id., at 845-848 (findings 95-116). 43 These limitations must inevitably curtail a significant amount of adult communication on the Internet. By contrast, the District Court found that "[d]espite its limitations, currently available user based software suggests that a reasonably effective method by which parents can prevent their children from accessing sexually explicit and other material which parents may believe is inappropriate for their children will soon be widely available." Id., at 842 (finding 73) (emphases added).

The breadth of the CDA's coverage is wholly unprecedented. Unlike the regulations upheld in Ginsberg and Pacifica, the scope of the CDA is not limited to commercial speech or commercial entities. Its open ended prohibitions embrace all nonprofit entities and individuals posting indecent messages or displaying them on their own computers in the presence of minors. The general,undefined terms "indecent" and "patently offensive" cover large amounts of nonpornographic material with serious educational or other value. 44 Moreover, the "community standards" criterion as applied to the Internet means that any communication available to a nation wide audience will be judged by the standards of the community most likely to be offended by the message. 45 The regulated subject matter includes any of the seven "dirty words" used in the Pacifica monologue, the use of which the Government's expert acknowledged could constitute a felony. See Olsen Test., Tr. Vol. V, 53:16-54:10. It may also extend to discussions about prison rape or safe sexual practices, artistic images that include nude subjects, and arguably the card catalogue of the Carnegie Library.

For the purposes of our decision, we need neither accept nor reject the Government's submission that the First Amendment does not forbid a blanket prohibition on all "indecent" and "patently offensive" messages communicated to a 17 year old—no matter how much value the message may contain and regardless of parental approval. It is at least clear that the strength of the Government's interest in protecting minors is not equally strong throughout the coverage of this broad statute. Under the CDA, a parent allowing her 17 year old to use the family computer to obtain information on the Internet that she, in her parental judgment, deems appropriate could face a lengthy prison term. See 47 U. S. C. A. §223(a)(2) (Supp. 1997). Similarly, a parent who sent his 17 year old college freshman information on birth control via e mail could be incarcerated even though neither he, his child, nor anyone in their home community, found the material "indecent" or "patently offensive," if the college town's community thought otherwise.

The breadth of this content based restriction of speech imposes an especially heavy burden on the Government to explain why a less restrictive provision would not be as effective as the CDA. It has not done so. The arguments in this Court have referred to possible alternatives such as requiring that

indecent material be "tagged" in a way that facilitates parental control of material coming into their homes, making exceptions for messages with artistic or educational value, providing some tolerance for parental choice, and regulating some portions of the Internet--such as commercial web sites--differently than others, such as chat rooms. Particularly in the light of the absence of any detailed findings by the Congress, or even hearings addressing the special problems of the CDA, we are persuaded that the CDA is not narrowly tailored if that requirement has any meaning at all.

In an attempt to curtail the CDA's facial overbreadth, the Government advances three additional arguments for sustaining the Act's affirmative prohibitions: (1) that the CDA is constitutional because it leaves open ample "alternative channels" of communication; (2) that the plain meaning of the Act's "knowledge" and "specific person" requirement significantly restricts its permissible applications; and (3) that the Act's prohibitions are "almost always" limited to material lacking redeeming social value.

The Government first contends that, even though the CDA effectively censors discourse on many of the Internet's modalities--such as chat groups, newsgroups, and mail exploders--it is nonetheless constitutional because it provides a "reasonable opportunity" for speakers to engage in the restricted speech on the World Wide Web. Brief for Appellants 39. This argument is unpersuasive because the CDA regulates speech on the basis of its content. A "time, place, and manner" analysis is therefore inapplicable. See Consolidated Edison Co. of N. Y. v. Public Serv. Comm'n of N. Y., 447 U.S. 530, 536 (1980). It is thus immaterial whether such speech would be feasible on the Web (which, as the Government's own expert acknowledged, would cost up to $10,000 if the speaker's interests were not accommodated by an existing Web site, not including costs for database management and age verification). The Government's position is equivalent to arguing that a statute could ban leaflets on certain subjects as long as individuals are free to publish books. In invalidating a number of laws that banned leafletting on the streets regardless of their content--we explained that "one is not to have the exercise of his liberty of expression in appropriate places abridged on the plea that it may be exercised in some other place." Schneider v. State (Town of Irvington), 308 U.S. 147, 163 (1939).

The Government also asserts that the "knowledge" requirement of both §§223(a) and (d), especially when coupled with the "specific child" element found in §223(d), saves the CDA from overbreadth. Because both sections prohibit the dissemination of indecent messages only to persons known to be under 18, the Government argues, it does not require transmitters to "refrain from communicating indecent material to adults; they need only refrain from disseminating such materials to persons they know to be under 18." Brief for Appellants 24. This argument ignores the fact that most Internet fora--including chat rooms, newsgroups, mail exploders, and the Web--are open to all comers. The Government's assertion that the knowledge requirement somehow protects the communications of adults is therefore untenable. Even the strongest reading of the "specific person" requirement of §223(d) cannot save the statute. It would confer broad powers of censorship, in the form of a "heckler's veto," upon any opponent of indecent speech who might simply log on and inform the would be discoursers that his 17 year old child--a "specific person . . . under 18 years of age," 47 U. S. C. A. §223(d)(1)(A) (Supp. 1997)--would be present.

Finally, we find no textual support for the Government's submission that material having scientific, educational, or other redeeming social value will necessarily fall outside the CDA's "patently offensive" and "indecent" prohibitions. See also n. 37, supra.

The Government's three remaining arguments focus on the defenses provided in §223(e)(5). 46 First, relying on the "good faith, reasonable, effective, and appropriate actions" provision, the Government suggests that "tagging" provides a defense that saves the constitutionality of the Act. The suggestion assumes that transmitters may encode their indecent communications in a way that would indicate their
contents, thus permitting recipients to block their reception with appropriate software. It is the requirement that the good faith action must be "effective" that makes this defense illusory. The Government recognizes that its proposed screening software does not currently exist. Even if it did, there is no way to know whether a potential recipient will actually block the encoded material. Without the impossible knowledge that every guardian in America is screening for the "tag," the transmitter could not reasonably rely on its action to be "effective."

For its second and third arguments concerning defenses—which we can consider together—the Government relies on the latter half of §223(e)(5), which applies when the transmitter has restricted access by requiring use of a verified credit card or adult identification. Such verification is not only technologically available but actually is used by commercial providers of sexually explicit material. These providers, therefore, would be protected by the defense. Under the findings of the District Court, however, it is not economically feasible for most noncommercial speakers to employ such verification. Accordingly, this defense would not significantly narrow the statute's burden on noncommercial speech. Even with respect to the commercial pornographers that would be protected by the defense, the Government failed to adduce any evidence that these verification techniques actually preclude minors from posing as adults. 47 Given that the risk of criminal sanctions "hovers over each content provider, like the proverbial sword of Damocles," 48 the District Court correctly refused to rely on unproven future technology to save the statute. The Government thus failed to prove that the proffered defense would significantly reduce the heavy burden on adult speech produced by the prohibition on offensive displays.

We agree with the District Court's conclusion that the CDA places an unacceptably heavy burden on protected speech, and that the defenses do not constitute the sort of "narrow tailoring" that will save an otherwise patently invalid unconstitutional provision. In Sable, 492 U.S., at 127, we remarked that the speech restriction at issue there amounted to "burn[ing] the house to roast the pig." The CDA, casting a far darker shadow over free speech, threatens to torch a large segment of the Internet community.

At oral argument, the Government relied heavily on its ultimate fall back position: If this Court should conclude that the CDA is insufficiently tailored, it urged, we should save the statute's constitutionality by honoring the severability clause, see 47 U.S.C. § 608 and construing nonseverable terms narrowly. In only one respect is this argument acceptable.

A severability clause requires textual provisions that can be severed. We will follow §608's guidance by leaving constitutional textual elements of the statute intact in the one place where they are, in fact, severable. The "indecency" provision, 47 U. S. C. A. §223(a) (Supp. 1997), applies to "any request, suggestion, proposal, image, or other communication which is obscene or indecent." (Emphasis added.) Appellees do not challenge the application of the statute to obscene speech, which, they acknowledge, can be banned totally because it enjoys no First Amendment protection. See Miller, 413 U.S., at 18. As set forth by the statute, the restriction of "obscene" material enjoys a textual manifestation separate from that for "indecent" material, which we have held unconstitutional. Therefore, we will sever the term "or indecent" from the statute, leaving the rest of §223(a) standing. In no other respect, however, can §223(a) or §223(d) be saved by such a textual surgery.

The Government also draws on an additional, less traditional aspect of the CDA's severability clause, 47 U. S. C., §608, which asks any reviewing court that holds the statute facially unconstitutional not to invalidate the CDA in application to "other persons or circumstances" that might be constitutionally permissible. It further invokes this Court's admonition that, absent "countervailing considerations," a statute should "be declared invalid to the extent it reaches too far, but otherwise left intact." Brockett v. Spokane Arcades, Inc., 472 U.S. 491, 503-504 (1985). There are two flaws in this argument.
First, the statute that grants our jurisdiction for this expedited review, 47 U. S. C. A. §561 (Supp. 1997), limits that jurisdictional grant to actions challenging the CDA "on its face." Consistent with §561, the plaintiffs who brought this suit and the three judge panel that decided it treated it as a facial challenge. We have no authority, in this particular posture, to convert this litigation into an "as applied" challenge. Nor, given the vast array of plaintiffs, the range of their expressive activities, and the vagueness of the statute, would it be practicable to limit our holding to a judicially defined set of specific applications.

Second, one of the "countervailing considerations" mentioned in Brockett is present here. In considering a facial challenge, this Court may impose a limiting construction on a statute only if it is "readily susceptible" to such a construction. Virginia v. American Bookseller's Assn., Inc., 484 U.S. 383, 397 (1988). See also Erznoznik v. Jacksonville, 422 U.S. 205, 216 (1975) ("readily subject" to narrowing construction). The open-ended character of the CDA provides no guidance whatever for limiting its coverage.

This case is therefore unlike those in which we have construed a statute narrowly because the text or other source of congressional intent identified a clear line that this Court could draw. Cf., e.g., Brockett, 472 U.S., at 504-505 (invalidating obscenity statute only to the extent that word "lust" was actually or effectively excised from statute); United States v. Grace, 461 U.S. 171, 180-183 (1983) (invalidating federal statute banning expressive displays only insofar as it extended to public sidewalks when clear line could be drawn between sidewalks and other grounds that comported with congressional purpose of protecting the building, grounds, and people therein). Rather, our decision in United States v. Treasury Employees, 513 U.S. 454, 479, n. 26 (1995), is applicable. In that case, we declined to "dra[w] one or more lines between categories of speech covered by an overly broad statute, when Congress has sent inconsistent signals as to where the new line or lines should be drawn" because doing so "involves a far more serious invasion of the legislative domain." 49 This Court "will not rewrite a . . . law to conform it to constitutional requirements." American Booksellers, 484 U.S., at 397. 50

In this Court, though not in the District Court, the Government asserts that--in addition to its interest in protecting children--its "[e]qually significant" interest in fostering the growth of the Internet provides an independent basis for upholding the constitutionality of the CDA. Brief for Appellants 19. The Government apparently assumes that the unregulated availability of "indecent" and "patently offensive" material on the Internet is driving countless citizens away from the medium because of the risk of exposing themselves or their children to harmful material.

We find this argument singularly unpersuasive. The dramatic expansion of this new marketplace of ideas contradicts the factual basis of this contention. The record demonstrates that the growth of the Internet has been and continues to be phenomenal. As a matter of constitutional tradition, in the absence of evidence to the contrary, we presume that governmental regulation of the content of speech is more likely to interfere with the free exchange of ideas than to encourage it. The interest in encouraging freedom of expression in a democratic society outweighs any theoretical but unproven benefit of censorship.

For the foregoing reasons, the judgment of the district court is affirmed.

It is so ordered.

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U.S. Supreme Court

No. 96-511

JANET RENO, ATTORNEY GENERAL OF THE UNITED STATES, et al., APPELLANTS v. AMERICAN CIVIL LIBERTIES UNION et al.

on appeal from the united states district court for the eastern district of pennsylvania

[June 26, 1997]

Justice O'Connor, with whom The Chief Justice joins, concurring in the judgment in part and dissenting in part.

I write separately to explain why I view the Communications Decency Act of 1996 (CDA) as little more than an attempt by Congress to create "adult zones" on the Internet. Our precedent indicates that the creation of such zones can be constitutionally sound. Despite the soundness of its purpose, however, portions of the CDA are unconstitutional because they stray from the blueprint our prior cases have developed for constructing a "zoning law" that passes constitutional muster.

Appellees bring a facial challenge to three provisions of the CDA. The first, which the Court describes as the "indecency transmission" provision, makes it a crime to knowingly transmit an obscene or indecent message or image to a person the sender knows is under 18 years old. 47 U. S. C. A. §223(a) (1)(B) (May 1996 Supp.). The Court classifies as a single "patently offensive display" provision, see ante, at 11, is in reality two separate provisions. The first of these makes it a crime to knowingly send a patently offensive message or image to a specific person under the age of 18 ("specific person" provision). §223(d)(1)(A). The second criminalizes the display of patently offensive messages or images "in a[ny] manner available" to minors ("display" provision). §223(d)(1)(B). None of these provisions purports to keep indecent (or patently offensive) material away from adults, who have a First Amendment right to obtain this speech. Sable Communications of Cal., Inc. v. FCC, 492 U.S. 115, 126 (1989) ("Sexual expression which is indecent but not obscene is protected by the First Amendment"). Thus, the undeniable purpose of the CDA is to segregate indecent material on the Internet into certain areas that minors cannot access. See S. Conf. Rep. No. 104-230, p. 189 (1996) (CDA imposes "access restrictions . . . to protect minors from exposure to indecent material").

The creation of "adult zones" is by no means a novel concept. States have long denied minors access to certain establishments frequented by adults. 1 States have also denied minors access to speech deemed to be "harmful to minors." 2 The Court has previously sustained such zoning laws, but only if they respect the First Amendment rights of adults and minors. That is to say, a zoning law is valid if (i) it does not unduly restrict adult access to the material; and (ii) minors have no First Amendment right to read or view the banned material. As applied to the Internet as it exists in 1997, the "display" provision and some applications of the "indecency transmission" and "specific person" provisions fail to adhere to the first of these limiting principles by restricting adults' access to protected materials in certain circumstances. Unlike the Court, however, I would invalidate the provisions only in those circumstances.

Our cases make clear that a "zoning" law is valid only if adults are still able to obtain the regulated speech. If they cannot, the law does more than simply keep children away from speech they have no right to obtain--it interferes with the rights of adults to obtain constitutionally protected speech and effectively "reduce[s] the adult population . . . to reading only what is fit for children." Butler v. Michigan, 352 U.S. 380, 383 (1957). The First Amendment does not tolerate such interference. See id., at 383 (striking down a Michigan criminal law banning sale of books--to minors or adults--that
contained words or pictures that "tend[d] to . . . corrupt[t] the morals of youth"); Sable Communications, supra (invalidating federal law that made it a crime to transmit indecent, but nonobscene, commercial telephone messages to minors and adults); Bolger v. Youngs Drug Products Corp., 463 U.S. 60, 74 (1983) (striking down a federal law prohibiting the mailing of unsolicited advertisements for contraceptives). If the law does not unduly restrict adults' access to constitutionally protected speech, however, it may be valid. In Ginsberg v. New York, 390 U.S. 629, 634 (1968), for example, the Court sustained a New York law that barred store owners from selling pornographic magazines to minors in part because adults could still buy those magazines.

The Court in Ginsberg concluded that the New York law created a constitutionally adequate adult zone simply because, on its face, it denied access only to minors. The Court did not question--and therefore necessarily assumed--that an adult zone, once created, would succeed in preserving adults' access while denying minors' access to the regulated speech. Before today, there was no reason to question this assumption, for the Court has previously only considered laws that operated in the physical world, a world that with two characteristics that make it possible to create "adult zones": geography and identity. See Lessig, Reading the Constitution in Cyberspace, 45 Emory L. J. 869, 886 (1996). A minor can see an adult dance show only if he enters an establishment that provides such entertainment. And should he attempt to do so, the minor will not be able to conceal completely his identity (or, consequently, his age). Thus, the twin characteristics of geography and identity enable the establishment's proprietor to prevent children from entering the establishment, but to let adults inside.

The electronic world is fundamentally different. Because it is no more than the interconnection of electronic pathways, cyberspace allows speakers and listeners to mask their identities. Cyberspace undeniably reflects some form of geography; chat rooms and Web sites, for example, exist at fixed "locations" on the Internet. Since users can transmit and receive messages on the Internet without revealing anything about their identities or ages, see Lessig, supra, at 901, however, it is not currently possible to exclude persons from accessing certain messages on the basis of their identity.

Cyberspace differs from the physical world in another basic way: Cyberspace is malleable. Thus, it is possible to construct barriers in cyberspace and use them to screen for identity, making cyberspace more like the physical world and, consequently, more amenable to zoning laws. This transformation of cyberspace is already underway. Lessig, supra, at 888-889. Id., at 887 (cyberspace "is moving . . . from a relatively unzoned place to a universe that is extraordinarily well zoned"). Internet speakers (users who post-material on the Internet) have begun to zone cyberspace itself through the use of "gateway" technology. Such technology requires Internet users to enter information about themselves--perhaps an adult identification number or a credit card number--before they can access certain areas of cyberspace, 929 F. Supp. 824, 845 (ED Pa. 1996), much like a bouncer checks a person's driver's license before admitting him to a nightclub. Internet users who access information have not attempted to zone cyberspace itself, but have tried to limit their own power to access information in cyberspace, much as a parent controls what her children watch on television by installing a lock box. This user based zoning is accomplished through the use of screening software (such as Cyber Patrol or SurfWatch) or browsers with screening capabilities, both of which search addresses and text for keywords that are associated with "adult" sites and, if the user wishes, blocks access to such sites. Id., at 839-842. The Platform for Internet Content Selection (PICS) project is designed to facilitate user based zoning by encouraging Internet speakers to rate the content of their speech using codes recognized by all screening programs. Id., at 838-839.

Despite this progress, the transformation of cyberspace is not complete. Although gateway technology has been available on the World Wide Web for some time now, id., at 845; Shea v. Reno, 930 F. Supp. 916, 933-934 (SDNY 1996), it is not available to all Web speakers, 929 F. Supp., at 845-846, and is just
now becoming technologically feasible for chat rooms and USENETnewsgroups, Brief for Federal Parties 37-38. Gateway technology is not ubiquitous in cyberspace, and because without it "there is no means of age verification," cyberspace still remains largely unzoned--and unzoneable. 929 F. Supp., at 846; Shea, supra, at 934. User based zoning is also in its infancy. For it to be effective, (i) an agreed upon code (or "tag") would have to exist; (ii) screening software or browsers with screening capabilities would have to be able to recognize the "tag"; and (iii) those programs would have to be widely available--and widely used--by Internet users. At present, none of these conditions is true. Screening software "is not in wide use today" and "only a handful of browsers have screening capabilities." Shea, supra, at 945-946. There is, moreover, no agreed upon "tag" for those programs to recognize. 929 F. Supp., at 848; Shea, supra, at 945.

Although the prospects for the eventual zoning of the Internet appear promising, I agree with the Court that we must evaluate the constitutionality of the CDA as it applies to the Internet as it exists today. Ante, at 36. Given the present state of cyberspace, I agree with the Court that the "display" provision cannot pass muster. Until gateway technology is available throughout cyberspace, and it is not in 1997, a speaker cannot reasonably assured that the speech he displays will reach only adults because it is impossible to confine speech to an "adult zone." Thus, the only way for a speaker to avoid liability under the CDA is to refrain completely from using indecent speech. But this forced silence impinges on the First Amendment right of adults to make and obtain this speech and, for all intents and purposes, "reduce[s] the adult population [on the Internet] to reading only what is fit for children." Butler, 352 U.S., at 383. As a result, the "display" provision cannot withstand scrutiny. Accord, Sable Communications, 492 U.S., at 126-131; Bolger v. Youngs Drug Products Corp., 463 U.S., at 73-75.

The "indecency transmission" and "specific person" provisions present a closer issue, for they are not unconstitutional in all of their applications. As discussed above, the "indecency transmission" provision makes it a crime to transmit knowingly an indecent message to a person the sender knows is under 18 years of age. 47 U. S. C. A. §223(a)(1)(B) (May 1996 Supp.). The "specific person" provision proscribes the same conduct, although it does not as explicitly require the sender to know that the intended recipient of his indecent message is a minor. §223(d)(1)(A). Appellant urges the Court to construe the provision to impose such a knowledge requirement, see Brief for Federal Parties 25-27, and I would do so. See Edward J. DeBartolo Corp. v. Florida Gulf Coast Building & Constr. Trades Council, 485 U.S. 568, 575 (1988) ("[W]here an otherwise acceptable construction of a statute would raise serious constitutional problems, the Court will construe the statute to avoid such problems unless such construction is plainly contrary to the intent of Congress").

So construed, both provisions are constitutional as applied to a conversation involving only an adult and one or more minors--e.g., when an adult speaker sends an e mail knowing the addressee is a minor, or when an adult and minor converse by themselves or with other minors in a chat room. In this context, these provisions are no different from the law we sustained in Ginsberg. Restricting what the adult may say to the minors in no way restricts the adult's ability to communicate with other adults. He is not prevented from speaking indecently to other adults in a chat room (because there are no other adults participating in the conversation) and he remains free to send indecent e mails to other adults. The relevant universe contains only one adult, and the adult in that universe has the power to refrain from using indecent speech and consequently to keep all such speech within the room in an "adult" zone.

The analogy to Ginsberg breaks down, however, when more than one adult is a party to the conversation. If a minor enters a chat room otherwise occupied by adults, the CDA effectively requires the adults in the room to stop using indecent speech. If they did not, they could be prosecuted under the "indecency transmission" and "specific person" provisions for any indecent statements they make to the group, since they would be transmitting an indecent message to specific persons, one of whom is a
minor. Accord, ante, at 30. The CDA is therefore akin to a law that makes it a crime for a bookstore owner to sell pornographic magazines to anyone once a minor enters his store. Even assuming such a law might be constitutional in the physical world as a reasonable alternative to excluding minors completely from the store, the absence of any means of excluding minors from chat rooms in cyberspace restricts the rights of adults to engage in indecent speech in those rooms. The "indecent transmission" and "specific person" provisions share this defect.

But these two provisions do not infringe on adults' speech in all situations. And as discussed below, I do not find that the provisions are overbroad in the sense that they restrict minors' access to a substantial amount of speech that minors have the right to read and view. Accordingly, the CDA can be applied constitutionally in some situations. Normally, this fact would require the Court to reject a direct facial challenge. United States v. Salerno, 481 U.S. 739, 745 (1987) ("A facial challenge to a legislative Act [succeeds only if] the challenger . . . establish[es] that no set of circumstances exists under which the Act would be valid"). Appellees' claim arises under the First Amendment, however, and they argue that the CDA is facially invalid because it is "substantially overbroad"—that is, it "sweeps too broadly . . . [and] penaliz[es] a substantial amount of speech that is constitutionally protected," Forsyth County v. Nationalist Movement, 505 U.S. 123, 130 (1992). See Brief for Appellees American Library Association et al. 48; Brief for Appellees American Civil Liberties Union et al. 39-41. I agree with the Court that the provisions are overbroad in that they cover any and all communications between adults and minors, regardless of how many adults might be part of the audience to the communication.

This conclusion does not end the matter, however. Where, as here, "the parties challenging the statute are those who desire to engage in protected speech that the overbroad statute purports to punish . . . [t]he statute may forthwith be declared invalid to the extent that it reaches too far, but otherwise left intact." Brockett v. Spokane Arcades, Inc., 472 U.S. 491, 504 (1985). There is no question that Congress intended to prohibit certain communications between one adult and one or more minors. See 47 U. S. C. A. §223(a)(1)(B) (May 1996 Supp.) (punishing "[w]henever . . . initiates the transmission of [any indecent communication] knowingly that the recipient of the communication is under 18 years of age"); §223(d)(1)(A) (punishing "[w]henever . . . sends[s] to a specific person or persons under 18 years of age [a patently offensive message]"). There is also no question that Congress would have enacted a narrower version of these provisions had it known a broader version would be declared unconstitutional. 47 U.S.C. § 608 ("If . . . the application [of any provision of the CDA] to any person or circumstance is held invalid, . . . the application of such provision to other persons or circumstances shall not be affected thereby"). I would therefore sustain the "indecent transmission" and "specific person" provisions to the extent they apply to the transmission of Internet communications where the party initiating the communication knows that all of the recipients are minors.

Whether the CDA substantially interferes with the First Amendment rights of minors, and thereby runs afoul of the second characteristic of valid zoning laws, presents a closer question. In Ginsberg, the New York law we sustained prohibited the sale to minors of magazines that were "harmful to minors." Under that law, a magazine was "harmful to minors" only if it was obscene as to minors. 390 U.S., at 632 - 633. Noting that obscene speech is not protected by the First Amendment, Roth v. United States, 354 U.S. 476, 485 (1957), and that New York was constitutionally free to adjust the definition of obscenity for minors, 390 U.S., at 638 , the Court concluded that the law did not "invalid[e] the area of freedom of expression constitutionally secured to minors." Id., at 637. New York therefore did not infringe upon the First Amendment rights of minors. Cf. Erznoznik v. Jacksonville, 422 U.S. 205, 213 (1975) (striking down city ordinance that banned nudity that was not "obscene even as to minors").

The Court neither "accept[s] nor reject[s]" the argument that the CDA is facially overbroad because it substantially interferes with the First Amendment rights of minors. Ante, at 32. I would reject it.
Ginsberg established that minors may constitutionally be denied access to material that is obscene as to minors. As Ginsberg explained, material is obscene as to minors if it (i) is "patently offensive to prevailing standards in the adult community as a whole with respect to what is suitable . . . for minors"; (ii) appeals to the prurient interest of minors; and (iii) is "utterly without redeeming social importance for minors." 390 U.S., at 633. Because the CDA denies minors the right to obtain material that is "patently offensive"—even if it has some redeeming value for minors and even if it does not appeal to their prurient interests—Congress' rejection of the Ginsberg "harmful to minors" standard means that the CDA could ban some speech that is "indecent" (i.e., "patently offensive") but that is not obscene as to minors.

I do not deny this possibility, but to prevail in a facial challenge, it is not enough for a plaintiff to show "some" overbreadth. Our cases require a proof of "real" and "substantial" overbreadth, Broadrick v. Oklahoma, 413 U.S. 601, 615 (1973), and appellees have not carried their burden in this case. In my view, the universe of speech constitutionally protected as to minors but banned by the CDA—i.e., the universe of material that is "patently offensive," but which nonetheless has some redeeming value for minors or does not appeal to their prurient interest—is a very small one. Appellees cite no examples of speech falling within this universe and do not attempt to explain why that universe is substantial "in relation to the statute's plainly legitimate sweep." Ibid. That the CDA might deny minors the right to obtain material that has some "value," see ante, at 32-33, is largely beside the point. While discussions about prison rape or nude art, see ibid., may have some redeeming education value for adults, they do not necessarily have any such value for minors, and under Ginsberg, minors only have a First Amendment right to obtain patently offensive material that has "redeeming social importance for minors," 390 U.S., at 633. (emphasis added). There is also no evidence in the record to support the contention that "many [e] mail transmissions from an adult to a minor are conversations between family members," ante, at 18, n. 32, and no support for the legal proposition that such speech is absolutely immune from regulation. Accordingly, in my view, the CDA does not burden a substantial amount of minors' constitutionally protected speech.

Thus, the constitutionality of the CDA as a zoning law hinges on the extent to which it substantially interferes with the First Amendment rights of adults. Because the rights of adults are infringed only by the "display" provision and by the "indecency transmission" and "specific person" provisions as applied to communications involving more than one adult, I would invalidate the CDA only to that extent. Insofar as the "indecency transmission" and "specific person" provisions prohibit the use of indecent speech in communications between an adult and one or more minors, however, they can and should be sustained. The Court reaches a contrary conclusion, and from that holding that I respectfully dissent.

Footnotes

[Footnote 1] "Congress shall make no law . . . abridging the freedom of speech." U. S. Const., Amdt. 1.

[Footnote 2] The Court made 410 findings, including 356 paragraphs of the parties' stipulation and 54 findings based on evidence received in open court. See 929 F. Supp. at 830, n. 9, 842, n. 15.

[Footnote 3] An acronym for the network developed by the Advanced Research Project Agency.

[Footnote 4] Id., at 844 (finding 81).
[Footnote 5] Id., at 831 (finding 3).

[Footnote 6] Id., at 835 (finding 27).

[Footnote 7] Id., at 842 (finding 74).

[Footnote 8] Id., at 836 (finding 36).

[Footnote 9] "Web publishing is simple enough that thousands of individual users and small community organizations are using the Web to publish their own personal 'home pages', the equivalent of individualized newsletters about the person or organization, which are available to everyone on the Web." Id., at 837 (finding 42).

[Footnote 10] Id.; at 838 (finding 46).

[Footnote 11] Id., at 844 (finding 82).

[Footnote 12] Ibid. (finding 86).

[Footnote 13] Ibid. (finding 85).

[Footnote 14] Id., at 848 (finding 117).

[Footnote 15] Id., at 844-845 (finding 88).

[Footnote 16] Ibid.

[Footnote 17] Id., at 845 (finding 89).

[Footnote 18] Id., at 842 (finding 72).

[Footnote 19] Ibid. (finding 73).

[Footnote 20] Id., at 845 (finding 90): "An email address provides no authoritative information about the addressee, who may use an email 'alias' or an anonymous remailer. There is also no universal or reliable listing of email addresses and corresponding names or telephone numbers, and any such listing would be or rapidly become incomplete. For these reasons, there is no reliable way in many instances for a sender to know if the email recipient is an adult or a minor. The difficulty of email age verification is compounded for mail exploders such as listservs, which automatically send information to all email addresses on a sender's list. Government expert Dr. Olsen agreed that no current technology could give a speaker assurance that only adults were listed in a particular mail exploder's mailing list."

[Footnote 21] Ibid. (finding 93).

[Footnote 22] Id., at 846 (finding 102).

[Footnote 23] Id., at 847 (findings 104-106): "At least some, if not almost all, non commercial organizations, such as the ACLU, Stop Prisoner Rape or Critical Path AIDS Project, regard charging
listeners to access their speech as contrary to their goals of making their materials available to a wide audience free of charge. . . . "There is evidence suggesting that adult users, particularly casual Web browsers, would be discouraged from retrieving information that required use of a credit card or password. Andrew Anker testified that HotWired has received many complaints from its members about HotWired's registration system, which requires only that a member supply a name, e-mail address and self-created password. There is concern by commercial content providers that age verification requirements would decrease advertising and revenue because advertisers depend on a demonstration that the sites are readily available and frequently visited."

[Footnote 24] See Exxon Amendment No. 1268, 141 Cong. Rec. S8120 (June 9, 1995). See also id., at S8087. This amendment, as revised, became §502 of the Communications Act of 1996, 110 Stat. 133, 47 U. S. C. A. §§223(a)(e) (Supp. 1997). Some Members of the House of Representatives opposed the Exxon Amendment because they thought it "possible for our parents now to child proof the family computer with these products available in the private sector." They also thought the Senate's approach would "involve the Federal Government spending vast sums of money trying to define elusive terms that are going to lead to a flood of legal challenges while our kids are unprotected." These Members offered an amendment intended as a substitute for the Exxon Amendment, but instead enacted as an additional section of the Act entitled "Online Family Empowerment." See 110 Stat. 137, 47 U. S. C. A. §230 (Supp. 1997); 141 Cong. Rec. H8468-H8472. No hearings were held on the provisions that became law. See S. Rep. No. 104-23 (1995), p. 9. After the Senate adopted the Exxon amendment, however, its Judiciary Committee did conduct a one day hearing on "Cyberporn and Children." In his opening statement at that hearing, Senator Leahy observed: "It really struck me in your opening statement when you mentioned, Mr. Chairman, that it is the first ever hearing, and you are absolutely right. And yet we had a major debate on the floor, passed legislation overwhelmingly on a subject involving the Internet, legislation that could dramatically change--some would say even wreak havoc--on the Internet. The Senate went in willy nilly, passed legislation, and never once had a hearing, never once had a discussion other than an hour or so on the floor." Cyberporn and Children: The Scope of the Problem, The State of the Technology, and the Need for Congressional Action, Hearing on S. 892 before the Senate Committee on the Judiciary, 104th Cong., 1st Sess., 7-8 (1995).

[Footnote 25] Although the Government and the dissent break §223(d)(1) into two separate "patently offensive" and "display" provisions, we follow the convention of both parties below, as well the District Court's order and opinion, in describing §223(d)(1) as one provision.

[Footnote 26] In full, §223(e)(5) provides: "(5) It is a defense to a prosecution under subsection (a)(1) (B) or (d) of this section, or under subsection (a)(2) of this section with respect to the use of a facility for an activity under subsection (a)(1)(B) of this section that a person-- "(A) has taken, in good faith, reasonable, effective, and appropriate actions under the circumstances to restrict or prevent access by minors to a communication specified in such subsections, which may involve any appropriate measures to restrict minors from such communications, including any method which is feasible under available technology; or "(B) has restricted access to such communication by requiring use of a verified credit card, debit account, adult access code, or adult personal identification number."

[Footnote 27] American Civil Liberties Union; Human Rights Watch; Electronic Privacy Information Center; Electronic Frontier Foundation; Journalism Education Association; Computer Professionals for Social Responsibility; National Writers Union; Clarinet Communications Corp.; Institute for Global Communications; Stop Prisoner Rape; AIDS Education Global Information System; Bibliobytes; Queer Resources Directory; Critical Path AIDS Project, Inc.; Wildcat Press, Inc.; Declan McCullagh dba Justice on Campus; Brock Meeks dba Cyberwire Dispatch; John Troyer dba The Safer Sex Page; Jonathan Wallace dba The Ethical Spectacle; and Planned Parenthood Federation of America, Inc.
[Footnote 28] American Library Association; America Online, Inc.; American Booksellers Association, Inc.; American Booksellers Foundation for Free Expression; American Society of Newspaper Editors; Apple Computer, Inc.; Association of American Publishers, Inc.; Association of Publishers, Editors and Writers; Citizens Internet Empowerment Coalition; Commercial Internet Exchange Association; CompuServe Incorporated; Families Against Internet Censorship; Freedom to Read Foundation, Inc.; Health Sciences Libraries Consortium; Hotwired Ventures LLC; Interactive Digital Software Association; Interactive Services Association; Magazine Publishers of America; Microsoft Corporation; The Microsoft Network, L. L. C.; National Press Photographers Association; Netcom On Line Communication Services, Inc.; Newspaper Association of America; Opnet, Inc.; Prodigy Services Company; Society of Professional Journalists; Wired Ventures, Ltd.


[Footnote 30] See also 929 F. Supp., at 877: "Four related characteristics of Internet communication have a transcendent importance to our shared holding that the CDA is unconstitutional on its face. We explain these characteristics in our Findings of fact above, and I only rehearse them briefly here. First, the Internet presents very low barriers to entry. Second, these barriers to entry are identical for both speakers and listeners. Third, as a result of these low barriers, astoundingly diverse content is available on the Internet. Fourth, the Internet provides significant access to all who wish to speak in the medium, and even creates a relative parity among speakers." According to Judge Dalzell, these characteristics and theretof the District Court's findings "lead to the conclusion that Congress may not regulate indecency on the Internet at all." Ibid. Because appellees do not press this argument before this Court, we do not consider it. Appellees also do not dispute that the Government generally has a compelling interest in protecting minors from "indecent" and "patently offensive" speech.

[Footnote 31] 390 U.S., at 639. We quoted from Prince v. Massachusetts, 321 U. S. 158, 166 (1944): "It is cardinal with us that the custody, care and nurture of the child reside first in the parents, whose primary function and freedom include preparation for obligations the state can neither supply nor hinder."

[Footnote 32] Given the likelihood that many E mail transmissions from an adult to a minor are conversations between family members, it is therefore incorrect for the dissent to suggest that the provisions of the CDA, even in this narrow area, "are no different from the lawwe sustained in Ginsberg." Post, at 8.

[Footnote 33] Cf. Pacifica Foundation v. FCC, 556 F. 2d 9, 36 (CADC 1977) (Levanthal, J., dissenting), rev'd, FCC v. Pacifica Foundation, 438 U.S. 726 (1978). When Pacifica was decided, given that radio stations were allowed to operate only pursuant to federal license, and that Congress had enacted legislation prohibiting licensees from broadcasting indecent speech, there was a risk that members of the radio audience might infer some sort of official or societal approval of whatever was heard over the radio, see 556 F. 2d, at 37, n. 18. No such risk attends messages received through the Internet, which is not supervised by any federal agency.

[Footnote 34] Juris. Statement 3 (citing 929 F. Supp., at 831 (finding 3)).

[Footnote 35] "Indecent" does not benefit from any textual embellishment at all. "Patently offensive" is qualified only to the extent that it involves "sexual or excretory activities or organs" taken "in context" and "measured by contemporary community standards."

includes particular language in one section of a statute but omits it in another section of the same Act, it is generally presumed that Congress acts intentionally and purposely in the disparate inclusion and exclusion") (internal quotation marks omitted).


[Footnote 38] Even though the word "trunk," standing alone, might refer to luggage, a swimming suit, the base of a tree, or the long nose of an animal, its meaning is clear when it is one prong of a three part description of a species of gray animals.

[Footnote 39] 413 U.S., at 30 (Determination of "what appeals to the 'prurient interest' or is 'patently offensive'. . . . are essentially questions of fact, and our Nation is simply too big and too diverse for this Court to reasonably expect that such standards could be articulated for all 50 States in a single formulation, even assuming the prerequisite consensus exists"). The CDA, which implements the "contemporary community standards" language of Miller, thus conflicts with the Conferees' own assertion that the CDA was intended "to establish a uniform national standard of content regulation." S. Conf. Rep., at 191.


[Footnote 41] The lack of legislative attention to the statute at issue in Sable suggests another parallel with this case. Compare 492 U.S., at 129-130 ("[A]side from conclusory statements during the debates by proponents of the bill, as well as similar assertions in hearings on a substantially identical bill the year before, . . . the congressional record presented to us contains no evidence as to how effective or ineffective the FCC's most recent regulations were or might prove to be. . . . No Congressman or Senator purported to present a considered judgment with respect to how often or to what extent minors could or would circumvent the rules and have access to dial a porn messages") with n. 24, supra.

[Footnote 42] The Government agrees that these provisions are applicable whenever "a sender transmits a message to more than one recipient, knowing that at least one of the specific persons receiving the message is a minor." Opposition to Motion to Affirm and Reply to Juris. Statement 4-5, n. 1.

[Footnote 43] The Government asserts that "[t]here is nothing constitutionally suspect about requiring commercial Web site operators . . . to shoulder the modest burdens associated with their use." Brief for Appellants 35. As a matter of fact, however, there is no evidence that a "modest burden" would be effective.

[Footnote 44] Transmitting obscenity and child pornography, whether via the Internet or other means,
is already illegal under federal law for both adults and juveniles. See 18 U.S.C. §§ 1464-1465 (criminalizing obscenity); §2251 (criminalizing child pornography). In fact, when Congress was considering the CDA, the Government expressed its view that the law was unnecessary because existing laws already authorized its ongoing efforts to prosecute obscenity, child pornography, and child solicitation. See 141 Cong. Rec. S8342 (June 14, 1995) (letter from Kent Markus, Acting Assistant Attorney General, U. S. Department of Justice, to Sen. Leahy).

[Footnote 45] Citing Church of Lukumi Babalu Aye, Inc. v. Hialeah, 508 U.S. 520 (1993), among other cases, appellees offer an additional reason why, in their view, the CDA fails strict scrutiny. Because so much sexually explicit content originates overseas, they argue, the CDA cannot be "effective." Brief for Appellees American Library Association et al. 33-34. This argument raises difficult issues regarding the intended, as well as the permissible scope of, extraterritorial application of the CDA. We find it unnecessary to address those issues to dispose of this case.

[Footnote 46] For the full text of §223(e)(5), see n. 26, supra.

[Footnote 47] Thus, ironically, this defense may significantly protect commercial purveyors of obscene postings while providing little (or no) benefit for transmitters of indecent messages that have significant social or artistic value.


[Footnote 49] As this Court long ago explained, "It would certainly be dangerous if the Legislature could set a net large enough to catch all possible offenders and leave it to the courts to step inside and say who could be rightfully be detained and who should be set at large. This would, to some extent, substitute the judicial for the legislative department of the government." United States v. Reese, 92 U.S. 214, 221 (1876). In part because of these separation of powers concerns, we have held that a severability clause is "an aid merely; not an inexorable command." Dorcy v. Kansas, 264 U.S. 286, 290 (1924).

[Footnote 50] See also Osborne v. Ohio, 495 U.S. 103, 121 (1990) (judicial rewriting of statutes would derogate Congress's "incentive to draft a narrowly tailored law in the first place").


Opinion of the Court

SUPREME COURT OF THE UNITED STATES

No. 03–218

JOHN D. ASHCROFT, ATTORNEY GENERAL,
PETITIONER v. AMERICAN CIVIL
LIBERTIES UNION ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF
APPEALS FOR THE THIRD CIRCUIT

[June 29, 2004]

JUSTICE KENNEDY delivered the opinion of the Court.

This case presents a challenge to a statute enacted by Congress to protect minors from exposure to sexually explicit materials on the Internet, the Child Online Protection Act (COPA). 112 Stat. 2681–736, codified at 47 U. S. C. §231. We must decide whether the Court of Appeals was correct to affirm a ruling by the District Court that enforcement of COPA should be enjoined because the statute likely violates the First Amendment.

In enacting COPA, Congress gave consideration to our earlier decisions on this subject, in particular the decision in Reno v. American Civil Liberties Union, 521 U. S. 844 (1997). For that reason, “the Judiciary must proceed with caution and . . . with care before invalidating the Act.” Ashcroft v. American Civil Liberties Union, 535 U. S. 564, 592 (Ashcroft I) (KENNEDY, J., concurring in judgment). The imperative of according respect to the Congress, however, does not permit us to depart from well-established First Amendment principles. Instead, we must hold the Government to its constitutional burden of proof.

Content-based prohibitions, enforced by severe criminal penalties, have the constant potential to be a repressive force in the lives and thoughts of a free people. To guard
against that threat the Constitution demands that content-based restrictions on speech be presumed invalid, R. A. V. v. St. Paul, 505 U. S. 377, 382 (1992), and that the Government bear the burden of showing their constitutionality. United States v. Playboy Entertainment Group, Inc., 529 U. S. 803, 817 (2000). This is true even when Congress twice has attempted to find a constitutional means to restrict, and punish, the speech in question.

This case comes to the Court on certiorari review of an appeal from the decision of the District Court granting a preliminary injunction. The Court of Appeals reviewed the decision of the District Court for abuse of discretion. Under that standard, the Court of Appeals was correct to conclude that the District Court did not abuse its discretion in granting the preliminary injunction. The Government has failed, at this point, to rebut the plaintiffs' contention that there are plausible less restrictive alternatives to the statute. Substantial practical considerations, furthermore, argue in favor of upholding the injunction and allowing the case to proceed to trial. For those reasons, we affirm the decision of the Court of Appeals upholding the preliminary injunction, and we remand the case so that it may be returned to the District Court for trial on the issues presented.

I

A

COPA is the second attempt by Congress to make the Internet safe for minors by criminalizing certain Internet speech. The first attempt was the Communications Decency Act of 1996, Pub. L. 104–104, §502, 110 Stat. 133, 47 U. S. C. §223 (1994 ed., Supp. II). The Court held the CDA unconstitutional because it was not narrowly tailored to serve a compelling governmental interest and because less restrictive alternatives were available. Reno, supra.
In response to the Court’s decision in Reno, Congress passed COPA. COPA imposes criminal penalties of a $50,000 fine and six months in prison for the knowing posting, for “commercial purposes,” of World Wide Web content that is “harmful to minors.” §231(a)(1). Material that is “harmful to minors” is defined as:

“any communication, picture, image, graphic image file, article, recording, writing, or other matter of any kind that is obscene or that—

“(A) the average person, applying contemporary community standards, would find, taking the material as a whole and with respect to minors, is designed to appeal to, or is designed to pander to, the prurient interest;

“(B) depicts, describes, or represents, in a manner patently offensive with respect to minors, an actual or simulated sexual act or sexual contact, an actual or simulated normal or perverted sexual act, or a lewd exhibition of the genitals or post-pubescent female breast; and

“(C) taken as a whole, lacks serious literary, artistic, political, or scientific value for minors.” §231(e)(6).

“Minors” are defined as “any person under 17 years of age.” §231(e)(7). A person acts for “commercial purposes only if such person is engaged in the business of making such communications.” “Engaged in the business,” in turn,

“means that the person who makes a communication, or offers to make a communication, by means of the World Wide Web, that includes any material that is harmful to minors, devotes time, attention, or labor to such activities, as a regular course of such person’s trade or business, with the objective of earning a profit as a result of such activities (although it is not necessary that the person make a profit or that the
making or offering to make such communications be the person's sole or principal business or source of income.” §231(e)(2).

While the statute labels all speech that falls within these definitions as criminal speech, it also provides an affirmative defense to those who employ specified means to prevent minors from gaining access to the prohibited materials on their Web site. A person may escape conviction under the statute by demonstrating that he “has restricted access by minors to material that is harmful to minors—
“(A) by requiring use of a credit card, debit account, adult access code, or adult personal identification number;
“(B) by accepting a digital certificate that verifies age, or
“(C) by any other reasonable measures that are feasible under available technology.” §231(c)(1).

Since the passage of COPA, Congress has enacted additional laws regulating the Internet in an attempt to protect minors. For example, it has enacted a prohibition on misleading Internet domain names, 18 U. S. C. A. §2252B (Supp. 2004), in order to prevent Web site owners from disguising pornographic Web sites in a way likely to cause uninterested persons to visit them. See Brief for Petitioner 7 (giving, as an example, the Web site “whitehouse.com”). It has also passed a statute creating a “Dot Kids” second-level Internet domain, the content of which is restricted to that which is fit for minors under the age of 13. 47 U. S. C. A. §941 (Supp. 2004).

B

Respondents, Internet content providers and others concerned with protecting the freedom of speech, filed suit in the United States District Court for the Eastern Dis-
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district of Pennsylvania. They sought a preliminary injunction against enforcement of the statute. After considering testimony from witnesses presented by both respondents and the Government, the District Court issued an order granting the preliminary injunction. The court first noted that the statute would place a burden on some protected speech. *American Civil Liberties Union v. Reno*, 31 F. Supp. 2d 473, 495 (1999). The court then concluded that respondents were likely to prevail on their argument that there were less restrictive alternatives to the statute: "On the record to date, it is not apparent . . . that [petitioner] can meet its burden to prove that COPA is the least restrictive means available to achieve the goal of restricting the access of minors" to harmful material. *Id.*, at 497. In particular, it noted that "[t]he record before the Court reveals that blocking or filtering technology may be at least as successful as COPA would be in restricting minors’ access to harmful material online without imposing the burden on constitutionally protected speech that COPA imposes on adult users or Web site operators." *Ibid.*

The Government appealed the District Court’s decision to the United States Court of Appeals for the Third Circuit. The Court of Appeals affirmed the preliminary injunction, but on a different ground. 217 F. 3d 162, 166 (2000). The court concluded that the “community standards” language in COPA by itself rendered the statute unconstitutionally overbroad. *Id.*, at 166. We granted certiorari and reversed, holding that the community-standards language did not, standing alone, make the statute unconstitutionally overbroad. *Ashcroft I*, 535 U. S., at 585. We emphasized, however, that our decision was limited to that narrow issue. *Ibid.* We remanded the case to the Court of Appeals to reconsider whether the District Court had been correct to grant the preliminary injunction. On remand, the Court of Appeals again af-
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affirmed the District Court. 322 F. 3d 240 (2003). The Court of Appeals concluded that the statute was not narrowly tailored to serve a compelling Government interest, was overbroad, and was not the least restrictive means available for the Government to serve the interest of preventing minors from using the Internet to gain access to materials that are harmful to them. Id., at 266–271. The Government once again sought review from this Court, and we again granted certiorari. 540 U. S. 944 (2003).

II

A

"This Court, like other appellate courts, has always applied the abuse of discretion standard on the review of a preliminary injunction." Walters v. National Assn. of Radiation Survivors, 473 U. S. 305, 336 (1985) (O'CONNOR, J., concurring) (internal quotation marks omitted). "The grant of appellate jurisdiction under [28 U. S. C.] §1252 does not give the Court license to depart from established standards of appellate review." Ibid. If the underlying constitutional question is close, therefore, we should uphold the injunction and remand for trial on the merits. Applying this mode of inquiry, we agree with the Court of Appeals that the District Court did not abuse its discretion in entering the preliminary injunction. Our reasoning in support of this conclusion, however, is based on a narrower, more specific grounds than the rationale the Court of Appeals adopted. The Court of Appeals, in its opinion affirming the decision of the District Court, construed a number of terms in the statute, and held that COPA, so construed, was unconstitutional. None of those constructions of statutory terminology, however, were relied on by or necessary to the conclusions of the District Court. Instead, the District Court concluded only that the statute was likely to burden some speech that is protected
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for adults, 31 F. Supp. 2d, at 495, which petitioner does not dispute. As to the definitional disputes, the District Court concluded only that respondents' interpretation was "not unreasonable," and relied on their interpretation only to conclude that respondents had standing to challenge the statute, id., at 481, which, again, petitioner does not dispute. Because we affirm the District Court's decision to grant the preliminary injunction for the reasons relied on by the District Court, we decline to consider the correctness of the other arguments relied on by the Court of Appeals.

The District Court, in deciding to grant the preliminary injunction, concentrated primarily on the argument that there are plausible, less restrictive alternatives to COPA. A statute that "effectively suppresses a large amount of speech that adults have a constitutional right to receive and to address to one another . . . is unacceptable if less restrictive alternatives would be at least as effective in achieving the legitimate purpose that the statute was enacted to serve." Reno, 521 U. S., at 874. When plaintiffs challenge a content-based speech restriction, the burden is on the Government to prove that the proposed alternatives will not be as effective as the challenged statute. Id., at 874.

In considering this question, a court assumes that certain protected speech may be regulated, and then asks what is the least restrictive alternative that can be used to achieve that goal. The purpose of the test is not to consider whether the challenged restriction has some effect in achieving Congress' goal, regardless of the restriction it imposes. The purpose of the test is to ensure that speech is restricted no further than necessary to achieve the goal, for it is important to assure that legitimate speech is not chilled or punished. For that reason, the test does not begin with the status quo of existing regulations, then ask whether the challenged restriction has some additional
ability to achieve Congress' legitimate interest. Any restriction on speech could be justified under that analysis. Instead, the court should ask whether the challenged regulation is the least restrictive means among available, effective alternatives.

In deciding whether to grant a preliminary injunction stage, a district court must consider whether the plaintiffs have demonstrated that they are likely to prevail on the merits. See, e.g., Doran v. Salem Inn, Inc., 422 U.S. 922, 931 (1975). The court also considers whether the plaintiff has shown irreparable injury, see id., at 931, but the parties in this case do not contest the correctness of the District Court's conclusion that a likelihood of irreparable injury had been established. See 31 F. Supp. 2d, at 497–498. As the Government bears the burden of proof on the ultimate question of COPA's constitutionality, respondents must be deemed likely to prevail unless the Government has shown that respondents' proposed less restrictive alternatives are less effective than COPA. Applying that analysis, the District Court concluded that respondents were likely to prevail. Id., at 496–497. That conclusion was not an abuse of discretion, because on this record there are a number of plausible, less restrictive alternatives to the statute.

The primary alternative considered by the District Court was blocking and filtering software. Blocking and filtering software is an alternative that is less restrictive than COPA, and, in addition, likely more effective as a means of restricting children's access to materials harmful to them. The District Court, in granting the preliminary injunction, did so primarily because the plaintiffs had proposed that filters are a less restrictive alternative to COPA and the Government had not shown it would be likely to disprove the plaintiffs' contention at trial. Ibid.

Filters are less restrictive than COPA. They impose selective restrictions on speech at the receiving end, not
universal restrictions at the source. Under a filtering regime, adults without children may gain access to speech they have a right to see without having to identify themselves or provide their credit card information. Even adults with children may obtain access to the same speech on the same terms simply by turning off the filter on their home computers. Above all, promoting the use of filters does not condemn as criminal any category of speech, and so the potential chilling effect is eliminated, or at least much diminished. All of these things are true, moreover, regardless of how broadly or narrowly the definitions in COPA are construed.

Filters also may well be more effective than COPA. First, a filter can prevent minors from seeing all pornography, not just pornography posted to the Web from America. The District Court noted in its factfindings that one witness estimated that 40% of harmful-to-minors content comes from overseas. *Id.*, at 484. COPA does not prevent minors from having access to those foreign harmful materials. That alone makes it possible that filtering software might be more effective in serving Congress’ goals. Effectiveness is likely to diminish even further if COPA is upheld, because the providers of the materials that would be covered by the statute simply can move their operations overseas. It is not an answer to say that COPA reaches some amount of materials that are harmful to minors; the question is whether it would reach more of them than less restrictive alternatives. In addition, the District Court found that verification systems may be subject to evasion and circumvention, for example by minors who have their own credit cards. See *id.*, at 484, 496–497. Finally, filters also may be more effective because they can be applied to all forms of Internet communication, including e-mail, not just communications available via the World Wide Web.

That filtering software may well be more effective than
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COPA is confirmed by the findings of the Commission on Child Online Protection, a blue-ribbon commission created by Congress in COPA itself. Congress directed the Commission to evaluate the relative merits of different means of restricting minors' ability to gain access to harmful materials on the Internet. Note following 47 U. S. C. §231. It unambiguously found that filters are more effective than age-verification requirements. See Commission on Child Online Protection (COPA), Report to Congress, at 19–21, 23–25, 27 (Oct. 20, 2000) (assigning a score for "Effectiveness" of 7.4 for server-based filters and 6.5 for client-based filters, as compared to 5.9 for independent adult-id verification, and 5.5 for credit card verification). Thus, not only has the Government failed to carry its burden of showing the District Court that the proposed alternative is less effective, but also a Government Commission appointed to consider the question has concluded just the opposite. That finding supports our conclusion that the District Court did not abuse its discretion in enjoining the statute.

Filtering software, of course, is not a perfect solution to the problem of children gaining access to harmful-to-minors materials. It may block some materials that are not harmful to minors and fail to catch some that are. See 31 F. Supp. 2d, at 492. Whatever the deficiencies of filters, however, the Government failed to introduce specific evidence proving that existing technologies are less effective than the restrictions in COPA. The District Court made a specific factfinding that "[n]o evidence was presented to the Court as to the percentage of time that blocking and filtering technology is over- or underinclusive." Ibid. In the absence of a showing as to the relative effectiveness of COPA and the alternatives proposed by respondents, it was not an abuse of discretion for the District Court to grant the preliminary injunction. The Government's burden is not merely to show that a pro-
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Proposed less restrictive alternative has some flaws; its burden is to show that it is less effective. *Reno*, 521 U.S., at 874. It is not enough for the Government to show that COPA has some effect. Nor do respondents bear a burden to introduce, or offer to introduce, evidence that their proposed alternatives are more effective. The Government has the burden to show they are less so. The Government having failed to carry its burden, it was not an abuse of discretion for the District Court to grant the preliminary injunction.

One argument to the contrary is worth mentioning—the argument that filtering software is not an available alternative because Congress may not require it to be used. That argument carries little weight, because Congress undoubtedly may act to encourage the use of filters. We have held that Congress can give strong incentives to schools and libraries to use them. *United States v. American Library Assn., Inc.*, 539 U.S 194 (2003). It could also take steps to promote their development by industry, and their use by parents. It is incorrect, for that reason, to say that filters are part of the current regulatory status quo. The need for parental cooperation does not automatically disqualify a proposed less restrictive alternative. *Playboy Entertainment Group*, 529 U.S., at 824. ("A court should not assume a plausible, less restrictive alternative would be ineffective; and a court should not presume parents, given full information, will fail to act."). In enacting COPA, Congress said its goal was to prevent the "wide-spread availability of the Internet" from providing "opportunities for minors to access materials through the World Wide Web in a manner that can frustrate parental supervision or control." Congressional Findings, note following 47 U.S.C. §231 (quoting Pub. L. 105–277, Tit. XIV, §1402(1), 112 Stat. 2681–736). COPA presumes that parents lack the ability, not the will, to monitor what their children see. By enacting programs to promote use of
filtering software, Congress could give parents that ability without subjecting protected speech to severe penalties.

The closest precedent on the general point is our decision in *Playboy Entertainment Group*. *Playboy Entertainment Group*, like this case, involved a content-based restriction designed to protect minors from viewing harmful materials. The choice was between a blanket speech restriction and a more specific technological solution that was available to parents who chose to implement it. 529 U.S., at 825. Absent a showing that the proposed less restrictive alternative would not be as effective, we concluded, the more restrictive option preferred by Congress could not survive strict scrutiny. *Id.*, at 826 (reversing because "[t]he record is silent as to the comparative effectiveness of the two alternatives"). In the instant case, too, the Government has failed to show, at this point, that the proposed less restrictive alternative will be less effective. The reasoning of *Playboy Entertainment Group*, and the holdings and force of our precedents require us to affirm the preliminary injunction. To do otherwise would be to do less than the First Amendment commands. "The starch in our constitutional standards cannot be sacrificed to accommodate the enforcement choices of the Government." *Id.*, at 830 (THOMAS, J., concurring).

B

There are also important practical reasons to let the injunction stand pending a full trial on the merits. First, the potential harms from reversing the injunction outweigh those of leaving it in place by mistake. Where a prosecution is a likely possibility, yet only an affirmative defense is available, speakers may self-censor rather than risk the perils of trial. There is a potential for extraordinary harm and a serious chill upon protected speech. Cf. *id.*, at 817 ("Error in marking that line exacts an extraordinary cost"). The harm done from letting the injunction
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stand pending a trial on the merits, in contrast, will not be extensive. No prosecutions have yet been undertaken under the law, so none will be disrupted if the injunction stands. Further, if the injunction is upheld, the Government in the interim can enforce obscenity laws already on the books.

Second, there are substantial factual disputes remaining in the case. As mentioned above, there is a serious gap in the evidence as to the effectiveness of filtering software. See supra, at 9. For us to assume, without proof, that filters are less effective than COPA would usurp the District Court's factfinding role. By allowing the preliminary injunction to stand and remanding for trial, we require the Government to shoulder its full constitutional burden of proof respecting the less restrictive alternative argument, rather than excuse it from doing so.

Third, and on a related point, the factual record does not reflect current technological reality—a serious flaw in any case involving the Internet. The technology of the Internet evolves at a rapid pace. Yet the factfindings of the District Court were entered in February 1999, over five years ago. Since then, certain facts about the Internet are known to have changed. Compare, e.g., 31 F. Supp. 2d, at 481 (36.7 million Internet hosts as of July 1998) with Internet Systems Consortium, Internet Domain Survey, Jan. 2004, http://www.isc.org/index.pl?ops/ds (as visited June 22, 2004, and available in the Clerk of Court's case file) (233.1 million hosts as of Jan. 2004). It is reasonable to assume that other technological developments important to the First Amendment analysis have also occurred during that time. More and better filtering alternatives may exist than when the District Court entered its findings. Indeed, we know that after the District Court entered its factfindings, a congressionally appointed commission issued a report that found that filters are more effective than verification screens. See supra, at 8.
Delay between the time that a district court makes factfindings and the time that a case reaches this Court is inevitable, with the necessary consequence that there will be some discrepancy between the facts as found and the facts at the time the appellate court takes up the question. See, e.g., Benjamin, Stepping into the Same River Twice: Rapidly Changing Facts and the Appellate Process, 78 Texas L. Rev. 269, 290–296 (1999) (noting the problems presented for appellate courts by changing facts in the context of cases involving the Internet, and giving as a specific example the Court's decision in Reno, 521 U.S. 844). We do not mean, therefore, to set up an insuperable obstacle to fair review. Here, however, the usual gap has doubled because the case has been through the Court of Appeals twice. The additional two years might make a difference. By affirming the preliminary injunction and remanding for trial, we allow the parties to update and supplement the factual record to reflect current technological realities.

Remand will also permit the District Court to take account of a changed legal landscape. Since the District Court made its factfindings, Congress has passed at least two further statutes that might qualify as less restrictive alternatives to COPA—a prohibition on misleading domain names, and a statute creating a minors-safe “Dot Kids” domain. See supra, at 4. Remanding for trial will allow the District Court to take into account those additional potential alternatives.

On a final point, it is important to note that this opinion does not hold that Congress is incapable of enacting any regulation of the Internet designed to prevent minors from gaining access to harmful materials. The parties, because of the conclusion of the Court of Appeals that the statute's definitions rendered it unconstitutional, did not devote their attention to the question whether further evidence might be introduced on the relative restrictiveness and
effectiveness of alternatives to the statute. On remand, however, the parties will be able to introduce further evidence on this point. This opinion does not foreclose the District Court from concluding, upon a proper showing by the Government that meets the Government's constitutional burden as defined in this opinion, that COPA is the least restrictive alternative available to accomplish Congress' goal.

* * *

On this record, the Government has not shown that the less restrictive alternatives proposed by respondents should be disregarded. Those alternatives, indeed, may be more effective than the provisions of COPA. The District Court did not abuse its discretion when it entered the preliminary injunction. The judgment of the Court of Appeals is affirmed, and the case is remanded for proceedings consistent with this opinion.  

*It is so ordered.*

Stevens' concurrence & Scalia dissent

omitted
BREYER, J., dissenting

SUPREME COURT OF THE UNITED STATES

No. 03–218

JOHN D. ASHCROFT, ATTORNEY GENERAL, PETITIONER v. AMERICAN CIVIL LIBERTIES UNION ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF APPEALS FOR THE THIRD CIRCUIT

[June 29, 2004]

JUSTICE BREYER, with whom THE CHIEF JUSTICE and JUSTICE O'CONNOR join, dissenting.

The Child Online Protection Act (Act), 47 U. S. C. §231, seeks to protect children from exposure to commercial pornography placed on the Internet. It does so by requiring commercial providers to place pornographic material behind Internet “screens” readily accessible to adults who produce age verification. The Court recognizes that we should “proceed ... with care before invalidating the Act,” while pointing out that the “imperative of according respect to the Congress ... does not permit us to depart from well-established First Amendment principles.” Ante, at 1. I agree with these generalities. Like the Court, I would subject the Act to “the most exacting scrutiny,” Turner Broadcasting System, Inc. v. FCC, 512 U. S. 622, 642 (1994), requiring the Government to show that any restriction of nonobscene expression is “narrowly drawn” to further a “compelling interest” and that the restriction amounts to the “least restrictive means” available to further that interest, Sable Communications of Cal., Inc. v. FCC, 492 U. S. 115, 126 (1989). See also Denver Area Ed. Telecommunications Consortium, Inc. v. FCC, 518 U. S. 727, 755–756 (1996).

Nonetheless, my examination of (1) the burdens the Act
imposes on protected expression, (2) the Act’s ability to further a compelling interest, and (3) the proposed “less restrictive alternatives” convinces me that the Court is wrong. I cannot accept its conclusion that Congress could have accomplished its statutory objective—protecting children from commercial pornography on the Internet—in other, less restrictive ways.

I

Although the Court rests its conclusion upon the existence of less restrictive alternatives, I must first examine the burdens that the Act imposes upon protected speech. That is because the term “less restrictive alternative” is a comparative term. An “alternative” is “less restrictive” only if it will work less First Amendment harm than the statute itself, while at the same time similarly furthering the “compelling” interest that prompted Congress to enact the statute. Unlike the majority, I do not see how it is possible to make this comparative determination without examining both the extent to which the Act regulates protected expression and the nature of the burdens it imposes on that expression. That examination suggests that the Act, properly interpreted, imposes a burden on protected speech that is no more than modest.

A

The Act’s definitions limit the material it regulates to material that does not enjoy First Amendment protection, namely legally obscene material, and very little more. A comparison of this Court’s definition of unprotected, “legally obscene,” material with the Act’s definitions makes this clear.

Material is legally obscene if

“(a) . . . ‘the average person, applying contemporary community standards’ would find that the work, taken as a whole, appeals to the prurient interest . . . ;
(b) . . . the work depicts or describes, in a patently of-
fensive way, sexual conduct specifically defined by the applicable state law; and (c) . . . the work, taken as a whole, lacks serious literary, artistic, political, or scientific value.” Miller v. California, 413 U.S. 15, 24 (1973).

The present statute defines the material that it regulates as material that meets all of the following criteria:

“(A) the average person, applying contemporary community standards, would find, taking the material as a whole and with respect to minors, [that the material] is designed to appeal to, or is designed to pander to, the prurient interest;

“(B) [the material] depicts, describes, or represents, in a manner patently offensive with respect to minors, an actual or simulated sexual act or sexual contact, an actual or simulated normal or perverted sexual act, or a lewd exhibition of the genitals or post-pubescent female breast; and

“(C) [the material] taken as a whole, lacks serious literary, artistic, political, or scientific value for minors.”


Both definitions define the relevant material through use of the critical terms “prurient interest” and “lacks serious literary, artistic, political, or scientific value.” Insofar as material appeals to, or panders to, “the prurient interest,” it simply seeks a sexual response. Insofar as “patently offensive” material with “no serious value” simply seeks that response, it does not seek to educate, it does not seek to elucidate views about sex, it is not artistic, and it is not literary. Compare, e.g., Erznoznik v. Jacksonville, 422 U. S. 205, 213 (1975) (invalidating an ordinance regulating nudity in films, where the ban was not confined to “sexually explicit nudity” or otherwise limited), with Ginsburg v. United States, 383 U. S. 463, 471 (1966) (finding unprotected material that was “created, represented, and
sold solely as a claimed instrument of the sexual stimulation it would bring"). That is why this Court, in Miller, held that the First Amendment did not protect material that fit its definition.

The only significant difference between the present statute and Miller's definition consists of the addition of the words “with respect to minors,” §231(e)(6)(A), and “for minors,” §231(e)(6)(C). But the addition of these words to a definition that would otherwise cover only obscenity expands the statute's scope only slightly. That is because the material in question (while potentially harmful to young children) must, first, appeal to the “prurient interest” of, i.e., seek a sexual response from, some group of adolescents or postadolescents (since young children normally do not so respond). And material that appeals to the “prurient interest[s]” of some group of adolescents or postadolescents will almost inevitably appeal to the “prurient interest[s]” of some group of adults as well.

The “lack of serious value” requirement narrows the statute yet further—despite the presence of the qualification “for minors.” That is because one cannot easily imagine material that has serious literary, artistic, political, or scientific value for a significant group of adults, but lacks such value for any significant group of minors. Thus, the statute, read literally, insofar as it extends beyond the legally obscene, could reach only borderline cases. And to take the words of the statute literally is consistent with Congress' avowed objective in enacting this law; namely, putting material produced by professional pornographers behind screens that will verify the age of the viewer. See S. Rep. No. 105–225, p. 3 (1998) (hereinafter S. Rep.) (“The bill seeks to restrict access to commercial pornography on the Web by requiring those engaged in the business of the commercial distribution of material that is harmful to minors to take certain prescribed steps to restrict access to such material by

These limitations on the statute’s scope answer many of the concerns raised by those who attack its constitutionality. Respondents fear prosecution for the Internet posting of material that does not fall within the statute’s ambit as limited by the “prurient interest” and “no serious value” requirements; for example: an essay about a young man’s experience with masturbation and sexual shame; “a serious discussion about birth control practices, homosexuality, . . . or the consequences of prison rape”; an account by a 15-year-old, written for therapeutic purposes, of being raped when she was 13; a guide to self-examination for testicular cancer; a graphic illustration of how to use a condom; or any of the other postings of modern literary or artistic works or discussions of sexual identity, homosexuality, sexually transmitted diseases, sex education, or safe sex, let alone Aldous Huxley’s Brave New World, J. D. Salinger’s Catcher in the Rye, or, as the complaint would have it, “Ken Starr’s report on the Clinton-Lewinsky scandal.” See G. Dillard, Shame on Me, Lodging 609–612; Reno v. American Civil Liberties Union, 521 U.S. 844, 871 (1997); Brief for Respondents 29 (citing Lodging 732–733); Brief for American Society of Journalists and Authors et al. as Amici Curiae 8, and n. 7 (referring to a guide on the medical advice site www.afraidtoask.com); 322 F. 3d 240, 268 (CA3 2003) (citing Safer Sex Institute, safersex.org/condoms/how.to.use); Complaint ¶1, Lodging 40–41 (“a Mapplethorpe photograph,” referring to the work of controversial artist Robert Mapplethorpe); Id., at 667–669 (Pl. Exh. 80, PlanetOut Youth Message Boards (Internet discussion board for gay teens)); declaration of Adam K.
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Glickman, president and CEO, Addazi, Inc. d/b/a Condomania, Supp. Lodging of Petitioner 4–10 (describing how Web site has been used for health education); declaration of Roberta Spyer, president and publisher, OBGYN.net, id., at 15–16 (describing Web site as resource for obstetrics, gynecology, and women’s health issues); Brief for Volunteer Lawyers for the Arts et al. as Amici Curiae 15 (listing works of literature removed from some schools); Complaint ¶1, Lodging 40–41.

These materials are not both (1) “designed to appeal to, or . . . pander to, the prurient interest” of significant groups of minors and (2) lacking in “serious literary, artistic, political, or scientific value” for significant groups of minors. §§231(e)(6)(A), (C). Thus, they fall outside the statute’s definition of the material that it restricts, a fact the Government acknowledged at oral argument. Tr. of Oral Arg. 50–51.

I have found nothing elsewhere in the statute’s language that broadens its scope. Other qualifying phrases, such as “taking the material as a whole,” §§231(e)(6)(A), (C), and “for commercial purposes,” §231(a)(1), limit the statute’s scope still more, requiring, for example, that individual images be considered in context. See Roth v. United States, 354 U. S. 476, 490 (1957). In sum, the Act’s definitions limit the statute’s scope to commercial pornography. It affects unprotected obscene material. Given the inevitable uncertainty about how to characterize close-to-obscene material, it could apply to (or chill the production of) a limited class of borderline material that courts might ultimately find is protected. But the examples I have just given fall outside that class.

B

The Act does not censor the material it covers. Rather, it requires providers of the “harmful to minors” material to restrict minors’ access to it by verifying age. They can do so by inserting screens that verify age using a credit card,
adult personal identification number, or other similar technology. See §231(c)(1). In this way, the Act requires creation of an internet screen that minors, but not adults, will find difficult to bypass.

I recognize that the screening requirement imposes some burden on adults who seek access to the regulated material, as well as on its providers. The cost is, in part, monetary. The parties agreed that a Web site could store card numbers or passwords at between 15 and 20 cents per number. American Civil Liberties Union v. Reno, 31 F. Supp. 2d 473, 488–489, ¶¶45–47 (ED Pa. 1999). And verification services provide free verification to Web site operators, while charging users less than $20 per year. Id., at 489–490, ¶¶48–53. According to the trade association for the commercial pornographers who are the statute’s target, use of such verification procedures is “standard practice” in their online operations. See S. Rep., at 7; Legislative Proposals to Protect Children from Inappropriate Materials on the Internet: Hearing on H. R. 3783 et al. before the House Subcommittee on Telecommunications, Trade and Consumer Protection of the House Committee on Commerce, 105th Cong., 2d Sess., 46, 48 (1998) (prepared statement of Jeffrey J. Douglas, Executive Director and Chairman, Free Speech Coalition (calling the proposed child-protecting mechanisms “effective and appropriate”)).

In addition to the monetary cost, and despite strict requirements that identifying information be kept confidential, see 47 U. S. C. §§231(d)(1), 501, the identification requirements inherent in age-screening may lead some users to fear embarrassment. See 31 F. Supp. 2d, at 495. Both monetary costs and potential embarrassment can deter potential viewers and, in that sense, the statute’s requirements may restrict access to a site. But this Court has held that in the context of congressional efforts to protect children, restrictions of this kind do not automati-
cally violate the Constitution. And the Court has approved their use. See, e.g., United States v. American Library Assn., Inc., 539 U.S. 194, 209 (2003) (plurality opinion) ("[T]he Constitution does not guarantee the right to acquire information at a public library without any risk of embarrassment"). Cf. Reno, 521 U.S., at 890 (O'CONNOR, J., concurring in judgment in part and dissenting in part) (calling the age-verification requirement similar to "a bouncer [who] checks a person's driver's license before admitting him to a nightclub").

In sum, the Act at most imposes a modest additional burden on adult access to legally obscene material, perhaps imposing a similar burden on access to some protected borderline obscene material as well.

II

I turn next to the question of "compelling interest," that of protecting minors from exposure to commercial pornography. No one denies that such an interest is "compelling." See Denver Area Ed. Telecommunications Consortium, Inc., 518 U.S., at 743 (opinion of BREYER, J.) (interest in protecting minors is "compelling"); Sable Communications, 492 U.S., at 126 (same); Ginsberg v. New York, 390 U.S. 629, 639–640 (1968). Rather, the question here is whether the Act, given its restrictions on adult access, significantly advances that interest. In other words, is the game worth the candle?

The majority argues that it is not, because of the existence of "blocking and filtering software." Ante, at 8–12. The majority refers to the presence of that software as a "less restrictive alternative." But that is a misnomer—a misnomer that may lead the reader to believe that all we need do is look to see if the blocking and filtering software is less restrictive; and to believe that, because in one sense it is (one can turn off the software), that is the end of the constitutional matter.

But such reasoning has no place here. Conceptually
speaking, the presence of filtering software is not an alternative legislative approach to the problem of protecting children from exposure to commercial pornography. Rather, it is part of the status quo, \emph{i.e.}, the backdrop against which Congress enacted the present statute. It is always true, by definition, that the status quo is less restrictive than a new regulatory law. It is always less restrictive to do \emph{nothing} than to do \emph{something}. But “doing nothing” does not address the problem Congress sought to address—namely that, despite the availability of filtering software, children were still being exposed to harmful material on the Internet.

Thus, the relevant constitutional question is not the question the Court asks: Would it be less restrictive to do nothing? Of course it would be. Rather, the relevant question posits a comparison of (a) a status quo that includes filtering software with (b) a change in that status quo that adds to it an age-verification screen requirement. Given the existence of filtering software, does the problem Congress identified remain significant? Does the Act help to address it? These are questions about the relation of the Act to the compelling interest. Does the Act, compared to the status quo, significantly advance the ball? (An affirmative answer to these questions will not justify “[a]ny restriction on speech,” as the Court claims, \emph{ante}, at 8, for a final answer in respect to constitutionality must take account of burdens and alternatives as well.)

The answers to these intermediate questions are clear: Filtering software, as presently available, does not solve the “child protection” problem. It suffers from four serious inadequacies that prompted Congress to pass legislation instead of relying on its voluntary use. First, its filtering is faulty, allowing some pornographic material to pass through without hindrance. Just last year, in \textit{American Library Assn.}, JUSTICE STEVENS described “fundamental defects in the filtering software that is now available or
that will be available in the foreseeable future.” 539 U. S., at 221 (dissenting opinion). He pointed to the problem of underblocking: “Because the software relies on key words or phrases to block undesirable sites, it does not have the capacity to exclude a precisely defined category of images.” Ibid. That is to say, in the absence of words, the software alone cannot distinguish between the most obscene pictorial image and the Venus de Milo. No Member of this Court disagreed.

Second, filtering software costs money. Not every family has the $40 or so necessary to install it. See 31 F. Supp. 2d, at 492, ¶65. By way of contrast, age screening costs less. See supra, at 7 (citing costs of up to 20 cents per password or $20 per user for an identification number).

Third, filtering software depends upon parents willing to decide where their children will surf the Web and able to enforce that decision. As to millions of American families, that is not a reasonable possibility. More than 28 million school age children have both parents or their sole parent in the work force, at least 5 million children are left alone at home without supervision each week, and many of those children will spend afternoons and evenings with friends who may well have access to computers and more lenient parents. See United States v. Playboy Entertainment Group, Inc., 529 U.S. 803, 842 (2000) (Breyer, J., dissenting).

Fourth, software blocking lacks precision, with the result that those who wish to use it to screen out pornography find that it blocks a great deal of material that is valuable. As Justice Stevens pointed out, “the software’s reliance on words to identify undesirable sites necessarily results in the blocking of thousands of pages that contain content that is completely innocuous for both adults and minors, and that no rational person could conclude matches the filtering companies’ category definitions, such as pornography or sex.” American Library
Assn., supra, at 222 (internal quotation marks and citations omitted). Indeed, the American Civil Liberties Union (ACLU), one of the respondents here, told Congress that filtering software “block[s] out valuable and protected information, such as information about the Quaker religion, and web sites including those of the American Association of University Women, the AIDS Quilt, the Town Hall Political Site (run by the Family Resource Center, Christian Coalition and other conservative groups).” Hearing on Internet Indecency before the Senate Committee on Commerce, Science, and Transportation, 105th Cong., 2d Sess., 64 (1998). The software “is simply incapable of discerning between constitutionally protected and unprotected speech.” Id., at 65. It “inappropriately blocks valuable, protected speech, and does not effectively block the sites [it is] intended to block.” Id., at 66 (citing reports documenting overblocking).

Nothing in the District Court record suggests the contrary. No respondent has offered to produce evidence at trial to the contrary. No party has suggested, for example, that technology allowing filters to interpret and discern among images has suddenly become, or is about to become, widely available. Indeed, the Court concedes that “[f]iltering software, of course, is not a perfect solution to the problem.” Ante, at 10.

In sum, a “filtering software status quo” means filtering that underblocks, imposes a cost upon each family that uses it, fails to screen outside the home, and lacks precision. Thus, Congress could reasonably conclude that a system that relies entirely upon the use of such software is not an effective system. And a law that adds to that system an age-verification screen requirement significantly increases the system’s efficacy. That is to say, at a modest additional cost to those adults who wish to obtain access to a screened program, that law will bring about better, more precise blocking, both inside and outside the home.
The Court’s response—that 40% of all pornographic material may be of foreign origin—is beside the point. *Ante*, at 9 (citing the District Court’s findings). Even assuming (I believe unrealistically) that all foreign originators will refuse to use screening, the Act would make a difference in respect to 60% of the Internet’s commercial pornography. I cannot call that difference insignificant.

The upshot is that Congress could reasonably conclude that, despite the current availability of filtering software, a child protection problem exists. It also could conclude that a precisely targeted regulatory statute, adding an age-verification requirement for a narrow range of material, would more effectively shield children from commercial pornography.

Is this justification sufficient? The lower courts thought not. But that is because those courts interpreted the Act as imposing far more than a modest burden. They assumed an interpretation of the statute in which it reached far beyond legally obscene and borderline-obscene material, affecting material that, given the interpretation set forth above, would fall well outside the Act’s scope. But we must interpret the Act to save it, not to destroy it. *NLRB v. Jones & Laughlin Steel Corp.*, 301 U.S. 1, 30 (1937). So interpreted, see *supra*, at 3–6, the Act imposes a far lesser burden on access to protected material. Given the modest nature of that burden and the likelihood that the Act will significantly further Congress’ compelling objective, the Act may well satisfy the First Amendment’s stringent tests. Cf. *Sable Communications*, 492 U.S., at 130. Indeed, it does satisfy the First Amendment unless, of course, there is a genuine alternative, “less restrictive” way similarly to further that objective.

III

I turn, then, to the actual “less restrictive alternatives” that the Court proposes. The Court proposes two real
alternatives, i.e., two potentially less restrictive ways in which Congress might alter the status quo in order to achieve its “compelling” objective.

First, the Government might “act to encourage” the use of blocking and filtering software. Ante, at 11. The problem is that any argument that rests upon this alternative proves too much. If one imagines enough government resources devoted to the problem and perhaps additional scientific advances, then, of course, the use of software might become as effective and less restrictive. Obviously, the Government could give all parents, schools, and Internet cafes free computers with filtering programs already installed, hire federal employees to train parents and teachers on their use, and devote millions of dollars to the development of better software. The result might be an alternative that is extremely effective.

But the Constitution does not, because it cannot, require the Government to disprove the existence of magic solutions, i.e., solutions that, put in general terms, will solve any problem less restrictively but with equal effectiveness. Otherwise, “the undoubted ability of lawyers and judges,” who are not constrained by the budgetary worries and other practical parameters within which Congress must operate, “to imagine some kind of slightly less drastic or restrictive an approach would make it impossible to write laws that deal with the harm that called the statute into being.” Playboy Entertainment Group, 529 U.S., at 841 (BREYER, J., dissenting). As Justice Blackmun recognized, a “judge would be unimaginative indeed if he could not come up with something a little less ‘drastic’ or a little less ‘restrictive’ in almost any situation, and thereby enable himself to vote to strike legislation down.” Illinois Bd. of Elections v. Socialist Workers Party, 440 U.S. 173, 188–189 (1979) (concurring opinion). Perhaps that is why no party has argued seriously that additional expenditure of government funds to encourage the use of screening is a “less
restrictive alternative."

Second, the majority suggests decriminalizing the statute, noting the "chilling effect" of criminalizing a category of speech. *Ante*, at 9. To remove a major sanction, however, would make the statute less effective, virtually by definition.

IV

My conclusion is that the Act, as properly interpreted, risks imposition of minor burdens on some protected material—burdens that adults wishing to view the material may overcome at modest cost. At the same time, it significantly helps to achieve a compelling congressional goal, protecting children from exposure to commercial pornography. There is no serious, practically available "less restrictive" way similarly to further this compelling interest. Hence the Act is constitutional.

V

The Court's holding raises two more general questions. First, what has happened to the "constructive discourse between our courts and our legislatures" that "is an integral and admirable part of the constitutional design"? *Blakely v. Washington*, *ante*, at 1 (KENNEDY, J., dissenting). After eight years of legislative effort, two statutes, and three Supreme Court cases the Court sends this case back to the District Court for further proceedings. What proceedings? I have found no offer by either party to present more relevant evidence. What remains to be litigated? I know the Court says that the parties may "introduce further evidence" as to the "relative restrictiveness and effectiveness of alternatives to the statute." *Ante*, at 14–15. But I do not understand what that new evidence might consist of.

Moreover, Congress passed the current statute "[i]n response to the Court's decision in *Reno*" striking down an
earlier statutory effort to deal with the same problem. Ante, at 3. Congress read Reno with care. It dedicated itself to the task of drafting a statute that would meet each and every criticism of the predecessor statute that this Court set forth in Reno. It incorporated language from the Court's precedents, particularly the Miller standard, virtually verbatim. Compare 413 U. S., at 24, with §231(e)(6). And it created what it believed was a statute that would protect children from exposure to obscene professional pornography without obstructing adult access to material that the First Amendment protects. See H. R. Rep., at 5 (explaining that the bill was "carefully drafted to respond to the Supreme Court's decision in Reno"); S. Rep., at 2 (same). What else was Congress supposed to do?

I recognize that some Members of the Court, now or in the past, have taken the view that the First Amendment simply does not permit Congress to legislate in this area. See, e.g., Ginsburg, 383 U. S., at 476 (Black, J., dissenting) ("[T]he Federal Government is without any power whatever under the Constitution to put any type of burden on speech and expression of ideas of any kind"). Others believe that the Amendment does not permit Congress to legislate in certain ways, e.g., through the imposition of criminal penalties for obscenity. See, e.g., ante, at 2 (Stevens, J., concurring). There are strong constitutional arguments favoring these views. But the Court itself does not adopt those views. Instead, it finds that the Government has not proved the nonexistence of "less restrictive alternatives." That finding, if appropriate here, is universally appropriate. And if universally appropriate, it denies to Congress, in practice, the legislative leeway that the Court's language seem to promise. If this statute does not pass the Court's "less restrictive alternative" test, what does? If nothing does, then the Court should say so clearly.
As I have explained, I believe the First Amendment permits an alternative holding. We could construe the statute narrowly—as I have tried to do—removing nearly all protected material from its scope. By doing so, we could reconcile its language with the First Amendment's demands. We would "save" the statute, "not . . . destroy it." \textit{NLRB}, 301 U.S., at 30. Accord, \textit{McConnell v. Federal Election Comm'n}, 540 U.S. 143 (2003) (slip op., at 72) (where a saving construction of the statute's language "is fairly possible," we must adopt it (quoting \textit{Crowell v. Benson}, 285 U. S 22, 62 (1932))). And in the process, we would permit Congress to achieve its basic child-protecting objectives.

Second, will the majority's holding in practice mean greater or lesser protection for expression? I do not find the answer to this question obvious. The Court's decision removes an important weapon from the prosecutorial arsenal. That weapon would have given the Government a choice—a choice other than "ban totally or do nothing at all." The Act tells the Government that, instead of prosecuting bans on obscenity to the maximum extent possible (as respondents have urged as yet another "alternative"), it can insist that those who make available material that is obscene or close to obscene keep that material under wraps, making it readily available to adults who wish to see it, while restricting access to children. By providing this third option—a "middle way"—the Act avoids the need for potentially speech-suppressing prosecutions.

That matters in a world where the obscene and the nonobscene do not come tied neatly into separate, easily distinguishable, packages. In that real world, this middle way might well have furthered First Amendment interests by tempering the prosecutorial instinct in borderline cases. At least, Congress might have so believed. And this likelihood, from a First Amendment perspective, might ultimately have proved more protective of the rights
of viewers to retain access to expression than the all-or-nothing choice available to prosecutors in the wake of the majority's opinion.

For these reasons, I dissent.
(a) Findings

The Congress finds the following:

(1) The rapidly developing array of Internet and other interactive computer services available to individual Americans represent an extraordinary advance in the availability of educational and informational resources to our citizens.

(2) These services offer users a great degree of control over the information that they receive, as well as the potential for even greater control in the future as technology develops.

(3) The Internet and other Interactive computer services offer a forum for a true diversity of political discourse, unique opportunities for cultural development, and myriad avenues for intellectual activity.

(4) The Internet and other interactive computer services have flourished, to the benefit of all Americans, with a minimum of government regulation.

(5) Increasingly Americans are relying on interactive media for a variety of political, educational, cultural, and entertainment services.

(b) Policy

It is the policy of the United States—

(1) to promote the continued development of the Internet and other interactive computer services and other interactive media;

(2) to preserve the vibrant and competitive free market that presently exists for the Internet and other interactive computer services, unfettered by Federal or State regulation;

(3) to encourage the development of technologies which maximize user control over what information is received by individuals, families, and schools who use the Internet and other interactive computer services;

(4) to remove disincentives for the development and utilization of blocking and filtering technologies that empower parents to restrict their children’s access to objectionable or inappropriate online material; and

(5) to ensure vigorous enforcement of Federal criminal laws to deter and punish trafficking in obscenity, stalking, and harassment by means of computer.

(c) Protection for “Good Samaritan” blocking and screening of offensive material

(1) Treatment of publisher or speaker
No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider.

(2) Civil liability

No provider or user of an interactive computer service shall be held liable on account of—

(A) any action voluntarily taken in good faith to restrict access to or availability of material that the provider or user considers to be obscene, lewd, lascivious, filthy, excessively violent, harassing, or otherwise objectionable, whether or not such material is constitutionally protected; or

(B) any action taken to enable or make available to information content providers or others the technical means to restrict access to material described in paragraph (1).[1]

(d) Obligations of interactive computer service

A provider of interactive computer service shall, at the time of entering an agreement with a customer for the provision of interactive computer service and in a manner deemed appropriate by the provider, notify such customer that parental control protections (such as computer hardware, software, or filtering services) are commercially available that may assist the customer in limiting access to material that is harmful to minors. Such notice shall identify, or provide the customer with access to information identifying, current providers of such protections.

(e) Effect on other laws

(1) No effect on criminal law

Nothing in this section shall be construed to impair the enforcement of section 223 or 231 of this title, chapter 71 (relating to obscenity) or 110 (relating to sexual exploitation of children) of title 18, or any other Federal criminal statute.

(2) No effect on intellectual property law

Nothing in this section shall be construed to limit or expand any law pertaining to intellectual property.

(3) State law

Nothing in this section shall be construed to prevent any State from enforcing any State law that is consistent with this section. No cause of action may be brought and no liability may be imposed under any State or local law that is inconsistent with this section.

(4) No effect on communications privacy law

Nothing in this section shall be construed to limit the application of the Electronic Communications Privacy Act of 1986 or any of the amendments made by such Act, or any similar State law.

(f) Definitions

As used in this section:

(1) Internet

The term "Internet" means the international computer network of both

(2) **Interactive computer service**

The term "interactive computer service" means any information service, system, or access software provider that provides or enables computer access by multiple users to a computer server, including specifically a service or system that provides access to the Internet and such systems operated or services offered by libraries or educational institutions.

(3) **Information content provider**

The term "information content provider" means any person or entity that is responsible, in whole or in part, for the creation or development of information provided through the Internet or any other interactive computer service.

(4) **Access software provider**

The term "access software provider" means a provider of software (including client or server software), or enabling tools that do any one or more of the following:

(A) filter, screen, allow, or disallow content;

(B) pick, choose, analyze, or digest content; or

(C) transmit, receive, display, forward, cache, search, subset, organize, reorganize, or translate content.

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[1] So in original. Probably should be “subparagraph (A).”

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U.S. 4th Circuit Court of Appeals

ZERAN v AMERICA ONLINE INC

PUBLISHED UNITED STATES COURT OF APPEALS FOR THE FOURTH CIRCUIT
KENNETH M. ZERAN, Plaintiff-Appellant,

v. No. 97-1523

AMERICA ONLINE, INCORPORATED, Defendant-Appellee. Appeal from the United States District Court for the Eastern District of Virginia, at Alexandria. T. S. Ellis, III, District Judge. (CA-96-1564-A)

Argued: October 2, 1997

Decided: November 12, 1997

Before WILKINSON, Chief Judge, RUSSELL, Circuit Judge, and BOYLE, Chief United States District Judge for the Eastern District of North Carolina, sitting by designation.

Affirmed by published opinion. Chief Judge Wilkinson wrote the opinion, in which Judge Russell and Chief Judge Boyle joined.


OPINION WILKINSON, Chief Judge:

Kenneth Zeran brought this action against America Online, Inc. ("AOL"), arguing that AOL unreasonably delayed in removing defamatory messages posted by an unidentified third party, refused to post retractions of those messages, and failed to screen for similar postings thereafter. The district court granted judgment for AOL on the grounds that the Communications Decency Act of 1996 ("CDA") -- 47 U.S.C. § 230 -- bars Zeran's claims. Zeran appeals, arguing that § 230 leaves intact liability for interactive computer service pro- viders who possess notice of defamatory material posted through their services. He also contends that § 230 does not apply here because his claims arise from...
AOL's alleged negligence prior to the CDA's enactment. Section 230, however, plainly immunizes computer service providers like AOL from liability for information that originates with third parties. Furthermore, Congress clearly expressed its intent that § 230 apply to lawsuits, like Zeran's, instituted after the CDA's enactment. Accordingly, we affirm the judgment of the district court.

I.

"The Internet is an international network of interconnected computers," currently used by approximately 40 million people worldwide. Reno v. ACLU, 117 S. Ct. 2329, 2334 (1997). One of the many means by which individuals access the Internet is through an interactive computer service. These services offer not only a connection to the Internet as a whole, but also allow their subscribers to access information communicated and stored only on each computer service's individual proprietary network. Id. AOL is just such an interactive computer service. Much of the information transmitted over its network originates with the company's millions of subscribers. They may transmit information privately via electronic mail, or they may communicate publicly by posting messages on AOL bulletin boards, where the messages may be read by any AOL subscriber. The instant case comes before us on a motion for judgment on the pleadings, see Fed. R. Civ. P. 12(c), so we accept the facts alleged in the complaint as true. Bruce v. Riddle, 631 F.2d 272, 273 (4th Cir. 1980). On April 25, 1995, an unidentified person posted a message on an AOL bulletin board advertising "Naughty Oklahoma T-Shirts." The posting described the sale of shirts featuring offensive and tasteless slogans related to the April 19, 1995, bombing of the Alfred P. Murrah Federal Building in Oklahoma City. Those interested in pursuing the shirts were instructed to call "Ken" at Zeran's home phone number in Seattle, Washington. As a result of this anonymously perpetrated prank, Zeran received a high volume of calls, comprised primarily of angry and derogatory messages, but also including death threats. Zeran could not change his phone number because he relied on its availability to the public in running his business out of his home. Later that day, Zeran called AOL and informed a company representative of his predicament. The employee assured Zeran that the posting would be removed from AOL's bulletin board but explained that as a matter of policy AOL would not post a retraction. The parties dispute the date that AOL removed this original posting from its bulletin board.

On April 26, the next day, an unknown person posted another message advertising additional shirts with new tasteless slogans related to the Oklahoma City bombing. Again, interested buyers were told to call Zeran's phone number, to ask for "Ken," and to "please call back if busy" due to high demand. The angry, threatening phone calls intensified. Over the next four days, an unidentified party continued to post messages on AOL's bulletin board, advertising additional items including bumper stickers and key chains with still more offensive slogans. During this time period, Zeran called AOL repeatedly and was told by company representatives that the individual account from which the messages were posted would soon be closed. Zeran also reported his case to Seattle FBI agents. By April 30, Zeran was receiving an abusive phone call approximately every two minutes.

Meanwhile, an announcer for Oklahoma City radio station KRXO received a copy of the first AOL posting. On May 1, the announcer related the message's contents on the air, attributed them to "Ken" at Zeran's phone number, and urged the listening audience to call the number. After this radio broadcast, Zeran was inundated with death threats and other violent calls from Oklahoma City residents. Over the next few days, Zeran talked to both KRXO and AOL representatives. He also spoke to his local police, who subsequently surveilled his home to protect his safety. By May 14, after an Oklahoma City newspaper published a story exposing the shirt advertisements as a hoax and after KRXO made an on-air apology, the number of calls to Zeran's residence finally subsided to fifteen per day.

Zeran first filed suit on January 4, 1996, against radio station KRXO in the United States District Court
for the Western District of Oklahoma. On April 23, 1996, he filed this separate suit against AOL in the same court. Zeran did not bring any action against the party who posted the offensive messages. After Zeran's suit against AOL was transferred to the Eastern District of Virginia pursuant to 28 U.S.C. § 1404(a), AOL answered Zeran's complaint and interposed 47 U.S.C. § 230 as an affirmative defense. AOL then moved for judgment on the pleadings pursuant to Fed. R. Civ. P. 12(c). The district court granted AOL's motion, and Zeran filed this appeal.

II.

A.

Because § 230 was successfully advanced by AOL in the district court as a defense to Zeran's claims, we shall briefly examine its operation here. Zeran seeks to hold AOL liable for defamatory speech initiated by a third party. He argued to the district court that once he notified AOL of the unidentified third party's hoax, AOL had a duty to remove the defamatory posting promptly, to notify its subscribers of the message's false nature, and to effectively screen future defamatory material. Section 230 entered this litigation as an affirmative defense pled by AOL. The company claimed that Congress immunized interactive computer service providers from claims based on information posted by a third party. The relevant portion of § 230 states: "No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider." 47 U.S.C. § 230(c)(1). By its plain language, § 230 creates a federal immunity to any cause of action that would make service providers liable for information originating with a third-party user of the service. Specifically, § 230 precludes courts from entertaining claims that would place a computer service provider in a publisher's role. Thus, lawsuits seeking to hold a service provider liable for its exercise of a publisher's traditional editorial functions -- such as deciding whether to publish, withdraw, postpone or alter content -- are barred.

The purpose of this statutory immunity is not difficult to discern. Congress recognized the threat that tort-based lawsuits pose to freedom of speech in the new and burgeoning Internet medium. The imposition of tort liability on service providers for the communications of others represented, for Congress, simply another form of intrusive government regulation of speech. Section 230 was enacted, in part, to maintain the robust nature of Internet communication and, accordingly, to keep government interference in the medium to a minimum. In specific statutory findings, Congress recognized the Internet and interactive computer services as offering "a forum for a true diversity of political discourse, unique opportunities for cultural development, and myriad avenues for intellectual activity." Id. § 230(a)(3). It also found that the Internet and interactive computer services "have flourished, to the benefit of all Americans, with a minimum of government regulation." Id. § 230(a)(4) (emphasis added). Congress further stated that it is "the policy of the United States . . . to preserve the vibrant and competitive free market that presently exists for the Internet and other interactive computer services, unfettered by Federal or State regulation." Id. § 230(b)(2) (emphasis added).

None of this means, of course, that the original culpable party who posts defamatory messages would escape accountability. While Congress acted to keep government regulation of the Internet to a minimum, it also found it to be the policy of the United States "to ensure vigorous enforcement of Federal criminal laws to deter and punish trafficking in obscenity, stalking, and harassment by means of computer." Id. § 230(b)(5). Congress made a policy choice, however, not to deter harmful online speech through the separate route of imposing tort liability on companies that serve as intermediaries for other parties' potentially injurious messages.

Congress' purpose in providing the § 230 immunity was thus evident. Interactive computer services
have millions of users. See Reno v. ACLU, 117 S. Ct. at 2334 (noting that at time of district court trial, "commercial online services had almost 12 million individual sub- scribers"). The amount of information communicated via interactive computer services is therefore staggering. The specter of tort liability in an area of such prolific speech would have an obvious chilling effect. It would be impossible for service providers to screen each of their millions of postings for possible problems. Faced with potential liability for each message republished by their services, interactive computer service providers might choose to severely restrict the num- ber and type of messages posted. Congress considered the weight of the speech interests implicated and chose to immunize service provid- ers to avoid any such restrictive effect.

Another important purpose of § 230 was to encourage service pro- viders to self-regulate the dissemination of offensive material over their services. In this respect, § 230 responded to a New York state court decision, Stratton Oakmont, Inc. v. Prodigy Servs. Co., 1995 WL 323710 (N.Y. Sup. Ct. May 24, 1995). There, the plaintiffs sued Prodigy -- an interactive computer service like AOL -- for defama- tory comments made by an unidentified party on one of Prodigy's bulletin boards. The court held Prodigy to the strict liability standard normally applied to original publishers of defamatory statements, rejecting Prodigy's claims that it should be held only to the lower "knowledge" standard usually reserved for distributors. The court rea- soned that Prodigy acted more like an original publisher than a dis- tributor both because it advertised its practice of controlling content on its service and because it actively screened and edited messages posted on its bulletin boards.

Congress enacted § 230 to remove the disincentives to self- regulation created by the Stratton Oakmont decision. Under that court's holding, computer service providers who regulated the dis- semination of offensive material on their services risked subjecting themselves to liability, because such regulation cast the service pro- vider in the role of a publisher. Fearing that the specter of liability would therefore deter service providers from blocking and screening offensive material, Congress enacted § 230's broad immunity "to remove disincentives for the development and utilization of blocking and filtering technologies that empower parents to restrict their chil- dren's access to objectionable or inappropriate online material." 47 U.S.C. § 230(b)(4). In line with this purpose, § 230 forbids the impos- sion of publisher liability on a service provider for the exercise of its editorial and self-regulatory functions.

B.

Zeran argues, however, that the § 230 immunity eliminates only publisher liability, leaving distributor liability intact. Publishers can be held liable for defamatory statements contained in their works even absent proof that they had specific knowledge of the statement's inclusion. W. Page Keeton et al., Prosser and Keeton on the Law of Torts § 113, at 810 (5th ed. 1984). According to Zeran, interactive computer service providers like AOL are normally considered instead to be distributors, like traditional news vendors or book sellers. Dis- tributors cannot be held liable for defamatory statements contained in the materials they distribute unless it is proven at a minimum that they have actual knowledge of the defamatory statements upon which lia- bility is predicated. Id. at 811 (explaining that distributors are not lia- ble "in the absence of proof that they knew or had reason to know of the existence of defamatory matter contained in matter published"). Zeran contends that he provided AOL with sufficient notice of the defamatory statements appearing on the company's bulletin board. This notice is significant, says Zeran, because AOL could be held lia- ble as a distributor only if it acquired knowledge of the defamatory statements' existence.

Because of the difference between these two forms of liability, Zeran contends that the term "distributor" carries a legally distinct meaning from the term "publisher." Accordingly, he asserts that Con- gress' use of only the term "publisher" in § 230 indicates a purpose to immunize service providers
only from publisher liability. He argues that distributors are left unprotected by § 230 and, therefore, his suit should be permitted to proceed against AOL. We disagree. Assuming arguendo that Zeran has satisfied the requirements for imposition of distributor liability, this theory of liability is merely a subset, or a species, of publisher liability, and is therefore also foreclosed by § 230.

The terms "publisher" and "distributor" derive their legal significance from the context of defamation law. Although Zeran attempts to artfully plead his claims as ones of negligence, they are indistinguishable from a garden variety defamation action. Because the publication of a statement is a necessary element in a defamation action, only one who publishes can be subject to this form of tort liability. Restatement (Second) of Torts § 558(b) (1977); Keeton et al., supra, § 113, at 802. Publication does not only describe the choice by an author to include certain information. In addition, both the negligent communication of a defamatory statement and the failure to remove such a statement when first communicated by another party -- each alleged by Zeran here under a negligence label -- constitute publication. Restatement (Second) of Torts § 577; see also Tackett v. General Motors Corp., 836 F.2d 1042, 1046-47 (7th Cir. 1987). In fact, every repetition of a defamatory statement is considered a publication. Kee-ton et al., supra, § 113, at 799.

In this case, AOL is legally considered to be a publisher. "[E]very one who takes part in the publication . . . is charged with publication." Id. Even distributors are considered to be publishers for purposes of defamation law: Those who are in the business of making their facilities available to disseminate the writings composed, the speeches made, and the information gathered by others may also be regarded as participating to such an extent in making the books, newspapers, magazines, and information available to others as to be regarded as publishers. They are intentionally making the contents available to others, some-times without knowing all of the contents -- including the defamatory content -- and sometimes without any opportunity to ascertain, in advance, that any defamatory matter was to be included in the matter published.

Id., at 803. AOL falls squarely within this traditional definition of a publisher and, therefore, is clearly protected by § 230's immunity.

Zeran contends that decisions like Stratton Oakmont and Cubby, Inc. v. CompuServe Inc., 776 F. Supp. 135 (S.D.N.Y. 1991), recognize a legal distinction between publishers and distributors. He misap- prehends, however, the significance of that distinction for the legal issue we consider here. It is undoubtedly true that mere conduits, or distributors, are subject to a different standard of liability. As explained above, distributors must at a minimum have knowledge of the existence of a defamatory statement as a prerequisite to liability. But this distinction signifies only that different standards of liability may be applied within the larger publisher category, depending on the specific type of publisher concerned. See Keeton et al., supra, § 113, at 799-800 (explaining that every party involved is charged with publication, although degrees of legal responsibility differ). To the extent that decisions like Stratton and Cubby utilize the terms "publisher" and "distributor" separately, the decisions correctly describe two different standards of liability. Stratton and Cubby do not, however, suggest that distributors are not also a type of publisher for purposes of defamation law.

Zeran simply attaches too much importance to the presence of the distinct notice element in distributor liability. The simple fact of notice surely cannot transform one from an original publisher to a distributor in the eyes of the law. To the contrary, once a computer service provider receives notice of a potentially defamatory posting, it is thrust into the role of a traditional publisher. The computer service provider must decide whether to publish, edit, or withdraw the posting. In this respect, Zeran seeks to impose liability on AOL for assuming the role for which § 230 specifically proscribes liability -- the publisher role.
Our view that Zeran's complaint treats AOL as a publisher is reinforced because AOL is cast in the same position as the party who originally posted the offensive messages. According to Zeran's logic, AOL is legally at fault because it communicated to third parties an allegedly defamatory statement. This is precisely the theory under which the original poster of the offensive messages would be found liable. If the original party is considered a publisher of the offensive messages, Zeran certainly cannot attach liability to AOL under the same theory without conceding that AOL too must be treated as a publisher of the statements.

Zeran next contends that interpreting § 230 to impose liability on service providers with knowledge of defamatory content on their services is consistent with the statutory purposes outlined in Part IIA. Zeran fails, however, to understand the practical implications of notice liability in the interactive computer service context. Liability upon notice would defeat the dual purposes advanced by § 230 of the CDA. Like the strict liability imposed by the Stratton Oakmont court, liability upon notice reinforces service-providers' incentives to restrict speech and abstain from self-regulation.

If computer service providers were subject to distributor liability, they would face potential liability each time they receive notice of a potentially defamatory statement -- from any party, concerning any message. Each notification would require a careful yet rapid investigation of the circumstances surrounding the posted information, a legal judgment concerning the information's defamatory character, and an on-the-spot editorial decision whether to risk liability by allowing the continued publication of that information. Although this might be feasible for the traditional print publisher, the sheer number of postings on interactive computer services would create an impossible burden in the Internet context. Cf. Auvil v. CBS 60 Minutes, 800 F. Supp. 928, 931 (E.D. Wash. 1992) (recognizing that it is unrealistic for network affiliates to "monitor incoming transmissions and exercise on-the-spot discretionary calls"). Because service providers would be subject to liability only for the publication of information, and not for its removal, they would have a natural incentive simply to remove messages upon notification, whether the contents were defamatory or not. See Philadelphia Newspapers, Inc. v. Hepps, 475 U.S. 767, 777 (1986) (recognizing that fears of unjustified liability produce a chilling effect antithetical to First Amendment's protection of speech). Thus, like strict liability, liability upon notice has a chilling effect on the freedom of Internet speech.

Similarly, notice-based liability would deter service providers from regulating the dissemination of offensive material over their own services. Any efforts by a service provider to investigate and screen material posted on its service would only lead to notice of potentially defamatory material more frequently and thereby create a stronger basis for liability. Instead of subjecting themselves to further possible lawsuits, service providers would likely eschew any attempts at self-regulation.

More generally, notice-based liability for interactive computer service providers would provide third parties with a no-cost means to create the basis for future lawsuits. Whenever one was displeased with the speech of another party conducted over an interactive computer service, the offended party could simply "notify" the relevant service provider, claiming the information to be legally defamatory. In light of the vast amount of speech communicated through interactive computer services, these notices could produce an impossible burden for service providers, who would be faced with ceaseless choices of suppressing controversial speech or sustaining prohibitive liability. Because the probable effects of distributor liability on the vigor of Internet speech and on service provider self-regulation are directly contrary to § 230's statutory purposes, we will not assume that Congress intended to leave liability upon notice intact.

Zeran finally contends that the interpretive canon favoring retention of common law principles unless Congress speaks directly to the issue counsels a restrictive reading of the § 230 immunity here. See

United States v. Texas, 507 U.S. 529, 534 (1993). This interpretive canon does not persuade us to reach a different result. Here, Congress has indeed spoken directly to the issue by employing the legally significant term "publisher," which has traditionally encompassed distributors and original publishers alike.

The decision cited by Zeran, United States v. Texas, also recognized that abrogation of common law principles is appropriate when a contrary statutory purpose is evident. Id. This is consistent with the Court's earlier cautions against courts' application of the canon with excessive zeal: "The rule that statutes in derogation of the common law are to be strictly construed does not require such an adherence to the letter as would defeat an obvious legislative purpose or lessen the scope plainly intended to be given to the measure." Isbrandtsen Co. v. Johnson, 343 U.S. 779, 783 (1952) (quoting Jamison v. Encarnacion, 281 U.S. 635, 640 (1930)); cf. Astoria Fed. Sav. & Loan Ass'n v. Solimino, 501 U.S. 104, 110-11 (1991) (statute need not expressly delimit manner in which common law principle is abrogated). Zeran's argument flies in the face of this warning. As explained above, interpreting § 230 to leave distributor liability in effect would defeat the two primary purposes of the statute and would certainly "lessen the scope plainly intended" by Congress' use of the term "publisher."

Section 230 represents the approach of Congress to a problem of national and international dimension. The Supreme Court underscored this point in ACLU v. Reno, finding that the Internet allows "tens of millions of people to communicate with one another and to access vast amounts of information from around the world." It is "a unique and wholly new medium of worldwide human communication." 117 S. Ct. at 2334 (citation omitted). Application of the canon invoked by Zeran here would significantly lessen Congress' power, derived from the Commerce Clause, to act in a field whose international character is apparent. While Congress allowed for the enforcement of "any State law that is consistent with [§ 230]," 47 U.S.C. § 230(d)(3), it is equally plain that Congress' desire to promote unfettered speech on the Internet must supersede conflicting common law causes of action. Section 230(d)(3) continues: "No cause of action may be brought and no liability may be imposed under any State or local law that is inconsistent with this section." With respect to federal-state preemption, the Court has advised: "[W]hen Congress has "unmistakably ... ordained," that its enactments alone are to regulate a part of commerce, state laws regulating that aspect of commerce must fall. The result is compelled whether Congress' command is explicitly stated in the statute's language or implicitly contained in its structure and purpose." Jones v. Rath Packing Co., 440 U.S. 519, 525 (1977) (citations omitted). Here, Congress' command is explicitly stated. Its ex er-cise of its commerce power is clear and counteracts the caution counseled by the interpretive canon favoring retention of common law principles.

The CDA was signed into law and became effective on February 8, 1996. Zeran did not file his complaint until April 23, 1996. Zeran contends that even if § 230 does bar the type of claim he brings here, it cannot be applied retroactively to bar an action arising from AOL's alleged misconduct prior to the CDA's enactment. We disagree. Section 230 applies by its plain terms to complaints brought after the CDA became effective. As noted in Part III, the statute provides, in part: "No cause of action may be brought and no liability may be imposed under any State or local law that is inconsistent with this section." 47 U.S.C. § 230(d)(3).

Initially, it is doubtful that a retroactivity issue is even presented here. Retroactivity concerns arise when a statute applies to conduct predating its enactment. Section 230 does not directly regulate the activities of interactive computer service providers like AOL. Instead, § 230 is addressed only to the bringing of a cause of action. Here, Zeran did not file his complaint until over two months after § 230's
immunity became effective. Thus, the statute's application in this litigation is in fact prospective. See St. Louis v. Texas Worker's Compensation Comm'n, 65 F.3d 43, 46 (5th Cir. 1995) (holding "issue is not technically one of retroactivity" when statute applies to "filing of the complaint"), cert. denied, 116 S. Ct. 2563 (1996); Vernon v. Casas-Sadega Valley Central Sch. Dist., 49 F.3d 886, 889 (2d Cir. 1995) (same).

Even if this were a case implicating the application of a federal statute to pre-enactment events, the Supreme Court's Landgraf framework would nevertheless require § 230's application to Zeran's claims. Landgraf instructs us first "to determine whether Congress has expressly prescribed the statute's proper reach." Landgraf v. USI Film Prods., 511 U.S. 244, 280 (1994). This case can be resolved at this first step. In § 230(d)(3), Congress clearly expressed its intent that the statute apply to any complaint instituted after its effective date, regardless of when the relevant conduct giving rise to the claims occurred. Other circuits have interpreted similar statutory language to clearly express Congress' intent that the relevant statutes apply to bar new actions under statutorily specified conditions. See Wright v. Morris, 111 F.3d 414, 418 (6th Cir. 1997) (holding language "No action shall be brought . . .," 42 U.S.C. § 1997e(a), to "expressly govern[ ] the bringing of new actions"), cert. denied, 1997 WL 275340 (U.S. Oct. 6, 1997); Abdul-Wadood v. Nathan, 91 F.3d 1023, 1025 (7th Cir. 1996) (holding language "In no event shall a prisoner bring a civil action or appeal a judgment . . .," 28 U.S.C. § 1915 (g), to govern the bringing of new actions or filing of new appeals).

If we were to find a directive as plain as § 230(d)(3) to be ambiguous as to Congress' intent, we would be announcing a new super-clear-statement condition for the retroactive operation of statutes. Such a jurisprudential shift would be both unwise and contrary to the Court's admonitions in Landgraf: "Retroactivity provisions often serve entirely benign and legitimate purposes, whether to respond to emergencies, to correct mistakes, to prevent circumvention of a new statute in the interval immediately preceding its passage, or simply to give comprehensive effect to a new law Congress considers salutary." 511 U.S. at 267-68. Here, Congress decided that free speech on the Internet and self-regulation of offensive speech were so important that § 230 should be given immediate, comprehensive effect.

There finally is a significant contrast between statutes that impose new liabilities for already-completed conduct and statutes that govern litigants' access to courts. For example, courts often apply intervening statutes that restrict a court's jurisdiction. See Landgraf, 511 U.S. at 274. Section 230 neither imposes any new liability on Zeran nor takes away any rights acquired under prior law. No person has a vested right in a nonfinal tort judgment, much less an unfiled tort claim. Hammond v. United States, 786 F.2d 8, 12 (1st Cir. 1986). Further, Zeran cannot point to any action he took in reliance on the law prior to § 230's enactment. Because § 230 has no untoward retroactive effect, even the presumption against statutory retroactivity absent an express directive from Congress is of no help to Zeran here.

IV.

For the foregoing reasons, we affirm the judgment of the district court.

AFFIRMED

FOOTNOTES

1. Zeran maintains that AOL made it impossible to identify the original party by failing to maintain adequate records of its users. The issue of AOL's record keeping practices, however, is not presented by this appeal.
2. Section 230 defines "interactive computer service" as "any information service, system, or access software provider that provides or enables computer access by multiple users to a computer server, including specifically a service or system that provides access to the Internet and such systems operated or services offered by libraries or educational institutions." 47 U.S.C. § 230(e)(2). The term "information content provider" is defined as "any person or entity that is responsible, in whole or in part, for the creation or development of information provided through the Internet or any other interactive computer service." Id. § 230(e)(3). The parties do not dispute that AOL falls within the CDA's "interactive computer service" definition and that the unidentified third party who posted the offensive messages here fits the definition of an "information content provider."
Title 16: Commercial Practices

PART 312—CHILDREN'S ONLINE PRIVACY PROTECTION RULE

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Source: 64 FR 59911, Nov. 3, 1999, unless otherwise noted.

§ 312.1 Scope of regulations in this part.

This part implements the Children's Online Privacy Protection Act of 1998, (15 U.S.C. 6501, et seq.,) which prohibits unfair or deceptive acts or practices in connection with the collection, use, and/or disclosure of personal information from and about children on the Internet. The effective date of this part is April 21, 2000.

§ 312.2 Definitions.

Child means an individual under the age of 13.

Collects or collection means the gathering of any personal information from a child by any means.
including but not limited to:

(a) Requesting that children submit personal information online;

(b) Enabling children to make personal information publicly available through a chat room, message board, or other means, except where the operator deletes all individually identifiable information from postings by children before they are made public, and also deletes such information from the operator's records; or

(c) The passive tracking or use of any identifying code linked to an individual, such as a cookie.

Commission means the Federal Trade Commission.

Delete means to remove personal information such that it is not maintained in retrievable form and cannot be retrieved in the normal course of business.

Disclosure means, with respect to personal information:

(a) The release of personal information collected from a child in identifiable form by an operator for any purpose, except where an operator provides such information to a person who provides support for the internal operations of the website or online service and who does not disclose or use that information for any other purpose. For purposes of this definition:

(1) Release of personal information means the sharing, selling, renting, or any other means of providing personal information to any third party, and

(2) Support for the internal operations of the website or online service means those activities necessary to maintain the technical functioning of the website or online service, or to fulfill a request of a child as permitted by §312.5(c)(2) and (3); or

(b) Making personal information collected from a child by an operator publicly available in identifiable form, by any means, including by a public posting through the Internet, or through a personal home page posted on a website or online service; a pen pal service; an electronic mail service; a message board; or a chat room.

Federal agency means an agency, as that term is defined in Section 551(1) of title 5, United States Code.

Internet means collectively the myriad of computer and telecommunications facilities, including equipment and operating software, which comprise the interconnected world-wide network of networks that employ the Transmission Control Protocol/Internet Protocol, or any predecessor or successor protocols to such protocol, to communicate information of all kinds by wire, radio, or other methods of transmission.

Online contact information means an e-mail address or any other substantially similar identifier that permits direct contact with a person online.

Operator means any person who operates a website located on the Internet or an online service and who collects or maintains personal information from or about the users of or visitors to such website or online service, or on whose behalf such information is collected or maintained, where such website or online service is operated for commercial purposes, including any person offering products or services for sale through that website or online service, involving commerce:

(a) Among the several States or with 1 or more foreign nations;

(b) In any territory of the United States or in the District of Columbia, or between any such territory and

(1) Another such territory, or
(2) Any State or foreign nation; or

(c) Between the District of Columbia and any State, territory, or foreign nation. This definition does not include any nonprofit entity that would otherwise be exempt from coverage under Section 5 of the Federal Trade Commission Act (15 U.S.C. 45).

Parent includes a legal guardian.

Person means any individual, partnership, corporation, trust, estate, cooperative, association, or other entity.

Personal information means individually identifiable information about an individual collected online, including:

(a) A first and last name;

(b) A home or other physical address including street name and name of a city or town;

(c) An e-mail address or other online contact information, including but not limited to an instant messaging user identifier, or a screen name that reveals an individual’s e-mail address;

(d) A telephone number;

(e) A Social Security number;

(f) A persistent identifier, such as a customer number held in a cookie or a processor serial number, where such identifier is associated with individually identifiable information; or a combination of a last name or photograph of the individual with other information such that the combination permits physical or online contacting; or

(g) Information concerning the child or the parents of that child that the operator collects online from the child and combines with an identifier described in this definition.

Third party means any person who is not:

(a) An operator with respect to the collection or maintenance of personal information on the website or online service; or

(b) A person who provides support for the internal operations of the website or online service and who does not use or disclose information protected under this part for any other purpose.

Obtaining verifiable consent means making any reasonable effort (taking into consideration available technology) to ensure that before personal information is collected from a child, a parent of the child:

(a) Receives notice of the operator's personal information collection, use, and disclosure practices; and

(b) Authorizes any collection, use, and/or disclosure of the personal information.

Website or online service directed to children means a commercial website or online service, or portion thereof, that is targeted to children. Provided, however, that a commercial website or online service, or a portion thereof, shall not be deemed directed to children solely because it refers or links to a commercial website or online service directed to children by using information location tools, including a directory, index, reference, pointer, or hypertext link. In determining whether a commercial website or online service, or a portion thereof, is targeted to children, the Commission will consider its subject matter, visual or audio content, age of models, language or other characteristics of the website or online service, as well as whether advertising promoting or appearing on the website or online service is directed to children. The Commission will also consider competent and reliable empirical evidence regarding audience composition; evidence regarding the intended audience; and whether a site uses animated characters and/or child-oriented activities and incentives.

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§ 312.3 Regulation of unfair or deceptive acts or practices in connection with the collection, use, and/or disclosure of personal information from and about children on the Internet.

General requirements. It shall be unlawful for any operator of a website or online service directed to children, or any operator that has actual knowledge that it is collecting or maintaining personal information from a child, to collect personal information from a child in a manner that violates the regulations prescribed under this part. Generally, under this part, an operator must:

(a) Provide notice on the website or online service of what information it collects from children, how it uses such information, and its disclosure practices for such information (§312.4(b));

(b) Obtain verifiable parental consent prior to any collection, use, and/or disclosure of personal information from children (§312.5);

(c) Provide a reasonable means for a parent to review the personal information collected from a child and to refuse to permit its further use or maintenance (§312.6);

(d) Not condition a child’s participation in a game, the offering of a prize, or another activity on the child disclosing more personal information than is reasonably necessary to participate in such activity (§312.7); and

(e) Establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of personal information collected from children (§312.8).

§ 312.4 Notice.

(a) General principles of notice. All notices under §§312.3(a) and 312.5 must be clearly and understandably written, be complete, and must contain no unrelated, confusing, or contradictory materials.

(b) Notice on the website or online service. Under §312.3(a), an operator of a website or online service directed to children must post a link to a notice of its information practices with regard to children on the home page of its website or online service and at each area on the website or online service where personal information is collected from children. An operator of a general audience website or online service that has a separate children's area or site must post a link to a notice of its information practices with regard to children on the home page of the children's area.

(1) Placement of the notice. (i) The link to the notice must be clearly labeled as a notice of the website or online service's information practices with regard to children;

(ii) The link to the notice must be placed in a clear and prominent place and manner on the home page of the website or online service; and

(iii) The link to the notice must be placed in a clear and prominent place and manner at each area on the website or online service where children directly provide, or are asked to provide, personal information, and in close proximity to the requests for information in each such area.

(2) Content of the notice. To be complete, the notice of the website or online service's information practices must state the following:

(i) The name, address, telephone number, and e-mail address of all operators collecting or maintaining personal information from children through the website or online service. Provided that, the operators of a website or online service may list the name, address, phone number, and e-mail address of one
operator who will respond to all inquiries from parents concerning the operators' privacy policies and use of children's information, as long as the names of all the operators collecting or maintaining personal information from children through the website or online service are also listed in the notice;

(ii) The types of personal information collected from children and whether the personal information is collected directly or passively;

(iii) How such personal information is or may be used by the operator(s), including but not limited to fulfillment of a requested transaction, recordkeeping, marketing back to the child, or making it publicly available through a chat room or by other means;

(iv) Whether personal information is disclosed to third parties, and if so, the types of business in which such third parties are engaged, and the general purposes for which such information is used; whether those third parties have agreed to maintain the confidentiality, security, and integrity of the personal information they obtain from the operator; and that the parent has the option to consent to the collection and use of their child's personal information without consenting to the disclosure of that information to third parties;

(v) That the operator is prohibited from conditioning a child's participation in an activity on the child's disclosing more personal information than is reasonably necessary to participate in such activity; and

(vi) That the parent can review and have deleted the child's personal information, and refuse to permit further collection or use of the child's information, and state the procedures for doing so.

(c) Notice to a parent. Under §312.5, an operator must make reasonable efforts, taking into account available technology, to ensure that a parent of a child receives notice of the operator's practices with regard to the collection, use, and/or disclosure of the child's personal information, including notice of any material change in the collection, use, and/or disclosure practices to which the parent has previously consented.

(1) Content of the notice to the parent. (i) All notices must state the following:

(A) That the operator wishes to collect personal information from the child;

(B) The information set forth in paragraph (b) of this section.

(ii) In the case of a notice to obtain verifiable parental consent under §312.5(a), the notice must also state that the parent's consent is required for the collection, use, and/or disclosure of such information, and state the means by which the parent can provide verifiable consent to the collection of information.

(iii) In the case of a notice under the exception in §312.5(c)(3), the notice must also state the following:

(A) That the operator has collected the child's e-mail address or other online contact information to respond to the child's request for information and that the requested information will require more than one contact with the child;

(B) That the parent may refuse to permit further contact with the child and require the deletion of the information, and how the parent can do so; and

(C) That if the parent fails to respond to the notice, the operator may use the information for the purpose(s) stated in the notice.

(iv) In the case of a notice under the exception in §312.5(c)(4), the notice must also state the following:

(A) That the operator has collected the child's name and e-mail address or other online contact information to protect the safety of the child participating on the website or online service;

(B) That the parent may refuse to permit the use of the information and require the deletion of the information, and how the parent can do so; and

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(C) That if the parent fails to respond to the notice, the operator may use the information for the purpose stated in the notice.

§ 312.5 Parental consent.

(a) General requirements. (1) An operator is required to obtain verifiable parental consent before any collection, use, and/or disclosure of personal information from children, including consent to any material change in the collection, use, and/or disclosure practices to which the parent has previously consented.

(2) An operator must give the parent the option to consent to the collection and use of the child's personal information without consenting to disclosure of his or her personal information to third parties.

(b) Mechanisms for verifiable parental consent. (1) An operator must make reasonable efforts to obtain verifiable parental consent, taking into consideration available technology. Any method to obtain verifiable parental consent must be reasonably calculated, in light of available technology, to ensure that the person providing consent is the child's parent.

(2) Methods to obtain verifiable parental consent that satisfy the requirements of this paragraph include: providing a consent form to be signed by the parent and returned to the operator by postal mail or facsimile; requiring a parent to use a credit card in connection with a transaction; having a parent call a toll-free telephone number staffed by trained personnel; using a digital certificate that uses public key technology; and using e-mail accompanied by a PIN or password obtained through one of the verification methods listed in this paragraph. Provided that: Until the Commission otherwise determines, methods to obtain verifiable parental consent for uses of information other than the "disclosures" defined by §312.2 may also include use of e-mail coupled with additional steps to provide assurances that the person providing the consent is the parent. Such additional steps include: sending a confirmatory e-mail to the parent following receipt of consent; or obtaining a postal address or telephone number from the parent and confirming the parent's consent by letter or telephone call. Operators who use such methods must provide notice that the parent can revoke any consent given in response to the earlier e-mail.

(c) Exceptions to prior parental consent. Verifiable parental consent is required prior to any collection, use and/or disclosure of personal information from a child except as set forth in this paragraph. The exceptions to prior parental consent are as follows:

(1) Where the operator collects the name or online contact information of a parent or child to be used for the sole purpose of obtaining parental consent or providing notice under §312.4. If the operator has not obtained parental consent after a reasonable time from the date of the information collection, the operator must delete such information from its records;

(2) Where the operator collects online contact information from a child for the sole purpose of responding directly on a one-time basis to a specific request from the child, and where such information is not used to recontact the child and is deleted by the operator from its records;

(3) Where the operator collects online contact information from a child to be used to respond directly more than once to a specific request from the child, and where such information is not used for any other purpose. In such cases, the operator must make reasonable efforts, taking into consideration available technology, to ensure that a parent receives notice and has the opportunity to request that the operator make no further use of the information, as described in §312.4(c), immediately after the initial response and before making any additional response to the child. Mechanisms to provide such notice include, but are not limited to, sending the notice by postal mail or sending the notice to the parent's e-mail address, but do not include asking a child to print a notice form or sending an e-mail to the child;

(4) Where the operator collects a child's name and online contact information to the extent reasonably necessary to protect the safety of a child participant on the website or online service, and the operator uses reasonable efforts to provide a parent notice as described in §312.4(c), where such information is:

(i) Used for the sole purpose of protecting the child's safety;

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(ii) Not used to recontact the child or for any other purpose;

(iii) Not disclosed on the website or online service; and

(5) Where the operator collects a child's name and online contact information and such information is not used for any other purpose, to the extent reasonably necessary:

(i) To protect the security or integrity of its website or online service;

(ii) To take precautions against liability;

(iii) To respond to judicial process; or

(iv) To the extent permitted under other provisions of law, to provide information to law enforcement agencies or for an investigation on a matter related to public safety.


§ 312.6 Right of parent to review personal information provided by a child.

(a) Upon request of a parent whose child has provided personal information to a website or online service, the operator of that website or online service is required to provide to that parent the following:

(1) A description of the specific types or categories of personal information collected from children by the operator, such as name, address, telephone number, e-mail address, hobbies, and extracurricular activities;

(2) The opportunity at any time to refuse to permit the operator's further use or future online collection of personal information from that child, and to direct the operator to delete the child's personal information; and

(3) Notwithstanding any other provision of law, a means of reviewing any personal information collected from the child. The means employed by the operator to carry out this provision must:

(i) Ensure that the requestor is a parent of that child, taking into account available technology; and

(ii) Not be unduly burdensome to the parent.

(b) Neither an operator nor the operator's agent shall be held liable under any Federal or State law for any disclosure made in good faith and following reasonable procedures in responding to a request for disclosure of personal information under this section.

(c) Subject to the limitations set forth in §312.7, an operator may terminate any service provided to a child whose parent has refused, under paragraph (a)(2) of this section, to permit the operator's further use or collection of personal information from his or her child or has directed the operator to delete the child's personal information.

§ 312.7 Prohibition against conditioning a child's participation on collection of personal information.

An operator is prohibited from conditioning a child's participation in a game, the offering of a prize, or another activity on the child's disclosing more personal information than is reasonably necessary to
participate in such activity.

§ 312.8 Confidentiality, security, and integrity of personal information collected from children.

The operator must establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of personal information collected from children.

§ 312.9 Enforcement.

Subject to sections 6503 and 6505 of the Children's Online Privacy Protection Act of 1998, a violation of a regulation prescribed under section 6502 (a) of this Act shall be treated as a violation of a rule defining an unfair or deceptive act or practice prescribed under section 18(a)(1)(B) of the Federal Trade Commission Act (15 U.S.C. 57a(a)(1)(B)).

§ 312.10 Safe harbors.

(a) In general. An operator will be deemed to be in compliance with the requirements of this part if that operator complies with self-regulatory guidelines, issued by representatives of the marketing or online industries, or by other persons, that, after notice and comment, are approved by the Commission.

(b) Criteria for approval of self-regulatory guidelines. To be approved by the Commission, guidelines must include the following:

(1) A requirement that operators subject to the guidelines ("subject operators") implement substantially similar requirements that provide the same or greater protections for children as those contained in §§312.2 through 312.8;

(2) An effective, mandatory mechanism for the independent assessment of subject operators' compliance with the guidelines. This performance standard may be satisfied by:

(i) Periodic reviews of subject operators' information practices conducted on a random basis either by the industry group promulgating the guidelines or by an independent entity;

(ii) Periodic reviews of all subject operators' information practices, conducted either by the industry group promulgating the guidelines or by an independent entity;

(iii) Seeding of subject operators' databases, if accompanied by either paragraphs (b)(2)(i) or (b)(2)(ii) of this section; or

(iv) Any other equally effective independent assessment mechanism; and

(3) Effective incentives for subject operators' compliance with the guidelines. This performance standard may be satisfied by:

(i) Mandatory, public reporting of disciplinary action taken against subject operators by the industry group promulgating the guidelines;

(ii) Consumer redress;
(iii) Voluntary payments to the United States Treasury in connection with an industry-directed program for violators of the guidelines;

(iv) Referral to the Commission of operators who engage in a pattern or practice of violating the guidelines; or

(v) Any other equally effective incentive.

(4) The assessment mechanism required under paragraph (b)(2) of this section can be provided by an independent enforcement program, such as a seal program. In considering whether to initiate an investigation or to bring an enforcement action for violations of this part, and in considering appropriate remedies for such violations, the Commission will take into account whether an operator has been subject to self-regulatory guidelines approved under this section and whether the operator has taken remedial action pursuant to such guidelines, including but not limited to actions set forth in paragraphs (b)(3)(i) through (iii) of this section.

(c) Request for Commission approval of self-regulatory guidelines. (1) To obtain Commission approval of self-regulatory guidelines, industry groups or other persons must file a request for such approval. A request shall be accompanied by the following:

(i) A copy of the full text of the guidelines for which approval is sought and any accompanying commentary;

(ii) A comparison of each provision of §§312.3 through 312.8 with the corresponding provisions of the guidelines; and

(iii) A statement explaining:

(A) How the guidelines, including the applicable assessment mechanism, meet the requirements of this part; and

(B) How the assessment mechanism and compliance incentives required under paragraphs (b)(2) and (3) of this section provide effective enforcement of the requirements of this part.

(2) The Commission shall act upon a request under this section within 180 days of the filing of such request and shall set forth its conclusions in writing.

(3) Industry groups or other persons whose guidelines have been approved by the Commission must submit proposed changes in those guidelines for review and approval by the Commission in the manner required for initial approval of guidelines under paragraph (c)(1). The statement required under paragraph (c)(1)(iii) must describe how the proposed changes affect existing provisions of the guidelines.

(d) Records. Industry groups or other persons who seek safe harbor treatment by compliance with guidelines that have been approved under this part shall maintain for a period not less than three years and upon request make available to the Commission for inspection and copying:

(1) Consumer complaints alleging violations of the guidelines by subject operators;

(2) Records of disciplinary actions taken against subject operators; and

(3) Results of the independent assessments of subject operators’ compliance required under paragraph (b)(2) of this section.

(e) Revocation of approval. The Commission reserves the right to revoke any approval granted under this section if at any time it determines that the approved self-regulatory guidelines and their implementation do not, in fact, meet the requirements of this part.

§ 312.11 Rulemaking review.
No later than April 21, 2005, the Commission shall initiate a rulemaking review proceeding to evaluate the implementation of this part, including the effect of the implementation of this part on practices relating to the collection and disclosure of information relating to children, children's ability to obtain access to information of their choice online, and on the availability of websites directed to children; and report to Congress on the results of this review.

§ 312.12 Severability.

The provisions of this part are separate and severable from one another. If any provision is stayed or determined to be invalid, it is the Commission's intention that the remaining provisions shall continue in effect.

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Last updated: July 27, 2005
United States Court of Appeals
For the First Circuit

No. 02-2138

IN RE PHARMATRAK, INC. PRIVACY LITIGATION,

NOAH BLUMOFÉ, on behalf of himself and all others similarly situated; ROB BARRING; JIM DARBY; KAREN GRASSMAN, on behalf of herself and all others similarly situated; ROBIN MCCLARY; HARRIS PERLMAN; MARCUS SCHROERS,

Plaintiffs, Appellants,

v.

PHARMATRAK, INC.; GLOCAL COMMUNICATIONS, LTD.,

Defendants, Appellees,

PFIZER, INC.; PHARMACIA CORP.; SMITHKLINE BEECHAM PLC;
GLAXO WELLCOME PLC; DOES 1-100; AMERICAN HOME PRODUCTS CORP.;
NOVARTIS CORP.,

Defendants.

APPEAL FROM THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF MASSACHUSETTS
[Hon. Joseph L. Tauro, U.S. District Judge]

Before

Lynch, Circuit Judge,
Bownes, Senior Circuit Judge,
and Howard, Circuit Judge.

Adam J. Levitt with whom Daniel W. Krasner, David A.P. Brower, Wolf Haldenstein Adler Freeman & Herz LLC, Seth R. Lesser, Andrew M. Gschwind, Bernstein Litowitz Berger & Grossmann LLP, Melvyn I. Weiss, Michael M. Buchman, Dennis Stewart, William J. Doyle II, Milberg Weiss Bershad Hynes & Lerach LLP, Nancy Freeman Gans, and Moulton & Gans, P.C. were on brief for appellants.

May 9, 2003

In sum, pharmaceutical companies invited users to visit their websites to learn about their drugs and to obtain rebates. An enterprising company, Pharmatrak, sold a service, called "NETcompare," to these pharmaceutical companies. That service accessed information about the internet users and collected certain information meant to permit the pharmaceutical companies to do intra-industry comparisons of website traffic and usage. Most of the pharmaceutical companies were emphatic that they did not want personal or identifying data about their website users to be collected. In connection with their contracting to use NETcompare, they sought and received assurances from Pharmatrak that such data collection would not occur. As it turned out, some such personal and identifying data was found, using easily customized search programs, on Pharmatrak's computers. Plaintiffs, on behalf of the purported class of internet users whose data Pharmatrak collected, sued both Pharmatrak and the pharmaceutical companies asserting, inter alia, that they intercepted electronic communications without consent, in violation of the ECPA.

The district court entered summary judgment for defendants on the basis that Pharmatrak's activities fell within an
exception to the statute where one party consents to an interception. The court found the client pharmaceutical companies had consented by contracting with Pharmatrak and so this protected Pharmatrak. See In re Pharmatrak, Inc. Privacy Litig., 220 F. Supp. 2d 4, 12 (D. Mass. 2002). The plaintiffs dismissed all ECPA claims as to the pharmaceutical companies. This appeal concerns only the claim that Pharmatrak violated Title I of the ECPA.

We hold that the district court incorrectly interpreted the "consent" exception to the ECPA; we also hold that Pharmatrak "intercepted" the communication under the statute. We reverse and remand for further proceedings. This does not mean that plaintiffs' case will prevail: there remain issues which should be addressed on remand, particularly as to whether defendant's conduct was intentional within the meaning of the ECPA.

I.

Pharmatrak provided its NETcompare service to pharmaceutical companies including American Home Products, Pharmacia, SmithKline Beecham, Pfizer, and Novartis from approximately June 1998 to November 2000. The pharmaceutical clients terminated their contracts with Pharmatrak shortly after this lawsuit was filed in August 2000. As a result, Pharmatrak was forced to cease its operations by December 1, 2000.

NETcompare was marketed as a tool that would allow a company to compare traffic on and usage of different parts of its
website with the same information from its competitors' websites. The key advantage of NETcompare over off-the-shelf software was its capacity to allow each client to compare its performance with that of other clients from the same industry.

NETcompare was designed to record the webpages a user viewed at clients' websites; how long the user spent on each webpage; the visitor's path through the site (including her points of entry and exit); the visitor's IP address;¹ and, for later versions, the webpage the user viewed immediately before arriving at the client's site (i.e., the "referrer URL").² This information-gathering was not visible to users of the pharmaceutical clients' websites. According to Wes Sonnenreich, former Chief Technology Officer of Pharmatrak, and Timothy W. Macinta, former Managing Director for Technology of Pharmatrak, NETcompare was not designed to collect any personal information whatsoever.

¹ An IP address is the unique address assigned to every machine on the internet. An IP address consists of four numbers separated by dots, e.g., 166.132.78.215.

² URLs (Uniform Resource Locators) are unique addresses indicating the location of specific documents on the Web. The webpage a user viewed immediately prior to visiting a particular website is known as the referrer URL. Search engines such as Yahoo! are common referrer URLs.
NETcompare operated as follows. A pharmaceutical client installed NETcompare by adding five to ten lines of HTML\(^3\) code to each webpage it wished to track and configuring the pages to interface with Pharmatrak's technology. When a user visited the website of a Pharmatrak client, Pharmatrak's HTML code instructed the user's computer to contact Pharmatrak's web server and retrieve from it a tiny, invisible graphic image known as a "clear GIF" (or a "web bug"). The purpose of the clear GIF was to cause the user's computer to communicate directly with Pharmatrak's web server. When the user's computer requested the clear GIF, Pharmatrak's web servers responded by either placing or accessing a "persistent cookie" on the user's computer. On a user's first visit to a webpage monitored by NETcompare, Pharmatrak's servers would plant a cookie on the user's computer. If the user had already visited a NETcompare webpage, then Pharmatrak's servers would access the information on the existing cookie.

A cookie is a piece of information sent by a web server to a web browser that the browser software is expected to save and to send back whenever the browser makes additional requests of the server\(^4\) (such as when the user visits additional webpages at the

\(^3\) HTML is a coding language used to create documents for the Web. M. Enzer, "Glossary of Internet Terms," <http://www.matisse.net/files/glossary>.

\(^4\) M. Enzer, "Glossary of Internet Terms," <http://www.matisse.net/files/glossary> (defining and discussing cookies). A browser, in turn, is a user's interface to the Web.
same or related sites). A persistent cookie is one that does not expire at the end of an online session. Cookies are widely used on the internet by reputable websites to promote convenience and customization. Cookies often store user preferences, login and registration information, or information related to an online "shopping cart." Cookies may also contain unique identifiers that allow a website to differentiate among users.

Each Pharmatrak cookie contained a unique alphanumeric identifier that allowed Pharmatrak to track a user as she navigated through a client's site and to identify a repeat user each time she visited clients' sites. If a person visited www.pfizer.com in June 2000 and www.pharmacia.com in July 2000, for example, then the persistent cookie on her computer would indicate to Pharmatrak that the same computer had been used to visit both sites. As NETcompare tracked a user through a website, it used JavaScript and a JavaApplet to record information such as the URLs the user visited. This data was recorded on the access logs of Pharmatrak's web servers.

Pharmatrak sent monthly reports to its clients juxtaposing the data collected by NETcompare about all pharmaceutical clients. These reports covered topics such as the

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5 Pharmatrak's cookies expired after ninety days.

6 Pharmatrak employees supplemented the information recorded on its access logs (and sorted into databases) by conducting outside research (e.g., connecting a mid-year spike in
most heavily used parts of a particular site; which site was receiving the most hits in particular areas such as investor or media relations; and the most important links to a site.

The monthly reports did not contain any personally identifiable information about users. The only information provided by Pharmatrak to clients about their users and traffic was contained in the reports (and executive summaries thereof). Slides from a Pharmatrak marketing presentation did say the company would break data out into categories and provide "user profiles." In practice, the aggregate demographic information in the reports was limited to the percentages of users from different countries; the percentages of users with different domain extensions (i.e., the percentages of users originating from for-profit, government, academic, or other not-for-profit organizations); and the percentages of first-time versus repeat users. An example of a NETcompare "user profile" is: "The average Novartis visitor is a first-time visitor from the U.S., visiting from a .com domain."

traffic on a particular webpage with the launch of a major online advertising campaign).

The NETcompare installation guide also says, "In the future, we may develop products and services which collect data that, when used in conjunction with the tracking database, could enable a direct identification of certain individual visitors."

The most popular domain extensions are .com (used by for-profit entities), .edu (academic entities), .gov (government), and .org (not-for-profit).
While it was marketing NETcompare to prospective pharmaceutical clients, Pharmatrak repeatedly told them that NETcompare did not collect personally identifiable information. It said its technology could not collect personal information, and specifically provided that the information it gathered could not be used to identify particular users by name. In their affidavits and depositions, executives of Pharmatrak clients consistently said that they believed NETcompare did not collect personal information, and that they did not learn otherwise until the onset of litigation, at which point they promptly terminated the service. Some, if not all, pharmaceutical clients explicitly conditioned their purchase of NETcompare on Pharmatrak’s guarantees that it would not collect users’ personal information. For example, Pharmacia’s April 2000 contract with Pharmatrak provided that NETcompare would not collect personally identifiable information from users. Michael Sonnenreich, Chief Executive Officer of Pharmatrak, stated unequivocally at his deposition that none of his company’s clients consented to the collection of personally identifiable information.

Pharmatrak nevertheless collected some personal information on a small number of users. Pharmatrak distributed approximately 18.7 million persistent cookies through NETcompare. The number of unique cookies provides a rough estimate of the
number of users Pharmatrak monitored. Plaintiffs' expert was able to develop individual profiles for just 232 users.

The following personal information was found on Pharmatrak servers: names, addresses, telephone numbers, email addresses, dates of birth, genders, insurance statuses, education levels, occupations, medical conditions, medications, and reasons for visiting the particular website. Pharmatrak also occasionally recorded the subject, sender, and date of the web-based email message a user was reading immediately prior to visiting the website of a Pharmatrak client. Most of the individual profiles assembled by plaintiffs' expert contain some but not all of this information.

The personal information in 197 of the 232 user profiles was recorded due to an interaction between NETcompare and computer code written by one pharmaceutical client, Pharmacia, for one of its webpages. Starting on or before August 18, 2000 and ending sometime between December 2, 2000 and February 6, 2001, the client Pharmacia used the "get" method to transmit information from a

\[\text{Different users might have the same cookie (if, say, family members shared a computer and browser) or one user might have multiple cookies (if, for example, he used separate work and home computers to visit sites employing NETcompare, or if he revisited a NETcompare site after his first cookie expired).}\]

\[\text{Plaintiffs claim in their brief that Pharmatrak also collected Social Security numbers. We are unable to tell from the record whether this is so.}\]
rebate form on its Detrol\textsuperscript{11} website; the webpage was subsequently modified to use the "post" method of transmission. This was the source of the personal information collected by Pharmatrak from users of the Detrol website.

Web servers use two methods to transmit information entered into online forms: the get method and the post method. The get method is generally used for short forms such as the "Search" box at Yahoo! and other online search engines. The post method is normally used for longer forms and forms soliciting private information.\textsuperscript{12} When a server uses the get method, the information entered into the online form becomes appended to the next URL. For example, if a user enters "respiratory problems" into the query box at a search engine, and the search engine transmits this information using the get method, then the words "respiratory" and "problems" will be appended to the query string at the end of the URL of the webpage showing the search results. By contrast, if a website transmits information via the post method, then that information does not appear in the URL. Since NETcompare was designed to record the full URLs of the webpages a user viewed immediately before and during a visit to a client's site,\textsuperscript{11} Detrol is a bladder control medication.

\textsuperscript{12} An example is the registration page at the New York Times website, which asks for a user's email address, date of birth, income, and other information.

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Pharmatrak recorded personal information transmitted using the get method.

There is no evidence Pharmatrak instructed its clients not to use the get method. The detailed installation instructions Pharmatrak provided to pharmaceutical clients ignore entirely the issue of the different transmission methods.

In addition to the problem at the Detrol website, there was also another instance in which a pharmaceutical client used the get method to transmit personal information entered into an online form. The other personal information on Pharmatrak's servers was recorded as a result of software errors. These errors were a bug in a popular email program (reported in May 2001 and subsequently fixed) and an aberrant web browser.

II.

On June 28, 2001, plaintiffs filed an amended consolidated class action complaint against Pharmatrak; its parent company, Glocal Communications, Ltd.; and five pharmaceutical companies: American Home Products Corp., Glaxo Wellcome, Inc.,

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13 Originally, eight lawsuits were filed in the District of Massachusetts and the Southern District of New York. The two lawsuits in the District of Massachusetts were filed on August 18, 2000. On April 18, 2001, the Judicial Panel on Multi-District Litigation issued an order transferring the six New York cases to the District of Massachusetts. The purported class, which has never been certified, consists of all persons who visited one of the defendants' websites "and who, as a result thereof, have had Pharmatrak 'cookies' placed upon their computers and have had information about them gathered by Pharmatrak."

Pharmatrak, Glocal, and a number of the pharmaceutical defendants moved for summary judgment in August 2001. In support of their motion, Pharmatrak and Glocal submitted affidavits by Macinta, Pharmatrak's former Managing Director for Technology, and Wes Sonnenreich, Pharmatrak's former CTO, as well as written descriptions of its technology and installation method and a sample monthly report delivered to pharmaceutical clients. The pharmaceutical defendants also submitted affidavits and other documents in support of their motions.

Plaintiffs argued that before summary judgment they should be allowed to conduct discovery on Pharmatrak's servers and to conduct Fed. R. Civ. P. 30(b)(6) depositions on employees of each defendant. Discovery of the servers was necessary, plaintiffs argued, to determine what information NETcompare had extracted from website users and transferred to Pharmatrak's computers. At a

14 Glaxo Wellcome and SmithKline Beecham merged in 2000.

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hearing on December 3, 2001, the court ordered discovery of the servers and Rule 30(b)(6) depositions of the defendants.\textsuperscript{15}

The plaintiffs employed computer scientist C. Matthew Curtin and his company, Interhack, to analyze Pharmatrak's servers between December 17, 2001 and January 18, 2002. In about an hour, Curtin wrote three custom computer programs, including "getneedle.pl," to extract and organize personal information on Pharmatrak's web server access logs, which he "colloquially termed 'haystacks.'" Curtin then cross-referenced the information he extracted with other sources such as internet telephone books. Plaintiffs also conducted the Rule 30(b)(6) depositions.

After discovery was completed, Pharmatrak, Glocal, and other defendants renewed their motions for summary judgment; plaintiffs opposed these motions and moved for summary judgment against Pharmatrak and Glocal on the claim based on Title I of the ECPA.

Following a hearing on the motions, the district court issued a memorandum and order on August 13, 2002 denying plaintiffs' motion for summary judgment and granting in part defendants' summary judgment motions. \textit{In re Pharmatrak Privacy}

\textsuperscript{15} At the hearing, plaintiffs also sought additional documentary discovery on the ground that to date defendants had turned over only those documents that supported their defenses. In response, the court instructed both parties to "turn over . . . anything that has to do with the case." The district judge added that, if defendants did not comply with this instruction, then plaintiffs should request a court order or sanctions.
Litig., 220 F. Supp. 2d at 15. The court held that the claim against Pharmatrak under Title I of the ECPA was precluded because "the Pharmaceutical Defendants consented to the placement of code for Pharmatrak's NETcompare service on their websites." Id. at 12. The court granted summary judgment to all defendants on all federal law causes of action; it then declined to retain jurisdiction over the state law causes of action and dismissed them without prejudice. Id. at 15.

III.

A. Standard of Review

This court reviews entry of summary judgment de novo. Dominguez-Cruz v. Suttle Caribe, Inc., 202 F.3d 424, 428 (1st Cir. 2000). The fact that all parties moved for summary judgment does not change the standard of review. Segrets, Inc. v. Gillman Knitwear Co., 207 F.3d 56, 61 (1st Cir. 2000). We view the record in the light most favorable to the party opposing summary judgment, indulging all reasonable inferences in that party's favor. Euromotion, Inc. v. BMW of N. Am., Inc., 136 F.3d 866, 869 (1st Cir. 1998). Summary judgment is appropriate where there is no genuine issue of material fact and the moving party is entitled to judgment as a matter of law. United Parcel Serv. v. Flores-Galarza, 318 F.3d 323, 330 (1st Cir. 2003).
We also review a district court's interpretation of a statute de novo. *Bryson v. Shumway*, 308 F.3d 79, 84 (1st Cir. 2002).

B. Elements of the ECPA Cause of Action


The post-ECPA Wiretap Act provides a private right of action against one who "intentionally intercepts, endeavors to intercept, or procures any other person to intercept or endeavor to intercept, any wire, oral, or electronic communication." 18 U.S.C. § 2511(1)(a); see 18 U.S.C. § 2520 (providing a private right of action). The Wiretap Act defines "intercept" as "the aural or other acquisition of the contents of any wire, electronic, or oral communication through the use of any electronic, mechanical, or other device." Id. § 2510(4). Thus, plaintiffs must show five elements to make their claim under Title I of the ECPA: that a defendant (1) intentionally (2) intercepted, endeavored to
intercept or procured another person to intercept or endeavor to intercept (3) the contents of (4) an electronic communication (5) using a device. This showing is subject to certain statutory exceptions, such as consent.

In its trial and appellate court briefs, Pharmatrak sought summary judgment on only one element of § 2511(1)(a), interception, as well as on the statutory consent exception. We address these issues below. Pharmatrak has not contested whether it used a device or obtained the contents of an electronic communication. This is appropriate. The ECPA adopts a "broad, functional" definition of an electronic communication. Brown v. Waddell, 50 F.3d 285, 289 (4th Cir. 1995). This definition includes "any transfer of signs, signals, writing, images, sounds, data, or intelligence of any nature transmitted in whole or in part by a wire, radio, electromagnetic, photoelectric, or photooptical system that affects interstate or foreign commerce," with certain exceptions unrelated to this case. 18 U.S.C. § 2510(12). Transmissions of completed online forms, such as the one at Pharmacia's Detrol website, to the pharmaceutical defendants constitute electronic communications. See United States v. Steiger, 318 F.3d 1039, 1047 (11th Cir. 2003); Konop v. Hawaiian Airlines, Inc., 302 F.3d 868, 876 (9th Cir. 2002).

The ECPA also says that "'contents,' when used with respect to any wire, oral, or electronic communication, includes
any information concerning the substance, purport, or meaning of
that communication." 18 U.S.C. § 2510(8). This definition
encompasses personally identifiable information such as a party's
name, date of birth, and medical condition. See Gelbard, 408 U.S.
at 51 n.10. See generally Nix v. O'Malley, 160 F.3d 343, 346 n.3
(6th Cir. 1998) ("federal wiretap statute[] broadly define[s]
'contents'"). Finally, it is clear that Pharmatrak relied on
devices such as its web servers to capture information from users.
C. Consent Exception

There is a pertinent statutory exception to § 2511(1)(a)
"where one of the parties to the communication has given prior
consent to such interception unless such communication is
intercepted for the purpose of committing any criminal or tortious
the burden of establishing a violation of the ECPA. Williams v.
Poulos, 11 F.3d 271, 283-84 (1st Cir. 1993). Our case law is
unclear as to who has the burden of showing the statutory exception
for consent. United States v. Lanoue, 71 F.3d 966, 981 (1st Cir.
1995), suggests the burden is on the party seeking the benefit of
the exception, here the defendant. Lanoue held that, when the
defendant sought a mistrial on the grounds that the government
violated § 2511(1), the prosecution had the burden to establish the
statutory law enforcement exception. See also United States v.
Jones, 839 F.2d 1041, 1050 (5th Cir. 1988) (when defendant in

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criminal prosecution seeks to suppress intercepted communications, "the burden is on the government to prove consent" pursuant to 18 U.S.C. § 2511(2)(c)).\textsuperscript{16} However, there is language in Poulos which could be read to say that the burden is on the party asserting a violation of the Act. 11 F.3d at 284. The issue of who has the burden to show consent was not directly addressed in Griggs-Ryan v. Smith, 904 F.2d 112 (1st Cir. 1990), an earlier case. We think, at least for the consent exception under the ECPA in civil cases, that it makes more sense to place the burden of showing consent on the party seeking the benefit of the exception, and so hold. That party is more likely to have evidence pertinent to the issue of consent. Plaintiffs do not allege that Pharmatrak acted with a criminal or tortious purpose. Therefore, the question under the exception is limited to whether the pharmaceutical defendants gave consent to the interception. Because the district court disposed of the case on the grounds that Pharmatrak's conduct fell within the consent exception, we start there.

The district court adopted Pharmatrak's argument that the only relevant inquiry is whether the pharmaceutical companies consented to use Pharmatrak's NETcompare service, regardless of how the service eventually operated. In doing so, the district court did not apply this circuit's general standards for consent under

\textsuperscript{16} But cf. United States v. Phillips, 564 F.2d 32, 34 n.2 (8th Cir. 1977) (defendant in criminal prosecution bears burden of proof for statutory exceptions).

This court addressed the issue of consent under the Wiretap Act in *Griggs-Ryan*. A party may consent to the interception of only part of a communication or to the interception of only a subset of its communications. *See Griggs-Ryan*, 904 F.2d at 117-19. "Thus, 'a reviewing court must inquire into the dimensions of the consent' and then ascertain whether the interception exceeded those boundaries.'" *Gilday v. DuBois*, 124 F.3d 277, 297 (1st Cir. 1997) (quoting *Griggs-Ryan*, 904 F.2d at 119). Consent may be explicit or implied, but it must be actual consent rather than constructive consent. *Poulos*, 11 F.3d at 281-82; *see also United States v. Footman*, 215 F.3d 145, 155 (1st Cir. 2000) ("The question of consent, either express or implied, may vary with the circumstances of the parties."). Pharmatrak argues that it had implied consent from the pharmaceutical companies.

Consent "should not casually be inferred." *Griggs-Ryan*, 904 F.2d at 117-18. "Without actual notice, consent can only be implied when the surrounding circumstances *convincingly* show that the party knew about and consented to the interception." *Berry v. Funk*, 146 F.3d 1003, 1011 (D.C. Cir. 1998) (internal quotation
omitted); accord Lanoue, 71 F.3d at 981; see also Watkins v. L.M. Berry & Co., 704 F.2d 577, 581 (11th Cir. 1983) ("[K]nowledge of the capability of monitoring alone cannot be considered implied consent."). The district court made an error of law, urged on it by Pharmatrak, as to what constitutes consent. It did not apply the standards of this circuit. Moreover, DoubleClick and Avenue A do not set up a rule, contrary to the district court's reading of them, that a consent to interception can be inferred from the mere purchase of a service, regardless of circumstances. If these cases did so hold, they would be contrary to the rule of this circuit established in Griggs-Ryan. DoubleClick and Avenue A, rather, were concerned with situations in which the defendant companies' clients purchased their services for the precise purpose of creating individual user profiles in order to target those users for particular advertisements. See Avenue A, 165 F. Supp. 2d at 1156, 1161; DoubleClick, 154 F. Supp. 2d at 502, 510-11. This very purpose was announced by DoubleClick and Avenue A publicly, as well as being self-evident. See Avenue A, 165 F. Supp. 2d at 1161; DoubleClick, 154 F. Supp. 2d at 502, 510-11. These decisions found it would be unreasonable to infer that the clients had not consented merely because they might not understand precisely how the user demographics were collected. See Avenue A, 165 F. Supp. 2d at 1161-62; DoubleClick, 154 F. Supp. 2d at 510-11. The facts
in our case are the mirror image of those in DoubleClick and Avenue A: the pharmaceutical clients insisted there be no collection of personal data and the circumstances permit no reasonable inference that they did consent.

On the undisputed facts, the client pharmaceutical companies did not give the requisite consent. The pharmaceutical clients sought and received assurances from Pharmatrak that its NETcompare service did not and could not collect personally identifiable information. Further, when plaintiffs brought a suit alleging that Pharmatrak's actions meant it had not lived up to its commitment, the pharmaceutical clients promptly cancelled the service. Far from consenting to the collection of personally identifiable information, the pharmaceutical clients explicitly conditioned their purchase of NETcompare on the fact that it would not collect such information.

The interpretation urged by Pharmatrak would, we think, lead to results inconsistent with the statutory intent. It would undercut efforts by one party to a contract to require that the privacy interests of those who electronically communicate with it be protected by the other party to the contract. It also would lead to irrational results. Suppose Pharmatrak, for example, had intentionally designed its software, contrary to its representations and its clients' expectations, to redirect all possible personal information to Pharmatrak servers, which
collected and mined the data. Under the district court's approach, Pharmatrak would nevertheless be insulated against liability under the ECPA on the theory that the pharmaceutical companies had "consented" by simply buying Pharmatrak's product. Or suppose an internet service provider received a parent's consent solely to monitor a child's internet usage for attempts to access sexually explicit sites -- but the ISP installed code that monitored, recorded and cataloged all internet usage by parent and child alike. Under the theory we have rejected, the ISP would not be liable under the ECPA.

Nor did the users consent. On the undisputed facts, it is clear that the internet user did not consent to Pharmatrak's accessing his or her communication with the pharmaceutical companies. The pharmaceutical companies' websites gave no indication that use meant consent to collection of personal information by a third party. Rather, Pharmatrak's involvement was meant to be invisible to the user, and it was. Deficient notice will almost always defeat a claim of implied consent. See Poulos, 11 F.3d at 281-82; Campiti v. Walonis, 611 F.2d 387, 393-94 (1st Cir. 1979). Pharmatrak makes a frivolous argument that the internet users visiting client Pharmacia's webpage for rebates on Detrol thereby consented to Pharmatrak's intercepting their personal information. On that theory, every online communication would provide consent to interception by a third party.
D. Interception Requirement

The parties briefed to the district court the question of whether Pharmatrak had "intercepted" electronic communications. If this question could be resolved in Pharmatrak's favor, that would provide a ground for affirmance of the summary judgment. See O'Neil v. Baker, 210 F.3d 41, 46 (1st Cir. 2000). It cannot be answered in favor of Pharmatrak.

The ECPA prohibits only "interceptions" of electronic communications. "Intercept" is defined as "the aural or other acquisition of the contents of any wire, electronic, or oral communication through the use of any electronic, mechanical, or other device." Id. § 2510(4).

Before enactment of the ECPA, some courts had narrowed the Wiretap Act's definition of interception to include only acquisitions of a communication contemporaneous with transmission. See, e.g., Steve Jackson Games, Inc. v. U.S. Secret Serv., 36 F.3d 457, 460-61 (5th Cir. 1994) (applying pre-ECPA interpretation to post-ECPA case). There was a resulting debate about whether the ECPA should be similarly restricted. The debate is well described in Konop, 302 F.3d at 876-79 & n.6. Other circuits have invoked the contemporaneous, or "real-time," requirement to exclude acquisitions apparently made a substantial amount of time after material was put into electronic storage. Steiger, 318 F.3d at 1048-50 (pornographic images gradually collected on hard drive);
Konop, 302 F.3d at 872-73 (static website content available on an ongoing basis); Steve Jackson Games, 36 F.3d at 458 (accumulation of unread emails). These circuits have distinguished between materials acquired in transit, which are interceptions, and those acquired from storage, which purportedly are not. See, e.g., Konop, 302 F.3d at 878.

We share the concern of the Ninth and Eleventh Circuits about the judicial interpretation of a statute written prior to the widespread usage of the internet and the World Wide Web in a case involving purported interceptions of online communications. See Steiger, 318 F.3d at 1047 (quoting Konop, 302 F.3d at 874). In particular, the storage-transit dichotomy adopted by earlier courts may be less than apt to address current problems. As one court recently observed, "[T]echnology has, to some extent, overaken language. Traveling the internet, electronic communications are often -- perhaps constantly -- both 'in transit' and 'in storage' simultaneously, a linguistic but not a technological paradox." United States v. Councilman, 245 F. Supp. 2d 319, 321 (D. Mass. 2003).

The facts here do not require us to enter the debate over the existence of a real-time requirement. The acquisition by Pharmatrak was contemporaneous with the transmission by the internet users to the pharmaceutical companies. Both Curtin, the plaintiffs' expert, and Wes Sonnenreich, Pharmatrak's former CTO,
observed that users communicated simultaneously with the pharmaceutical client's web server and with Pharmatrak's web server. After the user's personal information was transmitted using the get method, both the pharmaceutical client's server and Pharmatrak's server contributed content for the succeeding webpage; as both Curtin and Wes Sonnenreich acknowledged, Pharmatrak's content (the clear GIF that enabled the interception) sometimes arrived before the content delivered by the pharmaceutical clients.

Even those courts that narrowly read "interception" would find that Pharmatrak's acquisition was an interception. For example, Steiger observes:

[U]nder the narrow reading of the Wiretap Act we adopt . . . , very few seizures of electronic communications from computers will constitute 'interceptions.' . . . 'Therefore, unless some type of automatic routing software is used (for example, a duplicate of all of an employee's messages are automatically sent to the employee's boss), interception of E-mail within the prohibition of [the Wiretap Act] is virtually impossible.'

318 F.3d at 1050 (paragraphing omitted) (quoting J.J. White, Email @Work.com: Employer Monitoring of Employee E-Mail, 48 Ala. L. Rev. 1079, 1083 (1997)). NETcompare was effectively an automatic routing program. It was code that automatically duplicated part of the communication between a user and a pharmaceutical client and sent this information to a third party (Pharmatrak).

Pharmatrak argues that there was no interception because "there were always two separate communications: one between the Web
user and the Pharmaceutical Client, and the other between the Web user and Pharmatrak." This argument fails for two reasons. First, as a matter of law, even the circuits adopting a narrow reading of the Wiretap Act merely require that the acquisition occur at the same time as the transmission; they do not require that the acquisition somehow constitute the same communication as the transmission. Second, Pharmatrak acquired the same URL query string (sometimes containing personal information) exchanged as part of the communication between the pharmaceutical client and the user. Separate, but simultaneous and identical, communications satisfy even the strictest real-time requirement.

E. Intent Requirement

At oral argument this court questioned the parties about whether the "intent" requirement under § 2511(a)(1) had been met.

We remand this issue because it was not squarely addressed by both parties before the district court. When Pharmatrak moved for summary judgment, it did not do so on the grounds that the statutory requirement of intent was unmet. At most, it raised the issue in passing at the hearing on the cross-motions for summary judgment.

Plaintiffs, in their motion for summary judgment, did raise the issue and argued that any interception was intentional; but the district court neither granted the motion nor addressed the issue. In its opposition to plaintiffs' motion, Pharmatrak relied
on its own motion for summary judgment, and so did not address intent. The issue has not been briefed to us.

While it is true that we can affirm the grant of summary judgment on any ground presented by the record, we will usually do so only when the issue has been fairly presented to the trial court. See Pure Distrib., Inc. v. Baker, 285 F.3d 150, 156 (1st Cir. 2002). Here it was not, and we are reluctant to determine ourselves whether there was adequate opportunity for discovery on this issue and whether there are material facts in dispute, and to resolve an issue without briefing.

Still, we wish to avoid uncertainty about the legal standard for intent under the ECFA on remand, and so we address that point. Congress amended 18 U.S.C. § 2511 in 1986 to change the state of mind requirement from "willful" to "intentional". Since "intentional" itself may have different glosses put on it, we refer to the legislative history, which states:

As used in the Electronic Communications Privacy Act, the term "intentional" is narrower than the dictionary definition of "intentional." "Intentional" means more than that one voluntarily engaged in conduct or caused a result. Such conduct or the causing of the result must have been the person's conscious objective. An "intentional" state of mind means that one's state of mind is intentional as to one's conduct or the result of one's conduct if such conduct or result is one's conscious objective. The intentional state of mind is applicable only to conduct and results. Since one has no

17 For example, see the distinction between general intent and specific intent described in United States v. Whiffen, 121 F.3d 18, 20-21 (1st Cir. 1997).
control over the existence of circumstances, one cannot "intend" them.

S. Rep. No. 99-541, at 23 (1986), reprinted in 1986 U.S.C.C.A.N. 3555, 3577. Congress made clear that the purpose of the amendment was to underscore that inadvertent interceptions are not a basis for criminal or civil liability under the ECPA. Id. An act is not intentional if it is the product of inadvertence or mistake. Sanders v. Robert Bosch Corp., 38 F.3d 736, 742-43 (4th Cir. 1994); United States v. Townsend, 987 F.2d 927, 930 (2d Cir. 1993). There is also authority suggesting that liability for intentionally engaging in prohibited conduct does not turn on an assessment of the merit of a party's motive. See Abraham v. County of Greenville, 237 F.3d 386, 391-92 (4th Cir. 2001) (jury instruction saying "defendant's motive is not relevant" to determination of intent under § 2511 was proper). That is not to say motive is entirely irrelevant in assessing intent. An interception may be more likely to be intentional when it serves a party's self-interest to engage in such conduct.

F. Conclusion

We reverse and remand for further proceedings consistent with this opinion.
Where’s the Beef? Dissecting Spam’s Purported Harms
By Eric Goldman

Abstract

Virtually everyone seems to agree that spam causes tremendous harm, but there is surprisingly little consensus on exactly what those harms are. This Essay examines various harms that spam purportedly causes to assess if the harm is real and if spam is treated dichotomously compared to other media communications. Based on this analysis, the Essay concludes that many harms purportedly caused by spam are not appropriate policy justifications for regulation.

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Article

I. Introduction

After many failed attempts over the past six years, Congress finally enacted a law regulating unsolicited commercial emails, the “Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003” (the “CAN-SPAM Act” or “CAN-SPAM”).

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SPAM follows significant state-based efforts to regulate spam; from 1997 to 2003, nearly three quarters of the states adopted some spam regulation,\textsuperscript{2} most of which are now preempted by CAN-SPAM.\textsuperscript{3}

CAN-SPAM, like the state laws preceding it, takes a multi-faceted approach to regulating spam. Among other provisions, CAN-SPAM contains provisions that regulate the email content,\textsuperscript{4} restrict specific notorious spammer practices,\textsuperscript{5} give spam recipients the ability to opt-out, and attack the spammer's funding by creating advertiser liability.

The diversity of regulatory approaches inherent in CAN-SPAM (and, before that, the superseded state statutes) prompts a fundamental question: exactly what harms are caused by spam that these regulations attempt to redress? There is no consensus answer to this question. Just about everyone seems to agree that spam is a problem that needs to be addressed,\textsuperscript{6} but no one seems to agree on why. Without clearly understanding the targeted harms, policy-makers cannot craft regulations designed to fix them.

This Essay examines the purported harms caused by spam in an effort to isolate bona fide areas needing legislative intervention. However, few such needs exist.\textsuperscript{7} Instead, most purported harms are illusory, already adequately addressed by existing laws or best left to market solutions. This analysis thus undercuts many of the purported justifications for regulating spam.

\textsuperscript{3} CAN-SPAM preempts all laws expressly regulating the use of email to send commercial messages (except those prohibiting false information). CAN-SPAM Act, supra note 1, \S\ 8(b).
\textsuperscript{4} E.g., restrictions on misleading subject lines; requirements that the spam contain contact information and be labeled as an ad or as sexually oriented material.
\textsuperscript{5} E.g., restrictions on email harvesting, dictionary attacks, using open mail relays, and signing up for free email accounts.
\textsuperscript{6} See Humphrey Taylor, Majority in Favor of Making Mass-Spamming Illegal Rises to 79% of Those Online, HarrisInteractive (July 16, 2003), available at http://www.harrisinteractive.com/harris_poll/index.asp?PID=387 (79% favor making mass-spamming illegal)
II. Defining the Harms of Spam

A. Defining Spam.

Any attempt to intelligently discuss spam is immediately hampered by the word’s imprecision. Simply put, the term “spam” lacks a single well-accepted definition. Usually “spam” refers to some form of unwanted email, although some users generalize the term to describe all forms of unwanted advertising, both in email and other media. CAN-SPAM defines “commercial electronic mail message” as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service.” Building on this definition, this Essay refers to “spam” as unsolicited “commercial electronic mail messages.” However, this definition is both under- and over-inclusive because the definition includes emails recipients want and does not include all emails not wanted by recipients, and thus it may not track recipient expectations.

B. Spamb is Annoying

(1) Distinguishing Wanted and Unwanted Content

Many email recipients castigate spam as annoying, but the reasons why are less clear. Some annoyance is attributable to the objectionable content in spam, a point addressed infra in

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9 CAN-SPAM Act, supra note 1, § 3(2). The law further requires the Federal Trade Commission to promulgate regulations defining “primary purpose.” Id. § 3(2)(C).


11 Id. at 27; Taylor, supra note 6 (93% of those surveyed said spam was somewhat or very annoying).

subsection II(D). Otherwise, the annoyance is based (among other factors) on the unsolicited, high-volume, time-consuming or unpreventable nature of spam.\textsuperscript{13}

I believe these concerns all derive from the same source: spam is \textit{unwanted}. A simple example may illustrate this. Assume Jane is ready to purchase a Canon PowerShot S400 digital camera. An unsolicited email arrives in Jane’s in-box from a trustworthy retailer that she has never transacted with. The retailer offers to sell her the camera for $100 less than any other retailer. Is this spam?

Some recipients would say “yes” because the email is unsolicited or otherwise invades their privacy. However, most email recipients would consider this email valuable instead of annoying, in which case they would want this email because it will save them time and money.

Perhaps this example gives us an important insight on the nature of spam. Email recipients want email that saves money, saves time, educates on matters of interest, or is otherwise relevant and helpful.\textsuperscript{14} Thus, many email recipients gladly would receive unsolicited emails that meet those specifications. In contrast, email recipients are annoyed to receive a high volume of irrelevant and unhelpful emails.\textsuperscript{15}

Unfortunately, frequently spam is irrelevant and unhelpful to recipients because it is relatively untargeted. Like any other marketers, spam advertisers will pay for targeted email lists that are more likely to yield higher results. However, the negligible marginal cost of sending

\textsuperscript{13} See \textit{id}.

\textsuperscript{14} See DoubleClick 2003 Consumer Email Study, Oct. 2003, at 3, available at http://www.doubleclick.com/us/knowledge_central/documents/research/dc_consumeremailstudy_0310.pdf. The survey considered permission-based email marketing. Respondents were asked what motivated them to act on an email; 38\% said it was the “product I needed at the time” and 35\% said a “special offer or discount.” \textit{Id}.

\textsuperscript{15} The Federal Trade Commission has specifically focused on the high percentage of false claims in spam, see Federal Trade Commission, False Claims in Spam (Apr. 30, 2003), available at http://www.ftc.gov/reports/spam/030429spamreport.pdf, but these concerns are effectively subsumed under the category of irrelevant and unhelpful emails. Other harms created by false claims are covered under other existing laws like false advertising.
spam lowers the optimal level of targeting for spammers. Thus, spammers can profitably use low-yield and untargeted practices such as email harvesting and dictionary attacks.\(^{16}\)

Even though spammers can profitably send very-low relevance emails to lots of recipients, not all spam is bad. Inevitably, some recipients will find a particular spam email helpful and relevant. More specifically, recipients' perceptions about each spam’s relevance usually sort into a bell curve: some will find the email completely irrelevant, some will find the email very relevant, and others will find the email somewhat relevant.\(^{17}\)

Some empirical data supports this analysis. Several recent surveys show that 7-8% of those surveyed have purchased a product or service in response to spam\(^{18}\) and approximately 30% of those surveyed have responded to spam to get more information about the advertised product or service.\(^{19}\) While not high percentages, the statistics seemingly contradict spam’s abysmal reputation. For recipients who responded to spam (plus those who were educated but did not respond), the spam was relevant. For those who purchased in response to a particular spam, that email helped the consumer find a desired product or service at an acceptable price.

We should not trivialize these consequences. Spam plays an important role in the marketplace of ideas, perhaps filling gaps left by other media, and can contribute to efficiently functioning economic markets. In some cases, spam creates transaction opportunities that

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\(^{17}\) Recipient assessments of relevancy also vary based on when the email is received. An email to Jane offering a cheap price on the digital camera may be very relevant prior to her purchase and irrelevant afterwards.

\(^{18}\) See The Pew Report, supra note 10, at ii-iii (7%); MailShell Survey, supra note 7 (8%); Posting of Thomas Leavitt, thomasleavitt@hotmail.com, to Politech@Politechbot.com (May 2, 2003), available at http://www.politechbot.com/p-04710.html (citing a survey on npor.com that 7% “sometimes” buy from spam, plus another 23% “very rarely” buy).

\(^{19}\) See The Pew Report, supra note 10, at ii-iii (33%); MailShell Survey, supra note 7 (28%).
otherwise would not occur due to prohibitive search costs or lack of consumer awareness about products available to solve their needs.

Of course, these conclusions do not change the fact that most spam is unwanted by most recipients. However, it is unclear why individuals seem less tolerant of irrelevant spam than irrelevant ads in other media. Consumers routinely tolerate irrelevant ads in other media with less annoyance than they feel towards spam.

Let us consider ad relevancy in a few media, starting with billboards. Billboard ads target viewers only by geography (if that), so they are fairly low-relevancy advertising tools, meaning that most billboard ads will be irrelevant to most viewers.

The broadcast and newspaper media use differentiated content to segment consumers.20 Thus, a TV show will appeal to a certain demographic, and newspapers divide their content into topical sections (e.g., sports, business, metro) that are read by only some readers. This segmentation means that ads can be targeted to consumers attracted by the surrounding content. Nevertheless, even the most targeted content will appeal to multiple demographics, so the associated ads will be less relevant to non-majority audience segments.

In these other media like billboards, broadcasting and newspapers, consumers do not vociferously demand regulation to minimize the irrelevancy of ads delivered through them. Why do consumers feel differently about spam?

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20 Not all ads are delivered on a segmented basis. For example, infomercials are often broadcast at a time when other programming would fail to generate a sufficient audience, so frequently infomercials make no effort to segment the audience.
(2) Sorting Spam Wastes Time

Perhaps recipients penalize spam because it takes time to sort irrelevant spam from wanted emails. Sorting also creates the risk of Type I and Type II errors (i.e., legitimate email gets tossed or blocked as spam, and objectionable spam gets through the sorting).\(^{21}\)

But once again, spam is not different from other media. Every medium that contains ads requires consumers to sort ads from content and wanted ads from unwanted ads. For example, sorting postal mail requires the recipient to evaluate the envelope’s exterior and, in some cases, open and review the contents. Broadcast ads are even more difficult to sort, because ads are interspersed with content and the viewer cannot reorder or skip the ads.

So while spam does require sorting time, recipients can manually sort email relatively efficiently by reviewing subject lines,\(^{22}\) and many recipients develop good skills doing so.\(^{22}\) Spam can also be automatically blocked without any manual sorting using email filters. As a result, the amount of time “wasted” on the email sorting process may very well be less than the time wasted in other media.

All media containing ads demand sorting time and create some risk of erroneous sorting, and no regulatory scheme—other than banning a medium altogether—can eliminate that.

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\(^{21}\) See CAN-SPAM Act, supra note 1, § 2(a)(4) (legislative finding of Congress).


\(^{23}\) The Pew Report, supra note 10, at 11 (“nearly two-thirds (63%) of all emailers say about spam that they ‘know it right away when they see it’”).
Instead, time lost to sorting is unavoidable in a media-based society, and spam is just one of many manifestations of that phenomenon.\textsuperscript{24} Thus, the explanation for recipients' antipathy towards spam must lie elsewhere.

(3) \textit{Spam Causes Recipients to Lose Control of Their In-Boxes}

Evidence suggests that many recipients are bothered by their inability to stop spam\textsuperscript{25} and feel that spam is a loss of privacy. This suggests that recipient frustration with spam may be the result of a feeling that recipients have lost control over their in-boxes.

However, once again this problem arises with other media. Recipients cannot stop spam except by eliminating their email account altogether, but consumers of other media are similarly powerless to change what ads are delivered in that medium except by discontinuing use of that medium. For example, a newspaper or magazine reader cannot control what ads are published; the reader’s only choices are to ignore unwanted ads or stop reading the publication altogether. This argument holds true for broadcast media, billboards and junk mail as well.

Perhaps email can be distinguished from other media because it delivers more important personal content to recipients than other media. Recipients seem to develop a special and personal relationship with their in-box, and this explanation might offer an insight about why telemarketing is so reviled.\textsuperscript{26} But this explanation is not totally satisfactory because it does not explain the seeming dichotomy between the outrage over spam and comparative tolerance of junk mail.

A more satisfying explanation can be found by considering the relative adoption curves of spam and other media. We have had many years to develop ways to cope with ads in other


\textsuperscript{25} The Pew Report, \textit{supra} note 10, at 27 (75% of users are bothered by this).

\textsuperscript{26} See Ayres & Funk, \textit{supra} note 16 (discussing a heightened sense of privacy at home).
Where's the Beef? By Eric Goldman

media, but we are still developing ways to cope with email ads. It seems likely that users will improve their ability to manage email with more experience, at which point user frustration should decrease. 27 Meanwhile, new generations who grow up using email should be more tolerant of spam 28 because they will develop coping strategies for spam (and media inputs generally) from an early age.

Thus, current annoyance with spam could merely reflect that user experience with email is evolving. Robust email management tools also should reduce annoyance, and the current annoyance may also reflect that those tools are not yet adequately deployed. 29

(4) Conclusion on Annoyance

Unwanted emails are annoying, but minor annoyances are a fact of life, and no law can eliminate them—from email or otherwise. Email recipients' annoyance at spam appears to be an overreaction when compared to their reactions to other forms of annoying ads. Meanwhile, regulation of spam creates significant risk that some relevant emails will be blocked from recipients who want them. It is troubling to regulate content to protect the majority from minor annoyances if the consequence is preventing minority interests from exchanging relevant content.

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27 Taylor, supra note 6 (noting that the percentage of people very annoyed with spam dropped from 80% in 2002 to 64% in May 2003, suggesting that recipients are developing more efficient coping mechanisms); DoubleClick 2003 Consumer Email Study, Oct. 2003, page 5, available at http://www.doubleclick.com/us/knowledge_central/documents/research/dc_consumeremailstudy_0310.pdf (describing increased user sophistication in deleting suspected spam without reading it). But see The Pew Report, supra note 10, at 36 (indicating that veteran Internet users are more sophisticated at managing spam but are also more bothered than average by it).


C. **Spammers Impose Costs on Third Parties**

As it moves from sender to recipient, spam generates bandwidth and server processing costs for the spammer’s IAP, the recipient and the recipient’s IAP. Depending on a spammer’s practices, they can also impose some costs on unsuspecting third parties, such as server operators with open mail relays and or whose domains are forged. We consider each cost in turn.

(1) **The Spammer’s IAP**

The spammer and its IAP have contractual privity, and the IAP can technologically constrain the spammer’s activities (i.e., capping the quantity of emails sent). As a result, a spammer’s IAP has the capacity to charge spammers for any spam-related costs, and there are no obvious market failures that require regulatory protection for the spammer’s IAP.

(2) **Recipients and Their IAPs**

It is frequently claimed that recipients pay to receive spam, and sometimes spam is likened to junk mail sent with postage due. With respect to individuals with a consumer IAP account, this claim is no longer accurate. It was true prior to the mid-1990s, when many IAPs charged customers a time-based fee for Internet connectivity. Because each email took some time to download, recipients paid a small fee for each email they received. Today, consumer IAPs almost universally charge flat-rate pricing for unlimited usage, so consumer recipients do not pay for each email received.

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30 Privity and technological control also apply to IAPs or email service providers who provide spammer “dropboxes,” where the spammer directs replies to a validly-established email account that the spammer knows will be overrun and shut down.


However, recipient IAPs bear some bandwidth and server processing costs for each email they process, plus preventative costs (like filtering) and remediation costs (like blocking or database repair) associated with pernicious email. Unlike the spammer’s IAP, the recipient’s IAP has no contractual privity or technological relationship with the spammer. And where corporations provide Internet connectivity to their employees, they incur these costs as a recipient directly. As a result, recipient IAPs and corporations may benefit from legal systems that allow them to pass those costs back to spammers or avoid the costs altogether.

Until recently, common law trespass to chattels was an important legal mechanism to accomplish that objective. However, in Intel Corp. v. Hamidi, the California Supreme Court recently scaled the doctrine back, rejecting trespass to chattels when a low-volume spammer’s emails did not threaten to impair (or actually impair) the functioning of Intel’s systems. It remains unclear how subsequent courts will interpret Intel, but in all likelihood some future spammers will avoid liability for trespass to chattels.

Irrespective of trespass to chattels, corporations and recipient IAPs can use, and have successfully used, the Computer Fraud and Abuse Act (CFAA) to combat spam. CAN-SPAM supplements the CFAA (and whatever is left of common law trespass to chattels) by providing recipient IAPs a direct cause of action when the IAP is “adversely affected” by a spammer who

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6 Id. at 43.

fails to comply with selected other provisions of CAN-SPAM.\textsuperscript{38} Depending on how broadly courts interpret the words "adversely affected," this provision may moot Hamidi's common law analysis by providing a statutory cause of action. At minimum, CAN-SPAM expedites recipient IAP causes of action by providing statutory damages and attorneys' fees\textsuperscript{39} and by providing another basis (in addition to the CFAA) for federal court jurisdiction. As a result, CAN-SPAM should help recipient IAPs control some of the email processing costs that are externalized to them.

In addition to bandwidth, server, preventative and maintenance costs, some companies have sought legal recognition for the time employees waste on spam.\textsuperscript{40} Indeed, analysts claim that this lost time creates enormous costs.\textsuperscript{41} However, as discussed in Section II supra, time spent sorting or reading spam is not necessarily wasted, nor is it unique compared to the many other ways that employees waste time (e.g., personal email, junk mail and personal telephone calls). Therefore, lost productivity due to spam is a poor policy basis for regulating spam.

(3) \textit{Open Mail Relays}

Spammers can offload costs to third party computers who have open mail relays, which can cause those server operators to incur some costs like any other recipient IAP. Of course, operators wishing to avoid those costs can simply close their mail relays, and interestingly these

\textsuperscript{38} CAN-SPAM Act, \textit{supra} note 1, § 7(g).
\textsuperscript{39} Id. § 7(g)(3) & (4).
\textsuperscript{40} See Intel Corp. v. Hamidi, 1 Cal. Rptr. 3d 32 (Cal. Sup. Ct. 2003).
\textsuperscript{41} See Spam: The Silent ROI Killer, Nucleus Research, Research Note D59, July 1, 2003, \textit{available at} http://www.nucleusresearch.com/research/d59.pdf (claiming that employees have an average lost productivity of 1.4% per year, meaning that spam costs $874 per employee per year); Spam Control: Problems and Opportunities, Ferris Research, Jan. 2003, at 7 & 16-17, \textit{available at} http://www.ferris.com/rep/200301/report.pdf ("In 2002, the total cost of spam to corporate organizations in the United States was $8.9 billion," of which 44% was attributable to lost productivity). \textit{See generally} Saul Hansell, \textit{Diverging Estimates of the Cost of Spam}, N.Y. TIMES, July 28, 2003 (discussing and critiquing these studies).
operators are often considered part of the problem, not victims. Thus, forcing them to
internalize the spam-created costs (rather than pushing those costs to a spammer) may motivate
them to close the relays.43

(4) **Targets of Forged Headers**

Spammers also can offload costs to third parties using forged headers. A forged header
occurs when a spammer manipulates an email to make it look like the spam originated from
X.com when it is really being sent from Y.com.44 The X.com domain name operator (or its IAP)
incurs costs when undeliverable messages and recipient complaints are directed to the operator.

The operator of a forged domain name lacks any contractual or technological way to
prevent this activity,45 so regulatory protection is appropriate. Indeed, thirty states prohibited
forged headers,46 and these state laws may not be preempted by CAN-SPAM.47 Meanwhile,

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42 See WYO. STAT. ANN. 40-12-402(b)(iii) (2003) (treating operators of open mail relays as responsible for participating in the dissemination of spam); Chip Rosenthal, What is Third-Party Mail Relay?, MAPS (Apr. 23, 2001), at http://mail-abuse.org/tsi/ar-what.html (indicating that networked computers that permit open mail relays may be “blacklisted” by anti-spam vigilante groups).

43 Although CAN-SPAM did not expressly set up a cost-shifting mechanism for operators of open mail relays, it did criminalize their use by spammers. See CAN-SPAM Act, supra note 1, § 4(a)(1) & § 5(b)(3).

44 See id. § 3(8) (defining “header information”).

45 Forged headers can be prevented only if email senders are better authenticated. Project Lumos is being developed to tackle that problem. See Hans Peter Brondmo et al., Project Lumos: A Solutions Blueprint for Solving the Spam Problem by Establishing Volume Email Sender Accountability, Email Service Provider Coalition (Sept. 24, 2003), available at http://www.networkadvertising.org/espc/Project_Lumos_White_Paper.pdf

CAN-SPAM criminalizes forged headers and potentially sets up a private cause of action for some victims ("providers of Internet access services" who are "adversely affected"). The robustness of this private cause of action remains to be seen, but this CAN-SPAM provision, plus any coverage under non-preempted state laws and other existing doctrines like trademark law and the CFAA, should provide substantial protection to the victims of forged headers.

(5) Conclusion on Costs

Far too much rhetoric is directed to the costs borne by individual spam recipients. These individuals no longer bear a financial cost to receive spam, and any "costs" associated with the consumption of their attention makes unsupportable assumptions about the email's relevancy to the recipient. Similarly, although sending IAPs may find it desirable to obtain regulatory protection against spam, they can control their financial exposure to spammers' behavior through pricing and technology.

Focusing on the costs borne by individual recipients and sending IAPs detracts from the parties who incur uncontrollable costs from spam, such as recipient IAPs, operators of open mail relays and victims of forged headers. CAN-SPAM provides some useful legal tools to protect these parties, although those tools may be incomplete. A crisper understanding of the real costs borne by these parties would have likely produced a more thoughtful legal solution.


See CAN-SPAM Act, supra note 1, § 8(b)(1) (state laws that "prohibit falsity or deception in any portion of a commercial electronic mail message or information attached thereto" are not preempted).

See id. § 4(a)(1) and 5(a)(1).

See id. § 7(g)(1).

D. Spam Contains or Promotes Objectionable Content

Many spam recipients complain about objectionable content of spam, especially pornographic spam.\(^{51}\) Due to deep feelings towards pornographic spam, Congress specifically targeted it in CAN-SPAM by requiring warning labels.\(^{52}\) But to understand the harms pornographic spam causes, it is useful to consider adults and minors separately.

For adults, pornographic spam is no different from any other form of unwanted content discussed in Section II(B) \textit{supra}.\(^{53}\) Nevertheless, Congress has tried to help adults avoid unwanted pornographic spam by requiring special labeling of pornographic spam in the subject line.\(^{54}\) When implemented, this requirement can help recipients who automatically filter email using the appropriate words because the spam will automatically be routed outside the recipient’s ordinary view. Until spammers regularly comply with this law, however, filtering will not be helpful.

The mandatory labeling law may be even less helpful to recipients who manually sort email. These recipients may still see objectionable content if the subject line contain objectionable terms or the recipient’s email software “previews” a message and the previewed content is objectionable.

So how can regulatory intervention help recipients avoid objectionable emails? With widely varying perceptions of what constitutes objectionable content, regulating objectionable

\(^{51}\) See The Pew Report, \textit{supra} note 10, at 44 (“In nearly every measure we tested, pornography soared to the top as the most offensive, objectionable, destructive type of spam.”); Taylor, \textit{supra} note 6 (86% of those surveyed said pornographic spam annoyed them a lot); Press Release, Comprehensive Spam Survey (Oct. 2003), unsposam (Oct. 15, 2003), available at http://www.unspasam.com/fight_spam/information/survey_oct2003.html (96% of parents are looking to block pornographic spam from reaching their children); see also CAN-SPAM Act, \textit{supra} note 1, § 2(a)(5) (legislative findings of Congress).


\(^{53}\) However, some adults find viewing pornographic spam qualitatively more objectionable than other spam.

\(^{54}\) See CAN-SPAM Act, \textit{supra} note 1, § 5(b).
ads is no more feasible than regulating irrelevant ads. Thus, the only “solution” may be for recipients to manage their exposures themselves, either through technological measures or by looking elsewhere when something offends.\textsuperscript{55}

Putting the burden on recipients to avoid pornographic spam is less satisfactory when recipients are minors. In that case, society may be harmed when minors view this inappropriate material.\textsuperscript{56}

However, minors’ exposure to pornographic spam is a microcosm of a much greater problem: minors with email accounts.\textsuperscript{57} This is a major social development because historically minors had few communication media that readily bypassed parental oversight. Today, minors can use email, instant messenger, and cell phones to communicate with third parties without any parental oversight and knowledge. With this additional autonomy, minors can get into inappropriate and potentially very dangerous situations, such as interactions with sexual predators.\textsuperscript{58}

Because of these risks, some parents restrict minors’ access to the Internet altogether, and other parents permit only supervised Internet use. The former prevents any risk of exposure to

\textsuperscript{55} Cf. Cohen v. California, 403 U.S. 15 (1971) (putting the burden on citizens to redirect their attention if they objected to a profanity-emblazoned jacket).

\textsuperscript{56} It is well-accepted that states have a compelling state interest in protecting minors from being exposed to materials that are indecent or harmful to them. Reno v. American Civil Liberties Union, 521 U.S. 844 (1997) (“We agreed that ‘there is a compelling interest in protecting the physical and psychological well being of minors’ which extended to shielding them from indecent messages that are not obscene by adult standards.’”) (quoting Sable Communications v. FCC, 492 U.S. 115 (1989)).

\textsuperscript{57} This is a rapidly growing phenomenon. See News Release, Symantec Corporation, Symantec Survey Reveals More than 80 Percent of Children Using Email Receive Inappropriate Spam Daily (June 9, 2003), available at http://www.symantec.com/press/cgi/printfriendlypress.cgi?release=2003n030609a.html (76% of minors between ages seven and eighteen have at least one email account).

pornographic spam, and the latter approach gives parents the ability to pre-screen pornographic spam or counsel the minor when seeing such spam.

Otherwise, parents who let minors have unsupervised email use make a huge decision, and it is not made lightly. Because these parents accept the risk that their children will engage in dangerous online behavior, the problem of pornographic spam seems almost trivial by comparison. If the parents trust their children enough to give them that autonomy, perhaps we should infer that the parents deem their children responsible enough to cope with pornographic spam.

Regulation cannot easily solve these problems. Efforts to specifically ban pornographic spam are likely unconstitutional and do not affect emails from foreign jurisdictions. Lesser efforts, like mandatory labeling, have low efficacy. Ultimately, there can be no substitute for parental involvement in their children’s use of email.

III. Conclusion

Society is still evolving ways to cope with media saturation. Spam contributes to this problem, but so do other media. Yet, many recipients hate spam more than other ads. As explored by this Essay, this dichotomous attitude is hard to explain. Nevertheless, the anger has caused anti-spam rhetoric to reach hyperbolic levels. But while many spam opponents decry spam as a system breakdown, the breakdown has been more political than technological. Most state-based attempts to regulate spam, a product of political grandstanding or legislator rage

instead of rational policy-making, were ineffectual, reflecting their weak policy underpinnings. Early feedback on CAN-SPAM suggests the federal law will not be any more effective.

Even if CAN-SPAM beneficially affects the flow of unwanted emails, any legislative solution seems inherently empty. Without legislative intervention, society will find ways to cope with spam, just as we have with other media. Meanwhile, entrepreneurs will continue to develop better tools to sort wanted and unwanted communications. Thus, more patience with the spam “problem” might have facilitated the development of superior results organically.

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60 See, e.g., Email In December Dominated by Spam, L.A. TIMES, Jan. 3, 2004, available at http://www.latimes.com/business/la-fi-rup3.2jan03.1,1774166,prim.story?coll=la-headlines-business (citing a study by Message.Labs showing that spam had increased from 34% of all email in December 2002 to 56% of all email in December 2003); Press Release, Brightmail Inc., 50% of Internet E-Mail is Now Spam According to Anti-Spam Leader Brightmail® (Aug. 20, 2003), available at http://www.brightmail.com/pressreleases/082003_50-percent-spam.html (quoting Enrique Salem, Brightmail President and CEO, as saying that “In less than 2 years, spam messages have increased from 8% of all email traffic to more than half...”).

61 See Saul Hansell, Spam Keeps Coming, but Its Senders Are Wary, N.Y. TIMES, Jan. 7, 2004 (citing two separate studies showing that spam as a percent of all email went up in the first few days of January 2004); Jonathan Krim, Spam Is Still Flowing Into E-Mail Boxes, WASH. POST, Jan. 6, 2004, at E1, available at http://www.washingtonpost.com/ac2/wp-dyn/A57315-2004Jan5?language=printer (quoting an AOL official as observing that more spam was coming from overseas since the law was enacted).
Public Law 108-187
108th Congress

An Act

To regulate interstate commerce by imposing limitations and penalties on the trans-
mission of unsolicited commercial electronic mail via the Internet.

Be it enacted by the Senate and House of Representatives of
the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "Controlling the Assault of Non-
Solicited Pornography and Marketing Act of 2003", or the "CAN-
SPAM Act of 2003".

SEC. 2. CONGRESSIONAL FINDINGS AND POLICY.

(a) FINDINGS.—The Congress finds the following:

(1) Electronic mail has become an extremely important
and popular means of communication, relied on by millions
of Americans on a daily basis for personal and commercial
purposes. Its low cost and global reach make it extremely
convenient and efficient, and offer unique opportunities for
the development and growth of frictionless commerce.

(2) The convenience and efficiency of electronic mail are
threatened by the extremely rapid growth in the volume of
unsolicited commercial electronic mail. Unsolicited commercial
electronic mail is currently estimated to account for over half
of all electronic mail traffic, up from an estimated 7 percent
in 2001, and the volume continues to rise. Most of these mes-
sages are fraudulent or deceptive in one or more respects.

(3) The receipt of unsolicited commercial electronic mail
may result in costs to recipients who cannot refuse to accept
such mail and who incur costs for the storage of such mail,
or for the time spent accessing, reviewing, and discarding such
mail, or for both.

(4) The receipt of a large number of unwanted messages
also decreases the convenience of electronic mail and creates
a risk that wanted electronic mail messages, both commercial
and noncommercial, will be lost, overlooked, or discarded amidst
the larger volume of unwanted messages, thus reducing the
reliability and usefulness of electronic mail to the recipient.

(5) Some commercial electronic mail contains material that
many recipients may consider vulgar or pornographic in nature.

(6) The growth in unsolicited commercial electronic mail
imposes significant monetary costs on providers of Internet
access services, businesses, and educational and nonprofit
institutions that carry and receive such mail, as there is a
finite volume of mail that such providers, businesses, and

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Controlling the
Assault of Non-
Solicited
Pornography and
Marketing Act of
2003.
15 USC 7701
notes.
15 USC 7701.
institutions can handle without further investment in infra-
structure.

(7) Many senders of unsolicited commercial electronic mail
purposefully disguise the source of such mail.

(8) Many senders of unsolicited commercial electronic mail
purposefully include misleading information in the messages' 
subject lines in order to induce the recipients to view the
messages.

(9) While some senders of commercial electronic mail mes-
sages provide simple and reliable ways for recipients to reject
(or "opt-out" of) receipt of commercial electronic mail from
such senders in the future, other senders provide no such
"opt-out" mechanism, or refuse to honor the requests of recip-
ients not to receive electronic mail from such senders in the
future, or both.

(10) Many senders of bulk unsolicited commercial electronic
mail use computer programs to gather large numbers of elec-
tronic mail addresses on an automated basis from Internet
websites or online services where users must post their
addresses in order to make full use of the website or service.

(11) Many States have enacted legislation intended to regu-
late or reduce unsolicited commercial electronic mail, but these
statutes impose different standards and requirements. As a
result, they do not appear to have been successful in addressing
the problems associated with unsolicited commercial electronic
mail, in part because, since an electronic mail address does
not specify a geographic location, it can be extremely difficult
for law-abiding businesses to know with which of these dis-
parate statutes they are required to comply.

(12) The problems associated with the rapid growth and
abuse of unsolicited commercial electronic mail cannot be solved
by Federal legislation alone. The development and adoption
of technological approaches and the pursuit of cooperative
efforts with other countries will be necessary as well.

(b) CONGRESSIONAL DETERMINATION OF PUBLIC POLICY.—On
the basis of the findings in subsection (a), the Congress determines
that—

(1) there is a substantial government interest in regulation
of commercial electronic mail on a nationwide basis;

(2) senders of commercial electronic mail should not mis-
lead recipients as to the source or content of such mail; and

(3) recipients of commercial electronic mail have a right
to decline to receive additional commercial electronic mail from
the same source.

15 USC 7702.

SEC. 3. DEFINITIONS.

In this Act:

(1) AFFIRMATIVE CONSENT.—The term "affirmative con-
sent", when used with respect to a commercial electronic mail
message, means that—

(A) the recipient expressly consented to receive the
message, either in response to a clear and conspicuous
request for such consent or at the recipient's own initiative; and

(B) if the message is from a party other than the
party to which the recipient communicated such consent,
the recipient was given clear and conspicuous notice at
the time the consent was communicated that the recipient's electronic mail address could be transferred to such other party for the purpose of initiating commercial electronic mail messages.

(2) COMMERCIAL ELECTRONIC MAIL MESSAGE.—

(A) IN GENERAL.—The term "commercial electronic mail message" means any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service (including content on an Internet website operated for a commercial purpose).

(B) TRANSACTIONAL OR RELATIONSHIP MESSAGES.—The term "commercial electronic mail message" does not include a transactional or relationship message.

(C) REGULATIONS REGARDING PRIMARY PURPOSE.—Not later than 12 months after the date of the enactment of this Act, the Commission shall issue regulations pursuant to section 13 defining the relevant criteria to facilitate the determination of the primary purpose of an electronic mail message.

(D) REFERENCE TO COMPANY OR WEBSITE.—The inclusion of a reference to a commercial entity or a link to the website of a commercial entity in an electronic mail message does not, by itself, cause such message to be treated as a commercial electronic mail message for purposes of this Act if the contents or circumstances of the message indicate a primary purpose other than commercial advertisement or promotion of a commercial product or service.

(3) COMMISSION.—The term "Commission" means the Federal Trade Commission.

(4) DOMAIN NAME.—The term "domain name" means any alphanumeric designation which is registered with or assigned by any domain name registrar, domain name registry, or other domain name registration authority as part of an electronic address on the Internet.

(5) ELECTRONIC MAIL ADDRESS.—The term "electronic mail address" means a destination, commonly expressed as a string of characters, consisting of a unique user name or mailbox (commonly referred to as the "local part") and a reference to an Internet domain (commonly referred to as the "domain part"), whether or not displayed, to which an electronic mail message can be sent or delivered.

(6) ELECTRONIC MAIL MESSAGE.—The term "electronic mail message" means a message sent to a unique electronic mail address.


(8) HEADER INFORMATION.—The term "header information" means the source, destination, and routing information attached to an electronic mail message, including the originating domain name and originating electronic mail address, and any other information that appears in the line identifying, or purporting to identify, a person initiating the message.

(9) INITIATE.—The term "initiate", when used with respect to a commercial electronic mail message, means to originate or transmit such message or to procure the origination or
transmission of such message, but shall not include actions that constitute routine conveyance of such message. For purposes of this paragraph, more than one person may be considered to have initiated a message.

(10) Internet.—The term "Internet" has the meaning given that term in the Internet Tax Freedom Act (47 U.S.C. 151 nt).

(11) Internet access service.—The term "Internet access service" has the meaning given that term in section 231(e)(4) of the Communications Act of 1934 (47 U.S.C. 231(e)(4)).

(12) Procure.—The term "procure", when used with respect to the initiation of a commercial electronic mail message, means intentionally to pay or provide other consideration to, or induce, another person to initiate such a message on one's behalf.

(13) Protected computer.—The term "protected computer" has the meaning given that term in section 1030(e)(2)(B) of title 18, United States Code.

(14) Recipient.—The term "recipient", when used with respect to a commercial electronic mail message, means an authorized user of the electronic mail address to which the message was sent or delivered. If a recipient of a commercial electronic mail message has one or more electronic mail addresses in addition to the address to which the message was sent or delivered, the recipient shall be treated as a separate recipient with respect to each such address. If an electronic mail address is reassigned to a new user, the new user shall not be treated as a recipient of any commercial electronic mail message sent or delivered to that address before it was reassigned.

(15) Routine conveyance.—The term "routine conveyance" means the transmission, routing, relaying, handling, or storing, through an automatic technical process, of an electronic mail message for which another person has identified the recipients or provided the recipient addresses.

(16) Sender.—

(A) In general.—Except as provided in subparagraph (B), the term "sender", when used with respect to a commercial electronic mail message, means a person who initiates such a message and whose product, service, or Internet website is advertised or promoted by the message.

(B) Separate lines of business or divisions.—If an entity operates through separate lines of business or divisions and holds itself out to the recipient throughout the message as that particular line of business or division rather than as the entity of which such line of business or division is a part, then the line of business or the division shall be treated as the sender of such message for purposes of this Act.

(17) Transactional or relationship message.—

(A) In general.—The term "transactional or relationship message" means an electronic mail message the primary purpose of which is—

(i) to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender;
(ii) to provide warranty information, product recall information, or safety or security information with respect to a commercial product or service used or purchased by the recipient;
(iii) to provide—
   (I) notification concerning a change in the terms or features of;
   (II) notification of a change in the recipient's standing or status with respect to; or
   (III) at regular periodic intervals, account balance information or other type of account statement with respect to,
   a subscription, membership, account, loan, or comparable ongoing commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender;
(iv) to provide information directly related to an employment relationship or related benefit plan in which the recipient is currently involved, participating, or enrolled; or
(v) to deliver goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously agreed to enter into with the sender.

(B) MODIFICATION OF DEFINITION.—The Commission by regulation pursuant to section 13 may modify the definition in subparagraph (A) to expand or contract the categories of messages that are treated as transactional or relationship messages for purposes of this Act to the extent that such modification is necessary to accommodate changes in electronic mail technology or practices and accomplish the purposes of this Act.

SEC. 4. PROHIBITION AGAINST PREDATORY AND ABUSIVE COMMERCIAL E-MAIL.

(a) OFFENSE.—
   (1) IN GENERAL.—Chapter 47 of title 18, United States Code, is amended by adding at the end the following new section:

   "§1037. Fraud and related activity in connection with electronic mail
   "(a) IN GENERAL.—Whoever, in or affecting interstate or foreign commerce, knowingly—
   "(1) accesses a protected computer without authorization, and intentionally initiates the transmission of multiple commercial electronic mail messages from or through such computer,
   "(2) uses a protected computer to relay or retransmit multiple commercial electronic mail messages, with the intent to deceive or mislead recipients, or any Internet access service, as to the origin of such messages,
   "(3) materially falsifies header information in multiple commercial electronic mail messages and intentionally initiates the transmission of such messages,
   "(4) registers, using information that materially falsifies the identity of the actual registrant, for five or more electronic
mail accounts or online user accounts or two or more domain names, and intentionally initiates the transmission of multiple commercial electronic mail messages from any combination of such accounts or domain names, or
“(5) falsely represents oneself to be the registrant or the legitimate successor in interest to the registrant of 5 or more Internet Protocol addresses, and intentionally initiates the transmission of multiple commercial electronic mail messages from such addresses, or conspires to do so, shall be punished as provided in subsection (b).
“(b) Penalties.—The punishment for an offense under subsection (a) is—
“(1) a fine under this title, imprisonment for not more than 5 years, or both, if—
“(A) the offense is committed in furtherance of any felony under the laws of the United States or of any State; or
“(B) the defendant has previously been convicted under this section or section 1030, or under the law of any State for conduct involving the transmission of multiple commercial electronic mail messages or unauthorized access to a computer system;
“(2) a fine under this title, imprisonment for not more than 3 years, or both, if—
“(A) the offense is an offense under subsection (a)(1);
“(B) the offense is an offense under subsection (a)(4) and involved 20 or more falsified electronic mail or online user account registrations, or 10 or more falsified domain name registrations;
“(C) the volume of electronic mail messages transmitted in furtherance of the offense exceeded 2,500 during any 24-hour period, 25,000 during any 30-day period, or 250,000 during any 1-year period;
“(D) the offense caused loss to one or more persons aggregating $5,000 or more in value during any 1-year period;
“(E) as a result of the offense any individual committing the offense obtained anything of value aggregating $5,000 or more during any 1-year period; or
“(F) the offense was undertaken by the defendant in concert with three or more other persons with respect to whom the defendant occupied a position of organizer or leader; and
“(3) a fine under this title or imprisonment for not more than 1 year, or both, in any other case.
“(c) Forfeiture.—
“(1) In General.—The court, in imposing sentence on a person who is convicted of an offense under this section, shall order that the defendant forfeit to the United States—
“(A) any property, real or personal, constituting or traceable to gross proceeds obtained from such offense; and
“(B) any equipment, software, or other technology used or intended to be used to commit or to facilitate the commission of such offense.
"(2) PROCEDURES.—The procedures set forth in section 413 of the Controlled Substances Act (21 U.S.C. 853), other than subsection (d) of that section, and in Rule 32.2 of the Federal Rules of Criminal Procedure, shall apply to all stages of a criminal forfeiture proceeding under this section.

"(d) DEFINITIONS.—In this section:

"(1) LOSS.—The term 'loss' has the meaning given that term in section 1030(e) of this title.

"(2) MATERIALLY.—For purposes of paragraphs (3) and (4) of subsection (a), header information or registration information is materially falsified if it is altered or concealed in a manner that would impair the ability of a recipient of the message, an Internet access service processing the message on behalf of a recipient, a person alleging a violation of this section, or a law enforcement agency to identify, locate, or respond to a person who initiated the electronic mail message or to investigate the alleged violation.

"(3) MULTIPLE.—The term 'multiple' means more than 100 electronic mail messages during a 24-hour period, more than 1,000 electronic mail messages during a 30-day period, or more than 10,000 electronic mail messages during a 1-year period.

"(4) OTHER TERMS.—Any other term has the meaning given that term by section 3 of the CAN-SPAM Act of 2003."

(2) CONFORMING AMENDMENT.—The chapter analysis for chapter 47 of title 18, United States Code, is amended by adding at the end the following:

"Sec. 1037. Fraud and related activity in connection with electronic mail."

(b) UNITED STATES SENTENCING COMMISSION.—

(1) DIRECTIVE.—Pursuant to its authority under section 994(p) of title 28, United States Code, and in accordance with this section, the United States Sentencing Commission shall review and, as appropriate, amend the sentencing guidelines and policy statements to provide appropriate penalties for violations of section 1037 of title 18, United States Code, as added by this section, and other offenses that may be facilitated by the sending of large quantities of unsolicited electronic mail.

(2) REQUIREMENTS.—In carrying out this subsection, the Sentencing Commission shall consider providing sentencing enhancements for—

(A) those convicted under section 1037 of title 18, United States Code, who—

(i) obtained electronic mail addresses through improper means, including—

(I) harvesting electronic mail addresses of the users of a website, proprietary service, or other online public forum operated by another person, without the authorization of such person; and

(II) randomly generating electronic mail addresses by computer; or

(ii) knew that the commercial electronic mail messages involved in the offense contained or advertised an Internet domain for which the registrant of the domain had provided false registration information; and

(B) those convicted of other offenses, including offenses involving fraud, identity theft, obscenity, child pornography, and the sexual exploitation of children, if such offenses involved the sending of large quantities of electronic mail.

(c) Sense of Congress.—It is the sense of Congress that—

(1) Spam has become the method of choice for those who distribute pornography, perpetrate fraudulent schemes, and introduce viruses, worms, and Trojan horses into personal and business computer systems; and

(2) the Department of Justice should use all existing law enforcement tools to investigate and prosecute those who send bulk commercial e-mail to facilitate the commission of Federal crimes, including the tools contained in chapters 47 and 63 of title 18, United States Code (relating to fraud and false statements); chapter 71 of title 18, United States Code (relating to obscenity); chapter 110 of title 18, United States Code (relating to the sexual exploitation of children); and chapter 95 of title 18, United States Code (relating to racketeering), as appropriate.

Sec. 5. Other Protections for Users of Commercial Electronic Mail.

(a) Requirements for Transmission of Messages.—

(1) Prohibition of False or Misleading Transmission Information.—It is unlawful for any person to initiate the transmission, to a protected computer, of a commercial electronic mail message, or a transactional or relationship message, that contains, or is accompanied by, header information that is materially false or materially misleading. For purposes of this paragraph—

(A) header information that is technically accurate but includes an originating electronic mail address, domain name, or Internet Protocol address the access to which for purposes of initiating the message was obtained by means of false or fraudulent pretenses or representations shall be considered materially misleading;

(B) a “from” line (the line identifying or purporting to identify a person initiating the message) that accurately identifies any person who initiated the message shall not be considered materially false or materially misleading; and

(C) header information shall be considered materially misleading if it fails to identify accurately a protected computer used to initiate the message because the person initiating the message knowingly uses another protected computer to relay or retransmit the message for purposes of disguising its origin.

(2) Prohibition of Deceptive Subject Headings.—It is unlawful for any person to initiate the transmission to a protected computer of a commercial electronic mail message if such person has actual knowledge, or knowledge fairly implied on the basis of objective circumstances, that a subject heading of the message would be likely to mislead a recipient, acting reasonably under the circumstances, about a material fact.
regarding the contents or subject matter of the message (consistent with the criteria used in enforcement of section 5 of the Federal Trade Commission Act (15 U.S.C. 45)).

(3) INCLUSION OF RETURN ADDRESS OR COMPATIBLE MECHANISM IN COMMERCIAL ELECTRONIC MAIL.—

(A) IN GENERAL.—It is unlawful for any person to initiate the transmission to a protected computer of a commercial electronic mail message that does not contain a functioning return electronic mail address or other Internet-based mechanism, clearly and conspicuously displayed, that—

(i) a recipient may use to submit, in a manner specified in the message, a reply electronic mail message or other form of Internet-based communication requesting not to receive future commercial electronic mail messages from that sender at the electronic mail address where the message was received; and

(ii) remains capable of receiving such messages or communications for no less than 30 days after the transmission of the original message.

(B) MORE DETAILED OPTIONS POSSIBLE.—The person initiating a commercial electronic mail message may comply with subparagraph (A)(i) by providing the recipient a list or menu from which the recipient may choose the specific types of commercial electronic mail messages the recipient wants to receive or does not want to receive from the sender, if the list or menu includes an option under which the recipient may choose not to receive any commercial electronic mail messages from the sender.

(C) TEMPORARY INABILITY TO RECEIVE MESSAGES OR PROCESS REQUESTS.—A return electronic mail address or other mechanism does not fail to satisfy the requirements of subparagraph (A) if it is unexpectedly and temporarily unable to receive messages or process requests due to a technical problem beyond the control of the sender if the problem is corrected within a reasonable time period.

(4) PROHIBITION OF TRANSMISSION OF COMMERCIAL ELECTRONIC MAIL AFTER OBJECTION.—

(A) IN GENERAL.—If a recipient makes a request using a mechanism provided pursuant to paragraph (3) not to receive any or any commercial electronic mail messages from such sender, then it is unlawful—

(i) for the sender to initiate the transmission to the recipient, more than 10 business days after the receipt of such request, of a commercial electronic mail message that falls within the scope of the request;

(ii) for any person acting on behalf of the sender to initiate the transmission to the recipient, more than 10 business days after the receipt of such request, of a commercial electronic mail message with actual knowledge, or knowledge fairly implied on the basis of objective circumstances, that such message falls within the scope of the request;

(iii) for any person acting on behalf of the sender to assist in initiating the transmission to the recipient, through the provision or selection of addresses to which the message will be sent, of a commercial electronic
mail message with actual knowledge, or knowledge fairly implied on the basis of objective circumstances, that such message would violate clause (i) or (ii); or

(iv) for the sender, or any other person who knows that the recipient has made such a request, to sell, lease, exchange, or otherwise transfer or release the electronic mail address of the recipient (including through any transaction or other transfer involving mailing lists bearing the electronic mail address of the recipient) for any purpose other than compliance with this Act or other provision of law.

(B) SUBSEQUENT AFFIRMATIVE CONSENT.—A prohibition in subparagraph (A) does not apply if there is affirmative consent by the recipient subsequent to the request under subparagraph (A).

(5) INCLUSION OF IDENTIFIER, OPT-OUT, AND PHYSICAL ADDRESS IN COMMERCIAL ELECTRONIC MAIL.—(A) It is unlawful for any person to initiate the transmission of any commercial electronic mail message to a protected computer unless the message provides—

(i) clear and conspicuous identification that the message is an advertisement or solicitation;
(ii) clear and conspicuous notice of the opportunity under paragraph (3) to decline to receive further commercial electronic mail messages from the sender; and
(iii) a valid physical postal address of the sender.

(B) Subparagraph (A)(i) does not apply to the transmission of a commercial electronic mail message if the recipient has given prior affirmative consent to receipt of the message.

(6) MATERIALLY.—For purposes of paragraph (1), the term "materially", when used with respect to false or misleading header information, includes the alteration or concealment of header information in a manner that would impair the ability of an Internet access service processing the message on behalf of a recipient, a person alleging a violation of this section, or a law enforcement agency to identify, locate, or respond to a person who initiated the electronic mail message or to investigate the alleged violation, or the ability of a recipient of the message to respond to a person who initiated the electronic message.

(b) AGGRAVATED VIOLATIONS RELATING TO COMMERCIAL ELECTRONIC MAIL.—

(1) ADDRESS HARVESTING AND DICTIONARY ATTACKS.—

(A) IN GENERAL.—It is unlawful for any person to initiate the transmission, to a protected computer, of a commercial electronic mail message that is unlawful under subsection (a), or to assist in the origination of such message through the provision or selection of addresses to which the message will be transmitted, if such person had actual knowledge, or knowledge fairly implied on the basis of objective circumstances, that—

(i) the electronic mail address of the recipient was obtained using an automated means from an Internet website or proprietary online service operated by another person, and such website or online service included, at the time the address was obtained, a notice stating that the operator of such website or online
service will not give, sell, or otherwise transfer addresses maintained by such website or online service to any other party for the purposes of initiating, or enabling others to initiate, electronic mail messages; or

(ii) the electronic mail address of the recipient was obtained using an automated means that generates possible electronic mail addresses by combining names, letters, or numbers into numerous permutations.

(B) DISCLAIMER.—Nothing in this paragraph creates an ownership or proprietary interest in such electronic mail addresses.

(2) AUTOMATED CREATION OF MULTIPLE ELECTRONIC MAIL ACCOUNTS.—It is unlawful for any person to use scripts or other automated means to register for multiple electronic mail accounts or online user accounts from which to transmit to a protected computer, or enable another person to transmit to a protected computer, a commercial electronic mail message that is unlawful under subsection (a).

(3) RELAY OR RETRANSMISSION THROUGH UNAUTHORIZED ACCESS.—It is unlawful for any person knowingly to relay or retransmit a commercial electronic mail message that is unlawful under subsection (a) from a protected computer or computer network that such person has accessed without authorization.

(c) SUPPLEMENTARY RULEMAKING AUTHORITY.—The Commission shall by regulation, pursuant to section 13—

(1) modify the 10-business-day period under subsection (a)(4)(A) or subsection (a)(4)(B), or both, if the Commission determines that a different period would be more reasonable after taking into account—

(A) the purposes of subsection (a);

(B) the interests of recipients of commercial electronic mail; and

(C) the burdens imposed on senders of lawful commercial electronic mail; and

(2) specify additional activities or practices to which subsection (b) applies if the Commission determines that those activities or practices are contributing substantially to the proliferation of commercial electronic mail messages that are unlawful under subsection (a).

(d) REQUIREMENT TO PLACE WARNING LABELS ON COMMERCIAL ELECTRONIC MAIL CONTAINING SEXUALLY ORIENTED MATERIAL.—

(1) IN GENERAL.—No person may initiate in or affecting interstate commerce the transmission, to a protected computer, of any commercial electronic mail message that includes sexually oriented material and—

(A) fail to include in subject heading for the electronic mail message the marks or notices prescribed by the Commission under this subsection; or

(B) fail to provide that the matter in the message that is initially viewable to the recipient, when the message is opened by any recipient and absent any further actions by the recipient, includes only—

(i) to the extent required or authorized pursuant to paragraph (2), any such marks or notices;
(ii) the information required to be included in the message pursuant to subsection (a)(5); and

(iii) instructions on how to access, or a mechanism to access, the sexually oriented material.

(2) PRIOR AFFIRMATIVE CONSENT.—Paragraph (1) does not apply to the transmission of an electronic mail message if the recipient has given prior affirmative consent to receipt of the message.

(3) PRESCRIPTION OF MARKS AND NOTICES.—Not later than 120 days after the date of the enactment of this Act, the Commission in consultation with the Attorney General shall prescribe clearly identifiable marks or notices to be included in or associated with commercial electronic mail that contains sexually oriented material, in order to inform the recipient of that fact and to facilitate filtering of such electronic mail. The Commission shall publish in the Federal Register and provide notice to the public of the marks or notices prescribed under this paragraph.

(4) DEFINITION.—In this subsection, the term “sexually oriented material” means any material that depicts sexually explicit conduct (as that term is defined in section 2256 of title 18, United States Code), unless the depiction constitutes a small and insignificant part of the whole, the remainder of which is not primarily devoted to sexual matters.

(5) PENALTY.—Whoever knowingly violates paragraph (1) shall be fined under title 18, United States Code, or imprisoned not more than 5 years, or both.

SEC. 6. BUSINESSES KNOWINGLY PROMOTED BY ELECTRONIC MAIL WITH FALSE OR MISLEADING TRANSMISSION INFORMATION.

(a) IN GENERAL.—It is unlawful for a person to promote, or allow the promotion of, that person’s trade or business, or goods, products, property, or services sold, offered for sale, leased or offered for lease, or otherwise made available through that trade or business, in a commercial electronic mail message the transmission of which is in violation of section 5(a)(1) if that person—

(1) knows, or should have known in the ordinary course of that person’s trade or business, that the goods, products, property, or services sold, offered for sale, leased or offered for lease, or otherwise made available through that trade or business were being promoted in such a message;

(2) received or expected to receive an economic benefit from such promotion; and

(3) took no reasonable action—

(A) to prevent the transmission; or

(B) to detect the transmission and report it to the Commission.

(b) LIMITED ENFORCEMENT AGAINST THIRD PARTIES.—

(1) IN GENERAL.—Except as provided in paragraph (2), a person (hereinafter referred to as the “third party”) that provides goods, products, property, or services to another person that violates subsection (a) shall not be held liable for such violation.

(2) EXCEPTION.—Liability for a violation of subsection (a) shall be imputed to a third party that provides goods, products, property, or services to another person that violates subsection (a) if that third party—
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(A) owns, or has a greater than 50 percent ownership or economic interest in, the trade or business of the person that violated subsection (a); or

(B)(i) has actual knowledge that goods, products, property, or services are promoted in a commercial electronic mail message the transmission of which is in violation of section 5(a)(1); and

(ii) receives, or expects to receive, an economic benefit from such promotion.

(c) EXCLUSIVE ENFORCEMENT BY FTC.—Subsections (f) and (g) of section 7 do not apply to violations of this section.

(d) SAVINGS PROVISION.—Except as provided in section 7(9)(B), nothing in this section may be construed to limit or prevent any action that may be taken under this Act with respect to any violation of any other section of this Act.

SEC. 7. ENFORCEMENT GENERALLY.

(a) VIOLATION IS UNFAIR OR DECEPTIVE ACT OR PRACTICE.—Except as provided in subsection (b), this Act shall be enforced by the Commission as if the violation of this Act were an unfair or deceptive act or practice proscribed under section 18(a)(1)(B) of the Federal Trade Commission Act (15 U.S.C. 57a(a)(1)(B)).

(b) ENFORCEMENT BY CERTAIN OTHER AGENCIES.—Compliance with this Act shall be enforced—

(1) under section 8 of the Federal Deposit Insurance Act (12 U.S.C. 1818), in the case of—

(A) national banks, and Federal branches and Federal agencies of foreign banks, by the Office of the Comptroller of the Currency;

(B) member banks of the Federal Reserve System (other than national banks), branches and agencies of foreign banks (other than Federal branches, Federal agencies, and insured State branches of foreign banks), commercial lending companies owned or controlled by foreign banks, organizations operating under section 25 or 25a of the Federal Reserve Act (12 U.S.C. 601 and 611), and bank holding companies, by the Board;

(C) banks insured by the Federal Deposit Insurance Corporation (other than members of the Federal Reserve System) and insured State branches of foreign banks, by the Board of Directors of the Federal Deposit Insurance Corporation; and

(D) savings associations the deposits of which are insured by the Federal Deposit Insurance Corporation, by the Director of the Office of Thrift Supervision;

(2) under the Federal Credit Union Act (12 U.S.C. 1751 et seq.) by the Board of the National Credit Union Administration with respect to any Federally insured credit union;

(3) under the Securities Exchange Act of 1934 (15 U.S.C. 78a et seq.) by the Securities and Exchange Commission with respect to any broker or dealer;

(4) under the Investment Company Act of 1940 (15 U.S.C. 80a–1 et seq.) by the Securities and Exchange Commission with respect to investment companies;

(5) under the Investment Advisers Act of 1940 (15 U.S.C. 80b–1 et seq.) by the Securities and Exchange Commission with respect to investment advisers registered under that Act;
(6) under State insurance law in the case of any person engaged in providing insurance, by the applicable State insurance authority of the State in which the person is domiciled, subject to section 104 of the Gramm-Bliley-Leach Act (15 U.S.C. 6701), except that in any State in which the State insurance authority elects not to exercise this power, the enforcement authority pursuant to this Act shall be exercised by the Commission in accordance with subsection (a);

(7) under part A of subtitle VII of title 49, United States Code, by the Secretary of Transportation with respect to any air carrier or foreign air carrier subject to that part;

(8) under the Packers and Stockyards Act, 1921 (7 U.S.C. 181 et seq.) (except as provided in section 406 of that Act (7 U.S.C. 226, 227), by the Secretary of Agriculture with respect to any activities subject to that Act;

(9) under the Farm Credit Act of 1971 (12 U.S.C. 201 et seq.) by the Farm Credit Administration with respect to any Federal land bank, Federal land bank association, Federal intermediate credit bank, or production credit association; and

(10) under the Communications Act of 1934 (47 U.S.C. 151 et seq.) by the Federal Communications Commission with respect to any person subject to the provisions of that Act.

d) Exercise of Certain Powers — For the purpose of the exercise by any agency referred to in subsection (b) of its powers under any Act referred to in that subsection, a violation of this Act is deemed to be a violation of a Federal Trade Commission trade regulation rule. In addition to its powers under any provision of law specifically referred to in subsection (b), each of the agencies referred to in that subsection may exercise, for the purpose of enforcing compliance with any requirement imposed under this Act, any other authority conferred on it by law.

(d) Actions by the Commission — The Commission shall prevent any person from violating this Act in the same manner, by the same means, and with the same jurisdiction, powers, and duties as though all applicable terms and provisions of the Federal Trade Commission Act (15 U.S.C. 41 et seq.) were incorporated into and made a part of this Act. Any entity that violates any provision of that subtitle is subject to the penalties and entitled to the privileges and immunities provided in the Federal Trade Commission Act in the same manner, by the same means, and with the same jurisdiction, power, and duties as though all applicable terms and provisions of the Federal Trade Commission Act were incorporated into and made a part of that subtitle.

d) Availability of Cease-and-Desist Orders and Injunctive Relief Without Showing of Knowledge — Notwithstanding any other provision of this Act, in any proceeding or action pursuant to subsection (a), (b), (c), or (d) of this section to enforce compliance, through an order to cease and desist or an injunction, with section 5(a)(1)(C), section 5(a)(2), clause (ii), (iii), or (iv) of section 5(a)(4)(A), section 5(b)(1)(A), or section 5(b)(3), neither the Commission nor the Federal Communications Commission shall be required to allege or prove the state of mind required by such section or subparagraph.

(f) Enforcement by States —

(1) Civil action — In any case in which the attorney general of a State, or an official or agency of a State, has reason to believe that an interest of the residents of that State has been or is threatened or adversely affected by any person who
violates paragraph (1) or (2) of section 5(a), who violates section 5(d), or who engages in a pattern or practice that violates paragraph (3), (4), or (5) of section 5(a), of this Act, the attorney general, official, or agency of the State, as parens patriae, may bring a civil action on behalf of the residents of the State in a district court of the United States of appropriate jurisdiction—

(A) to enjoin further violation of section 5 of this Act by the defendant; or

(B) to obtain damages on behalf of residents of the State, in an amount equal to the greater of—

(i) the actual monetary loss suffered by such residents; or

(ii) the amount determined under paragraph (3).

(2) Availability of injunctive relief without showing of knowledge.—Notwithstanding any other provision of this Act, in a civil action under paragraph (1)(A) of this subsection, the attorney general, official, or agency of the State shall not be required to allege or prove the state of mind required by section 5(a)(1)(C), section 5(a)(2), clause (ii), (iii), or (iv) of section 5(a)(4)(A), section 5(b)(1)(A), or section 5(b)(3).

(3) Statutory damages.—

(A) In general.—For purposes of paragraph (1)(B)(ii), the amount determined under this paragraph is the amount calculated by multiplying the number of violations (with each separately addressed unlawful message received by or addressed to such residents treated as a separate violation) by up to $250.

(B) Limitation.—For any violation of section 5 (other than section 5(a)(1)), the amount determined under subparagraph (A) may not exceed $2,000,000.

(C) Aggravated damages.—The court may increase a damage award to an amount equal to not more than three times the amount otherwise available under this paragraph if—

(i) the court determines that the defendant committed the violation willfully and knowingly; or

(ii) the defendant's unlawful activity included one or more of the aggravating violations set forth in section 5(b).

(D) Reduction of damages.—In assessing damages under subparagraph (A), the court may consider whether—

(i) the defendant has established and implemented, with due care, commercially reasonable practices and procedures designed to effectively prevent such violations;

(ii) the violation occurred despite commercially reasonable efforts to maintain compliance the practices and procedures to which reference is made in clause (i).

(4) Attorney fees.—In the case of any successful action under paragraph (1), the court, in its discretion, may award the costs of the action and reasonable attorney fees to the State.

(5) Rights of federal regulators.—The State shall serve prior written notice of any action under paragraph (1) upon
the Federal Trade Commission or the appropriate Federal regulator determined under subsection (b) and provide the Commission or appropriate Federal regulator with a copy of its complaint, except in any case in which such prior notice is not feasible, in which case the State shall serve such notice immediately upon instituting such action. The Federal Trade Commission or appropriate Federal regulator shall have the right—

(A) to intervene in the action;
(B) upon so intervening, to be heard on all matters arising therein;
(C) to remove the action to the appropriate United States district court; and
(D) to file petitions for appeal.

(6) CONSTRUCTION.—For purposes of bringing any civil action under paragraph (1), nothing in this Act shall be construed to prevent an attorney general of a State from exercising the powers conferred on the attorney general by the laws of that State to—

(A) conduct investigations;
(B) administer oaths or affirmations; or
(C) compel the attendance of witnesses or the production of documentary and other evidence.

(7) VENUE; SERVICE OF PROCESS.—

(A) VENUE.—Any action brought under paragraph (1) may be brought in the district court of the United States that meets applicable requirements relating to venue under section 1391 of title 28, United States Code.

(B) SERVICE OF PROCESS.—In an action brought under paragraph (1), process may be served in any district in which the defendant—

(i) is an inhabitant; or
(ii) maintains a physical place of business.

(8) LIMITATION ON STATE ACTION WHILE FEDERAL ACTION IS PENDING.—If the Commission, or other appropriate Federal agency under subsection (b), has instituted a civil action or an administrative action for violation of this Act, no State attorney general, or official or agency of a State, may bring an action under this subsection during the pendency of that action against any defendant named in the complaint of the Commission or the other agency for any violation of this Act alleged in the complaint.

(9) REQUISITE SCIENTER FOR CERTAIN CIVIL ACTIONS.—Except as provided in section 5(a)(1)(C), section 5(a)(2), clause (ii), (iii), or (iv) of section 5(a)(4)(A), section 5(b)(1)(A), or section 5(b)(3), in a civil action brought by a State attorney general, or an official or agency of a State, to recover monetary damages for a violation of this Act, the court shall not grant the relief sought unless the attorney general, official, or agency establishes that the defendant acted with actual knowledge, or knowledge fairly implied on the basis of objective circumstances, of the act or omission that constitutes the violation.

(g) ACTION BY PROVIDER OF INTERNET ACCESS SERVICE.—

(1) ACTION AUTHORIZED.—A provider of Internet access service adversely affected by a violation of section 5(a)(1), 5(b), or 5(d), or a pattern or practice that violates paragraph (2), (3), (4), or (5) of section 5(a), may bring a civil action in
any district court of the United States with jurisdiction over
the defendant—
(A) to enjoin further violation by the defendant; or
(B) to recover damages in an amount equal to the
greater of—
(i) actual monetary loss incurred by the provider
of Internet access service as a result of such violation;
or
(ii) the amount determined under paragraph (3).
(2) SPECIAL DEFINITION OF “PROCREATE”.—In any action
brought under paragraph (1), this Act shall be applied as if
the definition of the term “procreate” in section 3(12) contained,
after “behalf” the words “with actual knowledge, or by con-
sciously avoiding knowing, whether such person is engaging,
or will engage, in a pattern or practice that violates this Act”.
(3) STATUTORY DAMAGES.—
(A) IN GENERAL.—For purposes of paragraph (1)(B)(ii),
the amount determined under this paragraph is the amount
calculated by multiplying the number of violations (with
each separately addressed unlawful message that is trans-
mitted or attempted to be transmitted over the facilities
of the provider of Internet access service, or that is trans-
mitted or attempted to be transmitted to an electronic
mail address obtained from the provider of Internet access
service in violation of section 5(b)(1)(A)(ii), treated as a
separate violation) by—
(i) up to $100, in the case of a violation of section
5(a)(1); or
(ii) up to $25, in the case of any other violation
of section 5.
(B) LIMITATION.—For any violation of section 5 (other
than section 5(a)(1)), the amount determined under
subparagraph (A) may not exceed $1,000,000.
(C) AGGRAVATED DAMAGES.—The court may increase
a damage award to an amount equal to not more than
three times the amount otherwise available under this
paragraph if—
(i) the court determines that the defendant com-
mitted the violation willfully and knowingly; or
(ii) the defendant’s unlawful activity included one
or more of the aggravated violations set forth in section
5(b).
(D) REDUCTION OF DAMAGES.—In assessing damages
under subparagraph (A), the court may consider whether—
(i) the defendant has established and implemented,
with due care, commercially reasonable practices and
procedures designed to effectively prevent such viola-
tions; or
(ii) the violation occurred despite commercially
reasonable efforts to maintain compliance with the
practices and procedures to which reference is made
in clause (i).
(4) ATTORNEY FEES.—In any action brought pursuant to
paragraph (1), the court may, in its discretion, require an
undertaking for the payment of the costs of such action, and
assess reasonable costs, including reasonable attorneys’ fees,
against any party.
SEC. 8. EFFECT ON OTHER LAWS.

(a) FEDERAL LAW.—(1) Nothing in this Act shall be construed to impair the enforcement of section 223 or 231 of the Communications Act of 1934 (47 U.S.C. 223 or 231, respectively), chapter 71 (relating to obscenity) or 110 (relating to sexual exploitation of children) of title 18, United States Code, or any other Federal criminal statute.

(2) Nothing in this Act shall be construed to affect in any way the Commission's authority to bring enforcement actions under PTC Act for materially false or deceptive representations or unfair practices in commercial electronic mail messages.

(b) STATE LAW.—

(1) IN GENERAL.—This Act supersedes any statute, regulation, or rule of a State or political subdivision of a State that expressly regulates the use of electronic mail to send commercial messages, except to the extent that any such statute, regulation, or rule prohibits falsity or deception in any portion of a commercial electronic mail message or information attached thereto.

(2) STATE LAW NOT SPECIFIC TO ELECTRONIC MAIL.—This Act shall not be construed to preempt the applicability of—

(A) State laws that are not specific to electronic mail, including State trespass, contract, or tort law; or

(B) other State laws to the extent that those laws relate to acts of fraud or computer crime.

(c) NO EFFECT ON POLICIES OF PROVIDERS OF INTERNET ACCESS SERVICE.—Nothing in this Act shall be construed to have any effect on the lawfulness or unlawfulness, under any other provision of law, of the adoption, implementation, or enforcement by a provider of Internet access service of a policy of declining to transmit, route, relay, handle, or store certain types of electronic mail messages.

SEC. 9. DO-NOT-E-MAIL REGISTRY.

(a) IN GENERAL.—Not later than 6 months after the date of enactment of this Act, the Commission shall transmit to the Senate Committee on Commerce, Science, and Transportation and the House of Representatives Committee on Energy and Commerce a report that—

(1) sets forth a plan and timetable for establishing a nationwide marketing Do-Not-E-Mail registry;

(2) includes an explanation of any practical, technical, security, privacy, enforceability, or other concerns that the Commission has regarding such a registry; and

(3) includes an explanation of how the registry would be applied with respect to children with e-mail accounts.

(b) AUTHORIZATION TO IMPLEMENT.—The Commission may establish and implement the plan, but not earlier than 9 months after the date of enactment of this Act.

SEC. 10. STUDY OF EFFECTS OF COMMERCIAL ELECTRONIC MAIL.

(a) IN GENERAL.—Not later than 24 months after the date of the enactment of this Act, the Commission, in consultation with the Department of Justice and other appropriate agencies, shall submit a report to the Congress that provides a detailed analysis of the effectiveness and enforcement of the provisions of this Act and the need (if any) for the Congress to modify such provisions.

(b) REQUIRED ANALYSIS.—The Commission shall include in the report required by subsection (a)—
(1) an analysis of the extent to which technological and marketplace developments, including changes in the nature of the devices through which consumers access their electronic mail messages, may affect the practicality and effectiveness of the provisions of this Act;
(2) analysis and recommendations concerning how to address commercial electronic mail that originates in or is transmitted through or to facilities or computers in other nations, including initiatives or policy positions that the Federal Government could pursue through international negotiations, fora, organizations, or institutions; and
(3) analysis and recommendations concerning options for protecting consumers, including children, from the receipt and viewing of commercial electronic mail that is obscene or pornographic.

SEC. 11. IMPROVING ENFORCEMENT BY PROVIDING REWARDS FOR INFORMATION ABOUT VIOLATIONS; LABELING.

The Commission shall transmit to the Senate Committee on Commerce, Science, and Transportation and the House of Representatives Committee on Energy and Commerce—
(1) a report, within 9 months after the date of enactment of this Act, that sets forth a system for rewarding those who supply information about violations of this Act, including—
(A) procedures for the Commission to grant a reward of not less than 20 percent of the total civil penalty collected for a violation of this Act to the first person that—
(i) identifies the person in violation of this Act; and
(ii) supplies information that leads to the successful collection of a civil penalty by the Commission; and
(B) procedures to minimize the burden of submitting a complaint to the Commission concerning violations of this Act, including procedures to allow the electronic submission of complaints to the Commission; and
(2) a report, within 18 months after the date of enactment of this Act, that sets forth a plan for requiring commercial electronic mail to be identifiable from its subject line, by means of compliance with Internet Engineering Task Force Standards, the use of the characters “ADV” in the subject line, or other comparable identifier, or an explanation of any concerns the Commission has that cause the Commission to recommend against the plan.

SEC. 12. RESTRICTIONS ON OTHER TRANSMISSIONS.

Section 227(b)(1) of the Communications Act of 1934 (47 U.S.C. 227(b)(1)) is amended, in the matter preceding subparagraph (A), by inserting "or any person outside the United States if the recipient is within the United States" after "United States".

SEC. 13. REGULATIONS.

(a) IN GENERAL.—The Commission may issue regulations to implement the provisions of this Act (not including the amendments made by sections 4 and 12). Any such regulations shall be issued in accordance with section 553 of title 5, United States Code.
(b) LIMITATION.—Subsection (a) may not be construed to authorize the Commission to establish a requirement pursuant to section 5(a)(5)(A) to include any specific words, characters, marks, or labels in a commercial electronic mail message, or to include the identification required by section 5(a)(5)(A) in any particular part of such a mail message (such as the subject line or body).

SEC. 14. APPLICATION TO WIRELESS.

(a) EFFECT ON OTHER LAW.—Nothing in this Act shall be interpreted to preclude or override the applicability of section 227 of the Communications Act of 1934 (47 U.S.C. 227) or the rules prescribed under section 3 of the Telemarketing and Consumer Fraud and Abuse Prevention Act (15 U.S.C. 6102).

(b) FEDERAL RULEMAKING.—The Federal Communications Commission, in consultation with the Federal Trade Commission, shall promulgate rules within 270 days to protect consumers from unwanted mobile service commercial messages. The Federal Communications Commission, in promulgating the rules, shall, to the extent consistent with subsection (c)—

(1) provide subscribers to commercial mobile services the ability to avoid receiving mobile service commercial messages unless the subscriber has provided express prior authorization to the sender, except as provided in paragraph (3);

(2) allow recipients of mobile service commercial messages to indicate electronically a desire not to receive future mobile service commercial messages from the sender;

(3) take into consideration, in determining whether to subject providers of commercial mobile services to paragraph (1), the relationship that exists between providers of such services and their subscribers, but if the Commission determines that such providers should not be subject to paragraph (1), the rules shall require such providers, in addition to complying with the other provisions of this Act, to allow subscribers to indicate a desire not to receive future mobile service commercial messages from the provider—

(A) at the time of subscribing to such service; and

(B) in any billing mechanism; and

(4) determine how a sender of mobile service commercial messages may comply with the provisions of this Act, considering the unique technical aspects, including the functional and character limitations, of devices that receive such messages.

(c) OTHER FACTORS CONSIDERED.—The Federal Communications Commission shall consider the ability of a sender of a commercial electronic mail message to reasonably determine that the message is a mobile service commercial message.

(d) MOBILE SERVICE COMMERCIAL MESSAGE DEFINED.—In this section, the term "mobile service commercial message" means a commercial electronic mail message that is transmitted directly to a wireless device that is utilized by a subscriber of commercial mobile service (as such term is defined in section 332(d) of the Communications Act of 1934 (47 U.S.C. 332(d))) in connection with such service.

SEC. 15. SEPARABILITY.

If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of this Act and the application of such provision to other persons or circumstances shall not be affected.
SEC. 16. EFFECTIVE DATE.

The provisions of this Act, other than section 9, shall take effect on January 1, 2004.


LEGISLATIVE HISTORY—S. 877:
CONGRESSIONAL RECORD, Vol. 149 (2003):
Oct. 22, considered and passed Senate.
Nov. 21, considered and passed House, amended.
Nov. 25, Senate concurred in House amendment with an amendment.
Dec. 8, House concurred in Senate amendment.
burden, when balanced against the offsetting benefit of allowing email recipients to choose to
limit further unwanted commercial electronic mail messages from particular senders. The
Commission has not received any comments that lead it to believe that the final Rule will unduly
burden either the entities who sell, or those consumers who purchase, commercial products and
services through email messages.

List of Subjects in 16 CFR Part 316

Advertising, Business and industry, Computer technology, Consumer protection,
Labeling.

Accordingly, for the reasons set forth in the preamble above, the Commission amends title
16. Chapter I, Code of Federal Regulations, by revising Part 316 to read as follows:

PART 316--RULES IMPLEMENTING THE CAN-SPAM ACT OF 2003

Sec.

316.1 Scope.

316.2 Definitions.

316.3 Primary purpose.

316.4 Requirement to place warning labels on commercial electronic mail that contains sexually
oriented material.

316.5 Severability.


§ 316.1 Scope.

This part implements the Controlling the Assault of Non-Solicited Pornography and Marketing
§ 316.2 Definitions.

(a) The definition of the term “affirmative consent” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(1).

(b) “Character” means an element of the American Standard Code for Information Interchange ("ASCII") character set.

(c) The definition of the term “commercial electronic mail message” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(2).

(d) The definition of the term “electronic mail address” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(5).

(e) The definition of the term “electronic mail message” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(6).

(f) The definition of the term “initiate” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(9).

(g) The definition of the term “Internet” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(10).

(h) The definition of the term “procure” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(12).

(i) The definition of the term “protected computer” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(13).

(j) The definition of the term “recipient” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(14).
(k) The definition of the term “routine conveyance” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(15).

(l) The definition of the term “sender” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(16).

(m) The definition of the term “sexually oriented material” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7704(d)(4).

(n) The definition of the term “transactional or relationship message” is the same as the definition of that term in the CAN-SPAM Act, 15 U.S.C. 7702(17).

§ 316.3 Primary purpose.

(a) In applying the term “commercial electronic mail message” defined in the CAN-SPAM Act, 15 U.S.C. 7702(2), the “primary purpose” of an electronic mail message shall be deemed to be commercial based on the criteria in paragraphs (a)(1) through (a)(3) and (b) of this section:¹

(1) If an electronic mail message consists exclusively of the commercial advertisement or promotion of a commercial product or service, then the “primary purpose” of the message shall be deemed to be commercial.

(2) If an electronic mail message contains both the commercial advertisement or promotion of a commercial product or service as well as transactional or relationship content as set forth in paragraph (c) of this section, then the “primary purpose” of the message shall be deemed to be commercial if:

¹The Commission does not intend for these criteria to treat as a “commercial electronic mail message” anything that is not commercial speech.
(i) A recipient reasonably interpreting the subject line of the electronic mail message would likely conclude that the message contains the commercial advertisement or promotion of a commercial product or service; or

(ii) The electronic mail message’s transactional or relationship content as set forth in paragraph (c) of this section does not appear, in whole or in substantial part, at the beginning of the body of the message.

(3) If an electronic mail message contains both the commercial advertisement or promotion of a commercial product or service as well as other content that is not transactional or relationship content as set forth in paragraph (c) of this section, then the “primary purpose” of the message shall be deemed to be commercial if:

(i) A recipient reasonably interpreting the subject line of the electronic mail message would likely conclude that the message contains the commercial advertisement or promotion of a commercial product or service; or

(ii) A recipient reasonably interpreting the body of the message would likely conclude that the primary purpose of the message is the commercial advertisement or promotion of a commercial product or service. Factors illustrative of those relevant to this interpretation include the placement of content that is the commercial advertisement or promotion of a commercial product or service, in whole or in substantial part, at the beginning of the body of the message; the proportion of the message dedicated to such content; and how color, graphics, type size, and style are used to highlight commercial content.

(b) In applying the term “transactional or relationship message” defined in the CAN-SPAM Act, 15 U.S.C. § 7702(17), the “primary purpose” of an electronic mail message shall be
deemed to be transactional or relationship if the electronic mail message consists exclusively of transactional or relationship content as set forth in paragraph (c) of this section.

(c) Transactional or relationship content of email messages under the CAN-SPAM Act is content:

(1) To facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender;

(2) To provide warranty information, product recall information, or safety or security information with respect to a commercial product or service used or purchased by the recipient;

(3) With respect to a subscription, membership, account, loan, or comparable ongoing commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender, to provide –

(i) Notification concerning a change in the terms or features;

(ii) Notification of a change in the recipient's standing or status; or

(iii) At regular periodic intervals, account balance information or other type of account statement;

(4) To provide information directly related to an employment relationship or related benefit plan in which the recipient is currently involved, participating, or enrolled; or

(5) To deliver goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously agreed to enter into with the sender.
§ 316.4 Requirement to place warning labels on commercial electronic mail that contains sexually oriented material.

(a) Any person who initiates, to a protected computer, the transmission of a commercial electronic mail message that includes sexually oriented material must:

(1) Exclude sexually oriented materials from the subject heading for the electronic mail message and include in the subject heading the phrase “SEXUALLY-EXPLICIT: ” in capital letters as the first nineteen (19) characters at the beginning of the subject line;²

(2) Provide that the content of the message that is initially viewable by the recipient, when the message is opened by any recipient and absent any further actions by the recipient, include only the following information:

   (i) The phrase “SEXUALLY-EXPLICIT: ” in a clear and conspicuous manner;³

   (ii) Clear and conspicuous identification that the message is an advertisement or solicitation;

   (iii) Clear and conspicuous notice of the opportunity of a recipient to decline to receive further commercial electronic mail messages from the sender;

   (iv) A functioning return electronic mail address or other Internet-based mechanism, clearly and conspicuously displayed, that –

²The phrase “SEXUALLY-EXPLICIT” comprises 17 characters, including the dash between the two words. The colon (:) and the space following the phrase are the 18th and 19th characters.

³This phrase consists of nineteen (19) characters and is identical to the phrase required in section 316.4(a)(1).
(A) A recipient may use to submit, in a manner specified in the message, a reply electronic mail message or other form of Internet-based communication requesting not to receive future commercial electronic mail messages from that sender at the electronic mail address where the message was received; and

(B) Remains capable of receiving such messages or communications for no less than 30 days after the transmission of the original message;

(v) Clear and conspicuous display of a valid physical postal address of the sender; and

(vi) Any needed instructions on how to access, or activate a mechanism to access, the sexually oriented material, preceded by a clear and conspicuous statement that to avoid viewing the sexually oriented material, a recipient should delete the email message without following such instructions.

(b) **Prior affirmative consent.** Paragraph (a) of this section does not apply to the transmission of an electronic mail message if the recipient has given prior affirmative consent to receipt of the message.

§ 316.5 Severability.

The provisions of this part are separate and severable from one another. If any provision is stayed or determined to be invalid, it is the Commission’s intention that the remaining provisions shall continue in effect.

By direction of the Commission, Commissioner Leibowitz not participating.

Donald S. Clark  
Secretary

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BLAKE A. FIELD,

Plaintiff,

vs.

GOOGLE INC.,

Defendant.

AND RELATED COUNTERCLAIMS.

FINDINGS OF FACT
AND CONCLUSIONS OF LAW

ORDER

FINDINGS OF FACT
AND CONCLUSIONS OF LAW

NO. CV-S-04-0413-RCJ-LRL

FINDINGS OF FACT AND
CONCLUSIONS OF LAW

&

ORDER
FINDINGS OF FACT AND CONCLUSIONS OF LAW

This is an action for copyright infringement brought by plaintiff Blake Field ("Field") against Google Inc. ("Google"). Field contends that by allowing Internet users to access copies of 51 of his copyrighted works stored by Google in an online repository, Google violated Field's exclusive rights to reproduce copies and distribute copies of those works. On December 19, 2005, the Court heard argument on the parties' cross-motions for summary judgment.

Based upon the papers submitted by the parties and the arguments of counsel, the Court finds that Google is entitled to judgment as a matter of law based on the undisputed facts. For the reasons set forth below, the Court will grant Google's motion for summary judgment: (1) that it has not directly infringed the copyrighted works at issue; (2) that Google held an implied license to reproduce and distribute copies of the copyrighted works at issue; (3) that Field is estopped from asserting a copyright infringement claim against Google with respect to the works at issue in this action; and (4) that Google's use of the works is a fair use under 17 U.S.C. § 107.

The Court will further grant a partial summary judgment that Field's claim for damages is precluded by operation of the "system cache" safe harbor of Section 512(b) of the Digital Millennium Copyright Act ("DMCA"). Finally, the Court will deny Field's cross-motion for summary judgment seeking a finding of infringement and seeking to dismiss the Google defenses set forth above.

STATEMENT OF PROCEDURAL HISTORY & UNDISPUTED FACTS

Procedural History

1. On April 6, 2004, Plaintiff Field, an author and an attorney who is a member of the State Bar of Nevada, filed a complaint against Google asserting a single claim for copyright infringement based on Google's alleged copying and distribution of his copyrighted work entitled Good Tea. Field himself had previously published this work on his personal Web site, www.blakeswritings.com.

2. On May 25, 2004, Field filed an Amended Complaint, alleging that Google infringed the copyrights to an additional fifty of Field's works, which likewise had been published on his personal website. Field did not seek actual damages, but instead requested
$2,550,000 in statutory damages ($50,000 for each of fifty-one registered copyrighted works) along with injunctive relief.

3. On September 27, 2005, Field filed a motion for summary judgment that Google infringed the copyrighted works at issue and that Google’s defenses based on fair use, implied license, estoppel and the Digital Millennium Copyright Act (‘‘DMCA’’) should be dismissed as a matter of law. Google filed a motion for summary judgment based on non-infringement, implied license, estoppel and fair use (Docket No. 51).

4. On December 19, 2005, the Court held a hearing on the parties’ cross-motions for summary judgment. At the hearing, Google made an oral cross-motion for partial summary judgment in its favor based upon Section 512(b) of the DMCA.

5. After considering the arguments of counsel, the Court granted Google’s motion for summary judgment on each of the grounds it set forth, granted Google’s oral cross-motion based on the DMCA and denied Field’s motion for summary judgment.

Undisputed Facts

Google, the Google Cache, and “Cached” Links.

6. Google maintains one of the world’s largest and most popular Internet search engines, accessible, among other places, on the World Wide Web at www.google.com. See Brougher Decl. ¶2. Internet search engines like Google’s allow Internet users to sift through the massive amount of information available on the Internet to find specific information that is of particular interest to them. See id. ¶3; see also Levine Report ¶13.1

7. There are billions of Web pages accessible on the Internet. It would be impossible for Google to locate and index or catalog them manually. See Brougher Decl. ¶¶3-4; see also Levine Report ¶¶13-14. Accordingly, Google, like other search engines, uses an automated program (called the “Googlebot”) to continuously crawl across the Internet, to locate and analyze available Web pages, and to catalog those Web pages into Google’s searchable Web index. See Brougher Decl. ¶¶4-5; see also Levine Report ¶14.

1 The Levine Report is attached to the Levine Declaration as Exhibit 1.
8. As part of this process, Google makes and analyzes a copy of each Web page that it finds, and stores the HTML code from those pages in a temporary repository called a cache. See Levine Report ¶14; Brougher Decl. ¶5. Once Google indexes and stores a Web page in the cache, it can include that page, as appropriate, in the search results it displays to users in response to their queries. See Brougher Decl. ¶5.

9. When Google displays Web pages in its search results, the first item appearing in each result is the title of a Web page which, if clicked by the user, will take the user to the online location of that page. The title is followed by a short “snippet” from the Web page in smaller font. Following the snippet, Google typically provides the full URL for the page. Then, in the same smaller font, Google often displays another link labeled “Cached.” See Brougher Decl. ¶10.2

10. When clicked, the “Cached” link directs an Internet user to the archival copy of a Web page stored in Google’s system cache, rather than to the original Web site for that page. See Brougher Decl. ¶8. By clicking on the “Cached” link for a page, a user can view the “snapshot” of that page, as it appeared the last time the site was visited and analyzed by the Googlebot. See id.

11. The page a user retrieves from Google after clicking on a “Cached” link contains a conspicuous disclaimer at the top explaining that it is only a snapshot of the page from Google’s cache, not the original page, and that the page from the cache may not be current. See Brougher Decl. ¶¶11-12 & Ex. 2 (“Google’s cache is the snapshot that we took of the page as we crawled the Web. The page may have changed since that time.”). The disclaimer also includes two separate hyperlinks to the original, current page. See id.

12. Google has provided “Cached” links with its search results since 1998. See Brougher Decl. ¶7. Until this action, Google had never before been sued for providing “Cached”

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2 The three most popular search engines — Google, Yahoo!, and MSN — all display “Cached” links with their search results, and operate them identically. See Brougher Decl. ¶17; Google, Yahoo!, and MSN collectively account for more than 80% of all Web searches. See Brougher Decl. ¶17.
links. See Macgillivray Decl. ¶3. The “Cached” link, and the consequences that flow when a
user clicks on it, is the subject of Field’s lawsuit.

The Purposes Served By Google’s “Cached” Links

13. Google enables users to access its copy of Web pages through “Cached” links for several reasons.

14. Archival Copies. Google’s “Cached” links allow users to view pages that the user
cannot, for whatever reason, access directly. A Web page can become inaccessible to Internet
users because of transmission problems, because nations or service providers seek to censor
certain information, because too many users are trying to access the same page at the same time,
or because the page has been removed from its original location. See Levine Report ¶¶17-19. In
each case, users who request access to the material from the inaccessible site are still able to
access an archival copy of the page via the “Cached” link in Google’s search results. See Levine
Report ¶¶17-19; see also Brougher Decl. ¶14. Google’s users, including those in academia,
describe this functionality as highly valuable. See Levine Decl. ¶4 & Exs. 2-5.³ This feature
also benefits Web site publishers because it allows users to access their sites when the sites are
otherwise unavailable and has allowed Web site owners to recover copies of their own sites that
might otherwise have been lost due to computer problems. See Levine Report ¶¶16-19; see also
Levine Decl., Ex. 7 at 2.

15. Web Page Comparisons. Google’s archival functionality is also of considerable
importance to those who wish to determine how a particular Web page has been altered over
time. By examining Google’s copy of the page, people can identify subtle but potentially
significant differences between the current version of a page, and the page as it existed when last
visited by the Googlebot. See Levine Report ¶20; see also Brougher Decl. ¶15; Levine Decl.,
Exs. 10, 11.

³ For example, the State of Indiana instructs its judges about this capability. See Levine
Decl., Ex. 5 at 2 (article entitled “Maximizing Web Searches With Google,” available at
http://www.in.gov/judiciary/center/ed/library/judcon-03/google.pdf, explains that “Clicking
‘Cached’ will simply give you an older version of the result page, which represents what the
page looked like the last time the Google engine indexed the page. This service exists in case a
website’s server becomes unavailable.”).

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16. **Identification of Search Query Terms.** Google's "Cached" links also allow users to immediately determine why a particular page was deemed responsive to their search query, by highlighting the terms from the user's query as they appear on the page. *See Levine Report ¶17; see also Brougher Decl. ¶16.* In some cases, if a user clicks on Google's link to an original Web page, he may be unable to determine how the page relates to his inquiry. That is particularly true for text intensive pages where the user's search term may be very difficult to find. *See Levine Report ¶17; see also Levine Decl., Ex. 13 at 1.* In some cases it may be impossible for a user to find the information on a page that is responsive to a given search where a site owner has altered the text on the original page and removed the relevant language. *See Levine Report ¶17; see also Brougher Decl. ¶16.* By allowing access to copies of Web pages through "Cached" links, Google enables users to more quickly determine whether and where a user's search query appears, and thus whether the page is germane to their inquiry.

17. Given the breadth of the Internet, it is not possible for Google (or other search engines) to personally contact every Web site owner to determine whether the owner wants the pages in its site listed in search results or accessible through "Cached" links. *See Brougher Decl. ¶18; see also Levine Report ¶25.*

18. The Internet industry has developed a set of widely recognized and well-publicized industry standard protocols by which Web site owners can automatically communicate their preferences to search engines such as Google. *See Levine Report ¶¶25, 29, 35 (listing sources that document these standards); Brougher Decl. ¶¶18-21.* Google provides instructions for Web site owners to communicate their preferences to Google at

[http://www.google.com/remove.html](http://www.google.com/remove.html). *See Levine Report ¶¶30, 35; Brougher Decl. ¶¶18-21; O'Callaghan Decl. Ex. 5; see also id. Exs. 4, 6.*

19. A principal way for Web site owners to communicate with Google's robot is by placing specific instructions in "meta-tags" within the computer code (called HTML) that comprises a given page. When the Googlebot visits a page, it reads through this code. If it encounters meta-tags, it follows the instructions provided. Thus, for example, a site owner can place the following meta-tag within a page to tell Google's robot not to analyze the page or
include it in Google’s Web index and search results: “<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">” See Brougher Decl. ¶20; see also Levine Report ¶33.4

20. Using meta-tags, a Web site owner can also tell Google’s robot that it can include a given page in Google’s index, but that it should not provide a “Cached” link to that page in Google’s search results. To do so, the Web site owner uses a “no-archive” meta-tag “<META NAME="ROBOTS" CONTENT="NOARCHIVE">” See Brougher Decl. ¶21; see also Levine Report ¶35. The “no-archive” meta-tag has been a widely recognized industry standard for years. See Levine Report ¶35.

21. If a Web site owner includes the “no-archive” meta-tag on a page, then Google does not provide a “Cached” link when it lists that page in its search results. See Brougher Decl. ¶21-22.5

22. Web site owners can also communicate with search engines’ robots by placing a “robots.txt” file on their Web site. See Brougher Decl. ¶19; see also Levine Report ¶29. For example, if the Web site owner does not want robots to crawl the owner’s Web site, the owner can create a robots.txt file with the following text: “User-agent: * Disallow: /”. See Brougher Decl. ¶19; see also Levine Report ¶29. The above text tells the robots that they should not crawl the owner’s Web site. See Brougher Decl. ¶19; see also Levine Report ¶29.6 If Google’s robot encounters a robots.txt file with the above text, then it will not crawl the Web site, and there will be no entry for that Web page in Google’s search results and no cached link. See

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4 A Web site owner can add the “no-archive” meta-tag to a Web page in a matter of seconds. See Brougher Decl. ¶21. Web site owners can also use a Google-specific “no-archive” meta-tag to tell Google that it cannot provide “Cached” links, while allowing other search engines (e.g., Yahoo! and MSN) to do so. See id.; see also Levine Report ¶35.

5 A Web site owner can also request that Google not display “Cached” links for given pages by using Google’s automatic URL removal procedure. See Brougher Decl. ¶23. Google’s Web site provides step-by-step instructions on using this procedure. See id.; see also O’Callaghan Decl. Ex. 5 (attaching a printout of http://www.google.com/remove.html). Further, Web site owners can contact Google directly to make such a request. Google honors such requests. See Brougher Decl. ¶24.

6 By contrast, a Web site owner can invite robots to visit a site without restriction by including a Robots.txt file that reads: “User-agent: * Disallow: “ Levine Report at ¶¶ 31-32.

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Brougher Decl. ¶19. The Internet industry has widely recognized the robots.txt file as a standard for controlling automated access to Web pages since 1994. See Levine Report ¶29.

Plaintiff Blake Field and His Copyright Claim

23. Plaintiff Blake Field has regularly used Google’s search engine over the past several years and was familiar with the manner in which it operates. See Field Dep. at 103:15-20.7

24. Field has long been aware that Google automatically provides “Cached” links for pages that are included in its index and search results unless instructed otherwise. See id. at 74:8-22, 109:22-110:6. Field decided to manufacture a claim for copyright infringement against Google in the hopes of making money from Google’s standard practice. See id. at 79:8-15, 141:15-24.

25. Field admits he knew that any Web site owner could instruct Google not to provide a “Cached” link to a given Web page by using the “no-archive” meta-tag (as discussed above). See Field Dep. at 74:8-22, 81:13-17. Field also knew that Google provided a process to allow Web site owners to remove pages from Google’s system cache. See id. at 81:18-21, 83:4-11, 84:15-21; O’Callaghan Decl. Ex. 3 at 1-2 (Pl.’s Resp. to Req. for Admis. Nos. 1, 4). With this knowledge, Field set out to get his copyrighted works included in Google’s index, and to have Google provide “Cached” links to Web pages containing those works.

26. Over a three-day period in January 2004, Field created the 51 works at issue in this lawsuit. See O’Callaghan Decl. Ex. 2 (Pl.’s Resp. to Interrog. No. 5).

27. Field registered copyrights for each of these works separately on January 16, 2004. See First Am. Compl. ¶7. Field then created a Web site at www.blakeswritings.com and published his works on pages where they were accessible, for free, to the world starting in late January 2004. See Field Dep. at 45:2-4, 94:10-19.

28. Field created a robots.txt file for his site and set the permissions within this file to allow all robots to visit and index all of the pages on the site. See Field Dep. at 46:10-16; Levine

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7 Excerpts from the Field Deposition are attached to the O’Callaghan Declaration as Exhibit 1.
Report ¶31. Field created the robots.txt file because he wanted search engines to visit his site and include the site within their search results. See Field Dep. at 46:2-4, 17-23.

29. Field knew that if he used the “no-archive” meta-tag on the pages of his site, Google would not provide “Cached” links for the pages containing his works. See Field Dep. at 81:13-17; O’Callaghan Decl. Ex. 3 at 2 (Resp. to Req. for Admis. No. 4). Field consciously chose not to use the “no-archive” meta-tag on his Web site. See Field Dep. at 83:25-84:3.

30. As Field expected, the Googlebot visited his site and indexed its pages, making the pages available in Google search results. When the pages containing Field’s copyrighted works were displayed in Google’s search results, they were automatically displayed with “Cached” links, as Field intended they would be.

31. According to Google’s records, an individual or individuals clicked on the “Cached” links for each of the pages containing Field’s works, and retrieved copies of each of the those pages from Google’s system cache.

32. When Google learned that Field had filed (but not served) his complaint, Google promptly removed the “Cached” links to all of the pages of his site. See MacGillivray Decl. ¶2; see also Countercl. ¶22; Ans. to Countercl. ¶22. Google also wrote to Field explaining that Google had no desire to provide “Cached” links to Field’s pages if Field did not want them to appear. See O’Callaghan Decl. Ex. 7.

CONCLUSIONS OF LAW

Legal Standard for Summary Judgment

A court must grant summary judgment if the pleadings and supporting documents, when viewed in the light most favorable to the non-moving party, “show that there is no genuine issue as to any material fact and that the moving party is entitled to judgment as a matter of law.” Fed. R. Civ. P. 56(c). An issue as to a material fact is only “genuine” if the evidence regarding the disputed fact is “such that a reasonable jury could return a verdict for the nonmoving party,” and a dispute is “material” only if it could affect the outcome of the suit under governing law. Anderson v. Liberty Lobby, Inc., 477 U.S. 242, 248-49 (1986).
Discussion

I. Direct Infringement of the Copyrighted Works

Google has filed a motion for summary judgment that by operating its cache and presenting "Cached" links to works within it, Google does not directly infringe Field’s copyrighted works. Field has filed a cross-motion for summary judgment for a finding of direct infringement. The Court grants Google’s motion and denies Field’s motion.8

To demonstrate copyright infringement, "the plaintiff must show ownership of the copyright and copying by the defendant." Kelly v. Arriba Soft Corp., 336 F.3d 811, 817 (9th Cir. 2003); see also 17 U.S.C. § 501. A plaintiff must also show volitional conduct on the part of the defendant in order to support a finding of direct copyright infringement. See Religious Tech. Ctr v. Netcom On-Line Commc’n Servs., Inc., 907 F. Supp. 1361, 1369-70 (N.D. Cal. 1995) (direct infringement requires a volitional act by defendant; automated copying by machines occasioned by others not sufficient); CoStar Group, Inc. v. LoopNet, Inc., 373 F.3d 544, 555 (4th Cir. 2004) ("Agreeing with the analysis in Netcom, we hold that the automatic copying, storage, and transmission of copyrighted materials, when instigated by others, does not render an ISP strictly liable for copyright infringement under §§ 501 and 106 of the Copyright Act.").

The parties do not dispute that Field owns the copyrighted works subject to this action. The parties do dispute whether by allowing access to copyrighted works through "Cached" links Google engages in volitional "copying" or "distribution" under the Copyright Act sufficient to establish a prima facie case for copyright infringement.

Field does not allege that Google committed infringement when its "Googlebot," like an ordinary Internet user, made the initial copies of the Web pages containing his copyrighted works and stores those copies in the Google cache. See Field Dep. at 143:13-144-1; 98:18-25. Instead, Field alleges that Google directly infringed his copyrights when a Google user clicked on a "Cached" link to the Web pages containing Field’s copyrighted works and downloaded a copy of those pages from Google’s computers. See id.; see also First Am. Compl. ¶¶ 29-32.

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8 Field did not contend that Google was liable for indirect infringement (contributory or vicarious liability).
According to Field, Google itself is creating and distributing copies of his works. But when a user requests a Web page contained in the Google cache by clicking on a "Cached" link, it is the user, not Google, who creates and downloads a copy of the cached Web page. Google is passive in this process. Google's computers respond automatically to the user's request. Without the user's request, the copy would not be created and sent to the user, and the alleged infringement at issue in this case would not occur. The automated, non-volitional conduct by Google in response to a user's request does not constitute direct infringement under the Copyright Act. See, e.g., Religious Tech. Ctr., 907 F. Supp. at 1369-70 (direct infringement requires a volitional act by defendant; automated copying by machines occasioned by others not sufficient); CoStar Group, 373 F.3d at 555; Sega Enters. Ltd v. MAPHIA, 948 F. Supp. 923, 931-32 (N.D. Cal. 1996).

Summary judgment of non-infringement in Google's favor is thus appropriate.

II. Google's Defenses

Google and Field have filed cross-motions for summary judgment with respect to various defenses Google has asserted to Field's charge of direct copyright infringement. Assuming that by allowing users to access Field's copyrighted works through its "Cached" links Google is engaged in direct copyright infringement, the Court finds that Google has established four defenses to Field's copyright infringement claim.

A. Implied License

A license is a defense to a claim of copyright infringement. See Effects Assocs., Inc. v. Cohen, 908 F.2d 555, 558-59 (9th Cir. 1990). A copyright owner may grant a nonexclusive license expressly or impliedly through conduct. See id. (citing 3 Melville B. Nimmer & David Nimmer, Nimmer On Copyright § 10.03[A] (1989) (hereinafter "Nimmer"); see also Quinn v. City of Detroit, 23 F. Supp. 2d 741, 749 (E.D. Mich. 1998). An implied license can be found where the copyright holder engages in conduct "from which [the] other [party] may properly infer that the owner consents to his use." See, e.g., De Forest Radio Tel. & Tel. Co. v. United States, 273 U.S. 236, 241 (1927) (setting forth requirements for an implied license defense to a charge of patent infringement). Consent to use the copyrighted work need not be manifested verbally and may be inferred based on silence where the copyright holder knows of the use and
("consent given in the form of mere permission or lack of objection is also equivalent to a
nonexclusive license"); Quinn, 23 F. Supp. at 753.

According to the undisputed testimony of Google’s Internet expert, Dr. John Levine,
Web site publishers typically communicate their permissions to Internet search engines (such as
Google) using “meta-tags.” A Web site publisher can instruct a search engine not to cache the
publisher’s Web site by using a “no-archive” meta-tag. According to Dr. Levine, the “no-
archive” meta-tag is a highly publicized and well-known industry standard. Levine Report
¶ 33-37. Field concedes he was aware of these industry standard mechanisms, and knew that
the presence of a “no archive” meta-tag on the pages of his Web site would have informed
Google not to display “Cached” links to his pages. Despite this knowledge, Field chose not to
include the no-archive meta-tag on the pages of his site. He did so, knowing that Google would
interpret the absence of the meta-tag as permission to allow access to the pages via “Cached”
links. Thus, with knowledge of how Google would use the copyrighted works he placed on
those pages, and with knowledge that he could prevent such use, Field instead made a conscious
decision to permit it. His conduct is reasonably interpreted as the grant of a license to Google for
that use. See, e.g., Keane, 968 F. Supp. at 947 (copyright owner’s knowledge of defendant’s use
coupled with owner’s silence constituted an implied license); See also Levine Report ¶37
(providing the undisputed expert opinion that Google reasonably interpreted absence of meta-
tags as permission to present “Cached” links to the pages of Field’s site). Accordingly, the Court
grants Google’s motion that it is entitled to the defense of implied license, and denies Field’s
cross-motion that the defense is inapplicable.

B. Estoppel

A plaintiff is estopped from asserting a copyright claim “if he has aided the defendant in
infringing or otherwise induced it to infringe or has committed covert acts such as holding out . .
by silence or inaction.” See Quinn, 23 F. Supp. 2d at 753 (internal quotation marks omitted,
citing 4 Nimmer § 13.07 (1990)). To prevail on its estoppel defense, Google must prove the
following four elements:

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AND CONCLUSIONS OF LAW
1. Field knew of Google’s allegedly infringing conduct;
2. Field intended that Google rely upon his conduct or acted so that Google had a
   right to believe it was so intended;
3. Google was ignorant of the true facts; and
4. Google detrimentally relied on Field’s conduct.


Here, all four elements have been established as a matter of law.

First, Field knew of Google’s allegedly infringing conduct well before any supposed
infringement of his works took place. Field concedes that he knew that Google would
automatically allow access to his works through “Cached” links when he posted them on the
Internet unless he instructed otherwise. Field also knew that if an Internet user clicked on the
“Cached” links to his web pages, the user would immediately download a copy of those pages
from Google’s system cache. Field was aware of steps he could take to ensure that his web site
would not be archived and not included in Google’s cache. There is no dispute that Field was
aware of the conduct that he challenges in this lawsuit.

Second, Field remained silent regarding his unstated desire not to have “Cached” links
provided to his Web site, and he intended for Google to rely on this silence. Field could have
informed Google not to provide “Cached” links by using a “no archive” meta-tag or by
employing certain commands in robots.txt file. Instead, Field chose to remain silent knowing
that Google would automatically interpret that silence as permission to display “Cached” links.
Field’s silence, particularly given his knowledge of the consequences of that silence, satisfies the
second estoppel factor.

Third, Google was not aware that Field did not wish to have Google provide “Cached”
links to his works. Macgillivray Decl. ¶2.

Fourth, Google detrimentally relied on Field’s silence. It is undisputed that if Google had
known of Field’s preference, it would not have presented “Cached” links to Field’s pages. See
Macgillivray Decl. ¶2; see also O’Callaghan Decl. Ex. 7. Google honors copyright holder’s
requests that it not display “Cached” links to their pages. Brougher Decl. ¶18. Google’s reliance
on Field’s silence was to its detriment. Had Field communicated his preferences to Google, the parties would have avoided the present lawsuit entirely. See Hadady Corp. v. Dean Witter Reynolds, Inc., 739 F. Supp. 1392, 1400 (C.D. Cal. 1990) (ensuing litigation establishes prejudice to defendant).

Because the Court finds that all four estoppel factors are present based on the undisputed facts, the Court grants Google’s motion for summary judgment on the defense of estoppel and denies Field’s cross-motion.

C. Fair Use

“Fair use” of a copyrighted work “is not an infringement of copyright” under the Copyright Act. 17 U.S.C. § 107. The fair use doctrine “creates a limited privilege in those other than the owner of a copyright to use the copyrighted material in a reasonable manner without the owner’s consent,” Fisher v. Dees, 794 F.2d 432, 435 (9th Cir. 1986), and “permits courts to avoid rigid application of the copyright statute when, on occasion, it would stifle the very creativity which that law is designed to foster.” Dr. Seuss Enters., L.P. v. Penguin Books USA, Inc., 109 F.3d 1394, 1399 (9th Cir. 1997) (internal quotation marks omitted).

In analyzing whether a particular use qualifies as a “fair use,” the Copyright Act directs a Court to analyze at least four factors:

(1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;

(2) the nature of the copyrighted work;

(3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and

(4) the effect of the use upon the potential market for or value of the copyrighted work. 17 U.S.C. § 107. The Court must “balance these factors in light of the objectives of copyright law, rather than view them as definitive or determinative tests.” See Kelly, 336 F.3d at 818.

While no one factor is dispositive, courts traditionally have given the most weight to the first and fourth factors. Compare Campbell v. Acuff-Rose Music, Inc., 510 U.S. 569, 579 (1994)
(focusing primarily on first factor and whether use is transformative) and *Leibovitz v. Paramount Pictures Corp.*, 137 F.3d 109, 114-15 (2d Cir. 1998) (affirming summary judgment of fair use for parody based primarily on the first fair use factor) with *Harper & Row, Publishers, Inc. v. Nation Enters.*, 471 U.S. 539, 566 (1985) ("[The fourth] factor is undoubtedly the single most important element of fair use.").

Based on a balancing of the relevant fair use factors, the Court finds that to the extent that Google itself copied or distributed Field’s copyrighted works by allowing access to them through "Cached" links, Google engaged in a "fair use" of those copyrighted works.

1. Factor One: Purpose and Character of the Use.

   a. The Google System Cache Serves A Different Purpose From That Of Plaintiff’s Original Works

According to the United States Supreme Court, the fair use analysis largely turns on one question:

whether the new [use] merely “supersedes the objects” of the original creation . . . or instead adds something new, with a further purpose or different character, altering the first with new expression, meaning, or message; it asks, in other words, whether and to what extent the new work is “transformative” . . . Although such transformative use is not absolutely necessary for a finding of fair use, . . . the goal of copyright, to promote science and the arts, is generally furthered by the creation of transformative works.

*See Campbell, 510 U.S. at 579* (citations omitted). In the seminal case of *Kelly v. Arriba Soft Corp.*, the Ninth Circuit determined that a search engine’s use of copyrighted photographs was a transformative fair use based on the fact that the search engine used the photographs in question to “improv[e] access to information on the internet” while the original function of the work in question was artistic. *Kelly, 336 F.3d at 819.*

Assuming that Field intended his copyrighted works to serve an artistic function to enrich and entertain others as he claims, Google’s presentation of “Cached” links to the copyrighted works at issue here does not serve the same functions. For a variety of reasons, the “Cached” links “add[] something new” and do not merely supersede the original work.

First, Google’s cache functionality enables users to access content when the original page is inaccessible. The Internet is replete with references from academics, researchers, journalists,
and site owners praising Google’s cache for this reason. In these circumstances, Google’s archival copy of a work obviously does not substitute for the original. Instead, Google’s “Cached” links allow users to locate and access information that is otherwise inaccessible. See Kelly, 336 F.3d at 820 (finding search engine’s use of copyrighted material transformative in part because it “benefit[ed] the public by enhancing information-gathering techniques on the internet”).

Second, providing “Cached” links allows Internet users to detect changes that have been made to a particular Web page over time. See, e.g., Levine Report ¶20. Such comparisons can reveal significant differences that have political, educational, legal or other ramifications. Again, by definition, this information location function cannot be served by the original Web page alone. To conduct such a comparison, a user would need to access both Google’s archival copy of a Web page and the current form of the Web page on the Internet. See id. ¶22.

Third, offering “Cached” links allows users to understand why a page was responsive to their original query. It is often difficult for users to locate their query terms within a given page, and may be impossible where the language of a page has been modified. Because it controls its archival copy, Google can automatically highlight the user’s query in the copy that the user then retrieves. See, e.g., Levine Report ¶17; Brougher Decl. ¶¶12, 16. By affording access to a page within its cache, Google enables users to determine whether and where the relevant language appears, and thus whether the page is truly germane to their inquiry. The objective of enabling users to more quickly find and access the information they are searching for is not served by the original page. See Kelly, 336 F.3d at 820.

Fourth, Google utilizes several design features to make clear that it does not intend a “Cached” link of a page to substitute for a visit to the original page. In its search results, at the top of each listing, Google prominently features a link to the original Web page. By contrast, when “Cached” links are displayed, they are in a smaller font, and in a less conspicuous location. Further, after a user clicks on a “Cached” link, he sees a prominent disclaimer at the top of the page explaining that he is only viewing a snapshot of the page from Google’s cache. See Brougher Decl. ¶12 (“Google’s cache is the snapshot that we took of the page as we crawled the...
web. The page may have changed since that time.”). The disclaimer also includes two separate
links away from the archival copy and to the original, current page. Accordingly, any user
seeking to access the original page has more than ample opportunity to do so. There is no
evidence in the record that Internet users accessed the pages containing Field’s works via
Google’s “Cached” links in lieu of visiting those pages directly. Cf. Levine Report ¶23
(“[P]eople use the Google system cache as a complement to and not a substitute for the
original.”)

Fifth, Google ensures that any site owner can disable the cache functionality for any of
the pages on its site in a matter of seconds. See, e.g., Brougher Decl. ¶21. Thus, site owners,
and not Google, control whether “Cached” links will appear for their pages. The fact that the
owners of billions of Web pages choose to permit these links to remain is further evidence that
they do not view Google’s cache as a substitute for their own pages.

Because Google serves different and socially important purposes in offering access to
copyrighted works through “Cached” links and does not merely supersede the objectives of the
original creations, the Court concludes that Google’s alleged copying and distribution of Field’s
Web pages containing copyrighted works was transformative.

b. Google’s Status as a Commercial Enterprise Does Not Negate
Fair Use

When a use is found to be transformative, the “commercial” nature of the use is of less
importance in analyzing the first fair use factor. See Campbell, 510 U.S. at 579
(“[Transformative] works thus lie at the heart of the fair use doctrine’s guarantee of breathing
space within the confines of copyright, . . . and the more transformative the new work, the less
will be the significance of other factors, like commercialism, that may weigh against a finding of
fair use.”). Kelly, 336 F.3d at 818 (citation omitted). While Google is a for-profit corporation,
there is no evidence Google profited in any way by the use of any of Field’s works. Rather,
Field’s works were among billions of works in Google’s database. See, e.g., Levine Report ¶13;
Brougher Decl. ¶3 (noting that there are billions of Web pages in the Google index). Moreover,
when a user accesses a page via Google’s “Cached” links, Google displays no advertising to the
user, and does not otherwise offer a commercial transaction to the user. See Brougher Decl. ¶13; see also O’Callaghan Decl. Ex. 8 (screen capture showing that there was no Google advertising in Google’s cache copy of Field’s Web pages). The fact that Google is a commercial operation is of only minor relevance in the fair use analysis. The transformative purpose of Google’s use is considerably more important, and, as in Kelly, means the first factor of the analysis weighs heavily in favor of a fair use finding.

2. Factor Two: The Nature of the Copyrighted Works

The second fair use factor looks to the nature of the plaintiff’s work. When dealing with transformative uses, this factor has been described as “not . . . terribly significant in the overall fair use balancing” (see Mattel Inc. v. Walking Mountains Prods., 353 F.3d 792, 803 (9th Cir. 2003)) and “not much help” (see Campbell, 510 U.S. at 586). The Ninth Circuit in Kelly ruled that this factor weighed slightly in favor of the plaintiff where the copyrighted photographs at issue were “creative.” However, the Court also noted that the photographs had been made available to the world for free on the plaintiff’s own Web site. See Kelly, 336 F.3d at 820; see also Diamond v. Am-Law Publ’g Corp., 745 F.2d 142 (2d Cir. 1984) (finding fair use for a letter to the editor that was published in a modified form); Salinge v. Random House, Inc., 811 F.2d 90, 95 (2d Cir. 1987) (describing Diamond as “applying fair use to a letter to the editor of a newspaper, which, though not previously printed, was obviously intended for dissemination”).

Even assuming Field’s copyrighted works are as creative as the works at issue in Kelly, like Kelly, Field published his works on the Internet, thereby making them available to the world for free at his Web site. See First Am. Compl. ¶¶8, 10; see also Field Dep. at 94:10-19. Moreover, Field added a “robots.txt” file to his site to ensure that all search engines would include his Web site in their search listings. Field thus sought to make his works available to the widest possible audience for free. Accordingly, assuming the works at issue are creative, as in Kelly, the “nature” of the works weighs only slightly in Field’s favor.

3. Factor Three: The Amount and Substantiality of the Use

The third fair use factor looks at the amount of the work used. The Supreme Court has made clear that even copying of entire works should not weigh against a fair use finding where
the new use serves a different function from the original, and the original work can be viewed by anyone free of charge:

[W]hen one considers the nature of a televised copyrighted audiovisual work . . . and that timeshifting merely enables a viewer to see such a work which he had been invited to witness in its entirety free of charge, the fact that the entire work is reproduced . . . does not have its ordinary effect of militating against a finding of fair use.


Similarly, the Ninth Circuit has held that “the extent of permissible copying varies with the purpose and character of the use” and that “[i]f the secondary user only copies as much as is necessary for his or her intended use, then this factor will not weigh against him or her.” See Kelly, 336 F.3d at 820-21. The Ninth Circuit in Kelly thus concluded that the search engine’s use of entire photographs was of no significance:

This factor neither weighs for nor against either party because, although Arriba did copy each of Kelly’s images as a whole, it was reasonable to do so in light of Arriba’s use of the images. It was necessary for Arriba to copy the entire image to allow users to recognize the image and decide whether to pursue more information about the image or the originating web site. If Arriba only copied part of the image, it would be more difficult to identify it, thereby reducing the usefulness of the visual search engine.

See 336 F.3d at 821; see also Mattel, 353 F.3d at 803 n.8 (holding that “entire verbatim reproductions are justifiable where the purpose of the work differs from the original”).

Just like the broadcasters in Sony and the photographer in Kelly, Field made his content available to anyone, free of charge. Also like the fair uses in Sony and Kelly, Google’s use of entire Web pages in its Cached links serves multiple transformative and socially valuable purposes. These purposes could not be effectively accomplished by using only portions of the Web pages. Without allowing access to the whole of a Web page, the Google Cached link cannot assist Web users (and content owners) by offering access to pages that are otherwise unavailable.

Nor could use of less than the whole page assist in the archival or comparative purposes of Google’s “Cached” links. Finally, Google’s offering of highlighted search terms in cached copies of Web pages would not allow users to understand why a Web page was deemed germane if less than the whole Web page were provided. See Brougher Decl. ¶¶14-16; see also Levine
Report ¶¶15-20. Because Google uses no more of the works than is necessary in allowing access to them through "Cached" links, the third fair use factor is neutral, despite the fact that Google allowed access to the entirety of Field's works. *See Sony*, 464 U.S. at 448; *Kelly*, 336 F.2d at 821.

4. **Factor Four: The Effect of the Use upon the Potential Market for or Value of the Copyrighted Work**

The fourth fair use factor considers the effect of the defendant's use upon the potential market for the plaintiff's work. "[A] use that has no demonstrable effect upon the potential market for, or the value of, the copyrighted work need not be prohibited in order to protect the author's incentive to create." *See Sony*, 464 U.S. at 450.

Here there is no evidence of any market for Field's works. Field makes the works available to the public for free in their entirety, and admits that he has never received any compensation from selling or licensing them. *See Field Dep. at 132:10-17*. There is likewise no evidence that by displaying "Cached" links for pages from Field's site, Google had any impact on any potential market for those works.⁹

More generally, there is no evidence before the Court of any market for licensing search engines the right to allow access to Web pages through "Cached" links, or evidence that one is likely to develop. "Cached" links are simply one way that search engines enable end-users to obtain information that site owners make freely available to the world. There is compelling evidence that site owners would not demand payment for this use of their works.

Notwithstanding Google's long-standing display of "Cached" links and the well-known industry

⁹ Field contends that Google's caching functionality harmed the market for his works by depriving him of revenue he could have obtained by licensing Google the right to present "Cached" links for the pages containing his works. Under this view, the market for a copyrighted work is always harmed by the fair use of the work because it deprives the copyright holder of the revenue it could have obtained by licensing that very use. The Supreme Court has explained that the fourth fair use factor is not concerned with such syllogisms. Instead, it only considers the impact on markets "that creators of original works would in general develop or license others to develop." *See Campbell*, 510 U.S. at 592; *cf. Religious Tech. Ctr.*, 907 F. Supp. at 1378 n.25 (suggesting fair use where unlikely to be market for licensing the temporary copying of digital works). Where there is no likely market for the challenged use of the plaintiff's works, the fourth fair use factor favors the defendant. *See Mattel*, 353 F.3d at 806.
standard protocols for instructing search engines not to display them, the owners of literally billions of Web pages choose to permit such links to be displayed. See, e.g., Brougher Decl. ¶18-22. Sophisticated Internet publishers such as those operating Web sites for Disney, Sports Illustrated, America Online, ESPN and Readers’ Digest all permit the display of “Cached” links to the pages of their sites though they could easily prevent it. See id. ¶26.

Because there is no evidence that Google’s “Cached” links had any impact on the potential market for Field’s copyrighted works, the fourth fair use factor weighs strongly in favor of a fair use determination. See Kelly, 336 F.3d at 821-22.

5. Additional Factor: Google’s Good Faith in Operating Its System Cache Weighs In Favor Of Fair Use

The Copyright Act authorizes courts to consider other factors than the four non-exclusive factors discussed above. See 17 U.S.C. § 107 (noting court is to consider factors including four specifically listed). In particular, the Ninth Circuit has stated that courts may evaluate whether an alleged copyright infringer has acted in good faith as part of a fair use inquiry. See Fisher, 794 F.2d at 436-37 (“Because ‘fair use presupposes “good faith” and “fair dealing,’” courts may weigh the ‘propriety of the defendant’s conduct’ in the equitable balance of a fair use determination.”)(citation omitted). The fact that Google has acted in good faith in providing “Cached” links to Web pages lends additional support for the Court’s fair use finding.

Google does not provide “Cached” links to any page if the owner of that page does not want them to appear. Google honors industry-standard protocols that site owners use to instruct search engines not to provide “Cached” links for the pages of their sites. See, e.g., Brougher Decl. ¶¶18-22. Google also provides an explanation on its Web site of how to deploy these industry-standard instructions, and provides an automated mechanism for promptly removing “Cached” links from Google’s search results if the links ever appear. See id.; see also O’Callaghan Decl. Ex. 5. Moreover, Google takes steps to ensure that users seeking an original Web page through Google’s search engine can easily access it, and that any user viewing a page from Google’s cache knows that it is not the original.
Google’s good faith is manifest with respect to Field’s works in particular. Field did not include any information on the pages of his site to instruct Google not to provide “Cached” links to those pages. Google only learned that Field objected to the “Cached” links by virtue of discovering Field’s Complaint in this litigation. At the time, Field had not even served the Complaint. Nevertheless, without being asked, Google promptly removed the “Cached” links to the pages of Field’s site. See Macgillivray Decl. ¶2.

Field’s own conduct stands in marked contrast to Google’s good faith. Field took a variety of affirmative steps to get his works included in Google’s search results, where he knew they would be displayed with “Cached” links to Google’s archival copy and he deliberately ignored the protocols that would have instructed Google not to present “Cached” links.

Comparing Field’s conduct with Google’s provides further weight to the scales in favor of a finding of fair use. See Campbell, 510 U.S. at 585 n.18; Bill Graham Archives LLC v. Dorling Kindersley Ltd., 75 U.S.P.Q.2d 1192, 1199-1200 (S.D.N.Y. May 11, 2005) (granting summary judgment of fair use based in part on defendant’s good faith).

In summary, the first fair use factor weighs heavily in Google’s favor because its “Cached” links are highly transformative. The second fair use factor weighs only slightly against fair use because Field made his works available in their entirety for free to the widest possible audience. The third fair use factor is neutral, as Google used no more of the copyrighted works than was necessary to serve its transformative purposes. The fourth fair use factor cuts strongly in favor of fair use in the absence of any evidence of an impact on a potential market for Field’s copyrighted works. A fifth factor, a comparison of the equities, likewise favors fair use. A balance of all of these factors demonstrates that if Google copies or distributes Field’s copyrighted works by allowing access to them through “Cached” links, Google’s conduct is fair use of those works as a matter of law.

III. Digital Millennium Copyright Act

In his motion for summary judgment, Field asked the Court to hold that Google is not entitled to the protections of the DMCA, 17 U.S.C. Sections 512(a)-(d), a series of copyright safe harbors for online service providers. Google opposed the motion and at the hearing on the
parties’ cross-motions for summary judgment, made an oral cross-motion for partial summary
judgment in its favor based upon Section 512(b) of the DMCA.

Field’s motion for summary judgment with respect to Sections 512(a), (c) and (d) is not
properly presented. Field does not discuss these safe harbors or explain why he believes that
Google cannot rely upon them. Field’s motion thus does not satisfy the basic requirement of
Rule 56, that he show that there is “no genuine issue [of] material fact and that [Field] is entitled
to judgment as a matter of law.” See Fed. R. Civ. P. 56(c); Nissan Fire & Marine Ins. Co. v.
Fritz Cos., 210 F.3d 1099, 1102 (9th Cir. 2000) (“In order to carry its burden of production, the
moving party must either produce evidence negating an essential element of the nonmoving
party’s claim or defense or show that the nonmoving party does not have enough evidence of an
essential element to carry its ultimate burden of persuasion at trial.”). Accordingly, Field’s
motion with respect to these safe harbors is denied.

The safe harbor of Section 512(b) is directed to system caches and states that “[a] service
provider shall not be liable for monetary relief . . . for infringement of copyright by reason of the
intermediate and temporary storage of material on a system or network controlled or operated by
or for the service provider” provided certain requirements are met. See 17 U.S.C. §512(b)(1).
Field contends that these elements of the safe harbor are missing.

First, Field contends that in operating its cache, Google does not make “intermediate and
temporary storage of that material” as required by Section 512(b)(1). Field is incorrect. See
Ellison v. Robertson, 357 F.3d 1072, 1081 (9th Cir. 2004) (AOL’s storage of online postings for
14 days was “intermediate” and “transient” for purposes of Section 512(a)). In Ellison, a case
involving the Section 512(a) safe harbor, plaintiff sought to hold America Online (“AOL”) liable
for copyright infringement for hosting and allowing end users to access copyrighted materials
that had been posted by third parties to a system of online bulletin boards known as the Usenet.
Id. at 1075-76. AOL stored and allowed users to access these Usenet postings for approximately
14 days. Id. Citing the DMCA’s legislative history, the Ninth Circuit found that AOL’s storage
of the materials was both “intermediate” and “transient” as required by Section 512(a). Id. at
1081. Like AOL’s repository of Usenet postings in Ellison which operated between the
individuals posting information and the users requesting it, Google’s cache is a repository of
material that operates between the individual posting the information, and the end-user
requesting it. Further, the copy of Web pages that Google stores in its cache is present for
approximately 14 to 20 days. See Brougher Dep. at 68:19-69:2 (Google caches information for
approximately 14 to 20 days). The Court finds that Google’s cache for approximately 14 to 20
days – like the 14 days deemed “transient storage” in Ellison – is “temporary” under
Section 512(b) of the DMCA. The Court thus concludes that Google makes “intermediate and
temporary storage” of the material stored in its cache, within the meaning of the DMCA. See,
e.g., Gustafso v. Alloy Co., 513 U.S. 561, 570 (1995) (“identical words used in different parts
of the same act are intended to have the same meaning”).

Field next claims that Google’s cache does not satisfy the requirements of Section
512(b)(1)(B). Section 512(b)(1)(B) requires that the material in question be transmitted from the
person who makes it available online, here Field, to a person other than himself, at the direction
of the other person. Field transmitted the material in question, the pages of his Web site, to
Google’s Googlebot at Google’s request. Google is a person other than Field. Thus, Google’s
cache meets the requirement of Section 512(b)(1)(B).

Finally, Field contends that Google’s cache does not fully satisfy the requirements of
Section 512(b)(1)(C). Section 512(b)(1)(C) requires that Google’s storage of Web pages be
carried out through “an automat[ed] technical process” and be “for the purpose of making the
material available to users . . . who . . . request access to the material from [the originating site].”
There is no dispute that Google’s storage is carried out through an automated technical process.
See First Am. Compl. ¶19 (Field stating that “[t]hird-party web page content is added to the
Google cache by an automated software process.”); see also Brougher Decl. ¶¶4-5 (discussing
automated technical process). There is likewise no dispute that one of Google’s principal
purposes in including Web pages in its cache is to enable subsequent users to access those pages
if they are unsuccessful in requesting the materials from the originating site for whatever reason.
See Brougher Decl. ¶14; Levine Report ¶¶18-19. Google’s cache thus meets the requirements of
Section 512(b)(1)(C).
Because Google has established the presence of the disputed elements of Section 512(b)
as a matter of law, Field’s motion for summary judgment that Google is ineligible for the
Section 512(b) safe harbor is denied. There is no dispute between the parties with respect to any
of the other requirements of Section 512(b). Accordingly, Google’s motion for partial summary
judgment that it qualifies for the Section 512(b) safe harbor is granted.

ORDER

For all the foregoing reasons, the Court hereby:

(1) GRANTS Google’s Motion for Summary Judgment of non-infringement and
DENIES Field’s Motion for Summary Judgment of Infringement;
(2) GRANTS Google’s Motion for Summary Judgment based on an implied license
and DENIES Field’s Motion for Summary Judgment that the license defense does not apply;
(3) GRANTS Google’s Motion for Summary Judgment based on estoppel and
DENIES Field’s Motion for Summary Judgment that the estoppel defense does not apply;
(4) GRANTS Google’s Motion for Summary Judgment based on fair use and
DENIES Field’s Motion for Summary Judgment that the fair use doctrine does not apply;
(5) GRANTS Google’s Motion for Partial Summary Judgment based on
Section 512(b) of the DMCA and DENIES Field’s Motion for Summary Judgment that the
DMCA safe harbors do not apply.

SO ORDERED.

Dated: January 12, 2006

[Signature]
The Honorable Robert C. Jones
United States District Court Judge
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

PERFECT 10, 
Plaintiff,

v. 

GOOGLE, INC., et al.,
Defendants. 

CASE NO. CV 04-9484 AHM (SHx)
ORDER GRANTING IN PART AND 
DENYING IN PART PERFECT 10'S 
MOTION FOR PRELIMINARY
INJUNCTION AGAINST GOOGLE

THIS CONSTITUTES NOTICE OF ENTRY 
AS REQUIRED BY FRCRCP 77(J).

I. INTRODUCTION

The principal two-part issue in this case arises out of the increasingly 
recurring conflict between intellectual property rights on the one 
hand and the 
dazzling capacity of internet technology to assemble, organize, store, access, and 
display intellectual property "content" on the other hand. That issue, in a nutshell, 
is: does a search engine infringe copyrighted images when it displays them on an 
"image search" function in the form of "thumbnails" but not infringe when, through 
in-line linking, it displays copyrighted images served by another website?

Plaintiff Perfect 10, Inc. ("P10") filed separate suits against Google, Inc. and
against Amazon.com, Inc. and its subsidiary, A9.com, Inc.¹ (collectively, "Amazon"), alleging copyright and trademark infringement and various related claims. The suits were consolidated. P10 moves now for a preliminary injunction against both Defendants, solely on the basis of its copyright claims. P10 seeks to prevent Defendants’ image search engines from displaying “thumbnail” copies of P10’s copyrighted images and also from linking to third-party websites which host and serve infringing full-size images.

The Court conducted a hearing on November 7, 2005. The Court now concludes that Google’s creation and public display of “thumbnails” likely do directly infringe P10’s copyrights. The Court also concludes, however, that P10 is not likely to succeed on its vicarious and contributory liability theories.

This Order will address P10’s motion for preliminary injunctive relief against Google. Amazon licenses from Google much of the technology whose use by Amazon P10 challenges. A separate order will address P10’s motion against Amazon.

II. BACKGROUND

A. The Parties

1. Perfect 10

P10 publishes the adult magazine “PERFECT 10” and operates the subscription website, “perfect10.com,” both of which feature high-quality, nude photographs of “natural” models. Pl.’s Zada Decl. ¶¶ 9-10.² During the last nine

¹A9.com is Amazon.com’s search website.

²In this Order, Declarants proffered by Plaintiff will be referred to as “Pl.’s Decl.” Defendants’ declarants will be referred to as “Def.’s Decl.”

Norman Zada (formerly Zadeh) is the founder and CEO of P10. Pl.’s Zada Decl. ¶ 2. Zada received a Ph.D. in Operations Research from the University of California at Berkeley in 1972. Id. ¶ 3. From 1972 to 1973, Zada performed computer science research for IBM. Id. Zada has also taught applied mathematics as a visiting
years, P10 has invested $36 million to develop its brand in its magazine and its website. *Id.* ¶ 11. This investment includes approximately $12 million spent to photograph over 800 models and create 2,700 high quality images that have appeared in its magazine, along with an additional approximately 3,300 images that have appeared on perfect10.com. *Id.* P10 has obtained registered copyrights for its photographs from the United States Copyright Office. *Id.*, Ex. 1.

P10 generates virtually all of its revenue from the sale of copyrighted works: (1) it sells magazines at newsstands ($7.99 per issue) and via subscription; (2) it sells website subscriptions to perfect10.com for $25.50 per month, which allow subscribers to view P10 images in the exclusive “members’ area” of the site; and (3) since early 2005, when P10 entered into a licensing agreement with Fonestarz Media Limited, a United Kingdom company, for the worldwide sale and distribution of P10 reduced-size copyrighted images for download and use on cell phones, it has sold, on average, approximately 6,000 images per month in the United Kingdom. *Id.* ¶ 16. Aside from the licensing agreement with Fonestarz Media Limited, P10 has not authorized any third-party individual or website to copy, display, or distribute any of the copyrighted images which P10 has created. *Id.* ¶ 17.

2. Google

Google describes itself as a “software, technology, Internet, advertising, and media company all rolled into one.” Google, Inc., 2004 Annual Report (Form 10-K), at 9. Google is one of the most highly frequented websites on the internet. Pl.’s Zada Decl., Ex. 3 (report from Alexa Internet, Inc. showing http://www.google.com/ ranking as the third most visited site in the world). Google operates a search engine located at the domain name “google.com.” Google’s search engine indexes websites on the internet via a web “crawler,” *i.e.*, software that automatically scans and stores professor at Stanford University, UCLA, U.C. Irvine, and Columbia University. *Id.* ¶ 4.

3Subscribers choose a unique username/password combination which allows them to log into the “members’ area.”
the content of each website into an easily-searchable catalog. Def.’s Levine Decl. ¶ 13-14. Websites that do not wish to be indexed, or that wish to have only certain content indexed, can do so by signaling to Google’s web crawler those parts that are “off limits.” Google’s web crawler honors those signals.

Google operates different search engines for various types of web content. All search queries are text-based, i.e., users input text search strings representing their query, but results can be in the form of text, images, or even video. Id. ¶ 21. Thus, for example, Google’s basic web search, called Google Web Search, located at http://www.google.com/, receives a text search string and returns a list of textual results relevant to that query. Google Image search, on the other hand, receives a text search string and returns a number of reduced-sized, or “thumbnail” images organized into a grid.4

Google stores content scanned by its web crawler in Google’s “cache.” For Google Web Search, because its “web page index is based entirely on the textual part of web pages and not the images, [its] web page cache contains only the text pages,

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4A “thumbnail” is a lower-resolution (and hence, smaller) version of a full-size image. Thumbnails enable users to quickly process and locate visual information. For example, users of Google Image Search are presented with a set of thumbnails that are potentially responsive to their search queries. Because thumbnails are smaller in size, more of them can be displayed at the same time on a single page or screen. Users can quickly scan the entire set of thumbnails to locate the particular full-size image for which they were looking.

P10 repeatedly objects that the term “thumbnail” is a misnomer, even going so far as to point out that the thumbnails displayed by Google can be up to eight times the size of a person’s actual thumbnail. Pl.’s Zada Reply Decl. ¶ 54. “Thumbnail,” it argues, conveys the false impression that smaller, lower-resolution images are not useful in and of themselves—or that they are less useful than their full-size counterparts. The term “thumbnail,” however, has become the standard way of referring to the smaller, lower-resolution images central to this suit. In any event, the Court recognizes that thumbnails have been used for purposes independent of their primary function, as is discussed later. See, e.g., Kelly v. Arriba Soft Corp., 336 F.3d 811, 815 (9th Cir. 2003).
and not the images that those pages include when displayed.” Def.’s Levine Decl. ¶ 21. For Google Image Search, too, the results depend solely on the text surrounding an image.\footnote{Google Image Search does \textit{not} have the ability to accept an \textit{image} as a search query and return similar images. Only text-based search queries can be input. Google Image Search returns those images on the internet whose \textit{surrounding text} was deemed responsive to the user’s textual search string.} \textit{Id.} ¶ 22. But for Image Search, Google also stores thumbnails in its cache, in order to present the results of the user’s query. Def.’s MacGillivray Decl. ¶ 3 (“The browser obtains ‘thumbnail’ images from Google’s server . . . .”); Pl.’s Mausner Decl., Ex. 118, Google’s Resp. to P10’s Req. for Admis. No. 24 (“Google admits that its servers store reduced-size extracts of images.”). A user of Google Image Search can quickly scan the grid of returned thumbnails to determine whether any of the images responds to his search query. He “can then choose to click on the image thumbnail and show more information about the image and cause the user’s browser . . . to open a ‘window’ on the screen that will display the underlying Web page in a process called ‘framing.’” Def.’s MacGillivray Decl. ¶ 3.

“Framing” is a method of “combin[ing] multiple pages in a single window so that different content can be viewed simultaneously, typically so that one ‘frame’ can be used to annotate the other content or to maintain a link with an earlier web page.” Def.’s Levine Decl. ¶ 24 n.1. In other words, when a user clicks on a thumbnail returned as the result of a Google Image Search, his computer pulls up a page comprised of two distinct frames, one hosted by Google and a second hosted by the underlying website that originally hosted the full-size image. The two frames are divided by a gray horizontal line a few pixels high. The upper frame is the Google frame. It contains the thumbnail, retrieved from Google’s cache, and information about the larger image, including the original resolution of the image and the specific
URL associated with that image. The Google frame also states that the thumbnail “may be scaled down and subject to copyright” and makes clear that the upper frame is not the original context in which the full-size image was found, stating, “Below is the image in its original context on the page: http://<URL>.” The lower frame contains, or shows, the original web page on which the original image was found. Google neither stores nor serves any of the content (either text or images) displayed in the lower frame; rather, the underlying third party website stores and serves that content. *Id.* ¶¶ 27-29. However, because it is Google’s webpage that composites the two frames, the URL displayed in the browser’s address bar displays “images.google.com.” *Id.*

Attached hereto as Exhibit A is an example of the two-frame structure just described, containing in the upper frame one of the thumbnail images that appeared on the display of thumbnails retrieved by an image search for “Vibe Sorenson,” a P10 model.

Google generates much of its revenue through two advertising programs: AdWords, for advertisers, and AdSense, for web publishers. Def.’s MacGillivray Decl. ¶ 9. Through AdWords, advertisers purchase advertising placement on Google’s pages, including on search results pages and Google’s Gmail web-based email service. *Id.* Google’s AdSense program allows pages on third party sites “to carry Google-sponsored advertising and share [with Google the] revenue that flows from the advertising displays and click-throughs.” *Id.* ¶ 10. “To participate [in AdSense], a website publisher places code on its site that asks Google’s server to

\[6\] Since URLs may often be extremely long, Google displays the domain name of the third-party website and the file name of the image, but the middle portion of the URL frequently contains an ellipsis indicating that the full URL has been truncated.
algorithmically select relevant advertisements” based on the content of that site. *Id.*7

**B. Procedural History**

On November 19, 2004, P10 filed suit against Google asserting various copyright and trademark infringement claims: (1) direct copyright infringement, (2) vicarious copyright infringement, (3) contributory copyright infringement, (4) circumvention of copyright protection systems under the Digital Millennium Copyright Act (“DMCA”), (5) direct trademark infringement, (6) contributory trademark infringement, (7) vicarious trademark infringement, (8) trademark dilution (federal), (9) unfair competition, (10) wrongful use of a registered mark, (11) trademark dilution (state), and (12) violation of rights of publicity. Compl. ¶¶ 35-115.

**C. Proposed Injunctive Relief**

P10 seeks to preliminarily enjoin Google from engaging in the following activities:

(a) Copying, reproducing, distributing, publicly displaying, adapting or otherwise infringing, or contributing to the infringement of any copyrighted image owned by Perfect 10 which has been or will be identified in notices to Google, as described below (“PERFECT 10 COPYRIGHTED IMAGES”). Perfect 10 will provide to Google notice of PERFECT 10 COPYRIGHTED IMAGES within ten (10) business

7To illustrate how AdSense works, an individual who maintains a website dedicated to soccer—“SoccerMANIA.com,” say—might post his personal commentary about recent games, along with player profiles and a short history of soccer. What he is not likely to do—perhaps because it is time-consuming or outside his area of expertise, or simply because he does not choose to—is find advertisers who are willing to pay to place advertisements on his site. This is where Google AdSense comes in. After registering to become an AdSense partner, the soccer aficionado can demarcate an area on his website that acts as a “placeholder” for an advertisement. Google will then scan the text of his website and populate or fill the placeholder with advertisements it deems relevant to the content on that site. Google’s AdSense software will notice that the word “soccer” and other soccer-related terms appear frequently on the site, and thus will show advertisements directed at people interested in soccer—*e.g.*, sites that sell tickets to World Cup games.
days of the issuance of this Order, and may supplement that notice once each month. Within ten (10) business days of the receipt of notice of PERFECT 10 COPYRIGHTED IMAGES (including additional images as provided herein), Google shall delete and disable its display of all such images, including without limitation, deletion from any database owned or controlled by Google, and shall not display such images in the future.

(b) Linking to websites which display or make available PERFECT 10 COPYRIGHTED IMAGES for which Google has received notice as described below ("Infringing Websites"). Infringing Websites are (i) websites which were linked to by Google as identified in any notice of infringement from Perfect 10 to Google prior to June 20, 2005 (exs. 40-73 of the Declaration of Norman Zada filed herein) and which as of July 11, 2005, continued to display or make available PERFECT 10 COPYRIGHTED IMAGES on any of their web pages, or (ii) websites that in the future continue to display or make available PERFECT 10 COPYRIGHTED IMAGES on any of their web pages three (3) weeks after notice of such infringement to Google. Within ten (10) business days of the receipt of each notice of Infringing Websites, Google shall delete and disable all links to such Infringing Websites from any website owned or controlled by Google and shall not link to such Infringing Websites in the future.

(c) Copying, reproducing, distributing or publishing any username/password combinations to perfect10.com or linking to any websites that provide username/password combinations to perfect10.com which have been or will be identified in notices to Google, as described below. Within ten (10) business days of the receipt of each notice of Infringing Websites, Google shall delete all username/password combinations to perfect10.com and disable all links to any website that provides username/password combinations to perfect10.com from any website owned or controlled by Google and shall not publish such username/password combinations to such websites in the future.

(d) Notice under paragraphs (a) and (b) above may be provided by service on counsel of record for Google in any manner provided by the Federal Rules of Civil Procedure of copies of PERFECT 10 COPYRIGHTED IMAGES and/or listings of the URLs of the homepages of Infringing Websites. Such notice may be by computer disk or other means calculated to provide reasonable notice.

Pl.'s Proposed Prelim. Inj. ¶ 1.

III. DISCUSSION

A. Legal Standard for Preliminary Injunction

1. General Principles

“A preliminary injunction should be granted if a plaintiff can show either: (1) a combination of probable success on the merits and the possibility of irreparable
harm, or (2) that serious questions are raised and the balance of hardships tilts in the plaintiff's favor.” Elvis Presley Enters., Inc. v. Passport Video, 349 F.3d 622, 627 (9th Cir. 2003). In any preliminary injunction analysis, courts also look to “whether the public interest will be advanced by granting preliminary relief.” Preminger v. Principi, 422 F.3d 815, 823 (9th Cir. 2005).

2. Affirmative Defenses

Google does not contest that photographs are copyrightable subject matter or that P10’s certificates of copyright registration have sufficiently established its ownership. Google does, however, dispute P10’s contention that its copyright interests have been directly infringed. Although Google admits creating and storing thumbnail copies of P10’s full-size images (found on third-party websites), as well as displaying those thumbnails as search results on Google Image Search, it argues that such use is protected under the fair use doctrine, as codified by 17 U.S.C. § 107.


P10 points out that the Ninth Circuit, in affirming the district court’s ruling in Dr. Seuss, stated that because “fair use is an affirmative defense, [defendant] must bring forward favorable evidence” relevant to the fourth fair use factor. Dr. Seuss
involve a preliminary injunction.

Accordingly, the Court will follow Dr. Seuss’s conclusion that P10’s motion for preliminary injunction against Google, carries the burden of overcoming Google’s fair use defense.

3. Prohibitory v. Mandatory Injunction

Google tries to characterize the relief P10 seeks as “mandatory” and points out that “mandatory preliminary relief” is subject to heightened scrutiny and should not be issued unless the facts and law clearly favor the moving party.” Dahl v. HEM Pharm. Corp., 7 F.3d 1399, 1403 (9th Cir. 1993); see also Stanley v. Univ. of Southern California, 13 F.3d 1313, 1320 (9th Cir. 1994). P10 contends, however, that “an injunction that requires a defendant to refrain from performing present and continuing acts causing injury is prohibitory,” not mandatory. See First Union Nat. Bank v. Burke, 48 F.Supp.2d 132, 142-143 (D. Conn. 1999). “The distinction between mandatory and prohibitory injunctions is not without ambiguities . . . .” Tom Doherty Assoc., Inc. v. Saban Entm’t, Inc., 60 F.3d 27, 34 (2d Cir. 1995). “[M]any prohibitory injunctions can easily be restated in a manner that makes them appear mandatory in effect.” First Union Nat. Bank, 48 F.Supp.2d at 143.

The Court agrees with P10. The proposed injunction would be essentially prohibitory in nature, because it would require Google to cease its allegedly infringing activities. Whatever active steps Google might have to undertake would merely be the means of discontinuing acts of infringement.

B. Likelihood of Success

P10 asserts that Google is both directly and secondarily liable for copyright infringement. P10 alleges that Google’s image search engine directly infringes by copying, distributing, and displaying thumbnails and full-size images of P10’s copyrighted photographs. P10 alleges that Google is secondarily liable for the actions of third-party websites that host infringing images and unauthorized perfect10.com username/password combinations to which Google’s search engine
links, as well for the actions of individuals who are led by Google Image Search to
infringing images and subsequently download infringing copies themselves.

Google raises several defenses. First, in response to P10’s direct infringement
claims, it argues that (1) many of its actions do not infringe upon any of the
exclusive rights granted to the owner of a copyright, and (2) to the extent that its
actions do implicate those rights, such use is fair under 17 U.S.C. § 107. Second, in
response to P10’s secondary liability claims, Google contends that (1) it has not
contributorily or vicariously infringed; (2) it is immune from contributory liability
[hereinafter “Sony”]; and (3) it qualifies for protection under the various safe harbor
provisions of the DMCA, 17 U.S.C. § 512(a)-(d).

1. Direct Infringement

To establish direct copyright infringement, a plaintiff must prove two
elements: (1) ownership of a valid copyright, and (2) violation of one of the
exclusive rights granted under copyright. Feist Publ’ns, Inc. v. Rural Tel. Serv. Co.,

a. What Actions by Google Allegedly Constitute Direct
Infringement?

Although 17 U.S.C. § 106 sets forth six exclusive rights of a copyright holder,
the rights in question here are the right to display publicly, the distribution right, and
the reproduction right. P10 alleges that Google directly infringes in that it both (1)
displays and distributes full-size images hosted by third-party websites, and (2)
creates, displays, and distributes thumbnails of P10’s copyrighted full-size images.9

9P10 also argues that Google’s web (text-based) search function directly
infringes P10’s intellectual property by linking to websites that display the
username/password combinations that subscribers to perfect10.com have obtained in
order to gain access to the “members’ only” area of the site. The Court rejects this
argument. P10 has not demonstrated that it has any copyright interest in the two
strings of characters that other individuals select when registering as members on
perfect10.com. Furthermore, as explained more fully below, Google does not risk
P10 contends that these displays and distributions of copyrighted material extend to cell phones as well as computers. Google concedes that it creates and displays thumbnails; it denies that it “displays,” creates, or distributes what is depicted in the lower frame; and it challenges P10’s argument that any of its activities can be the basis for direct infringement.

The Court will address P10’s contentions about framed, full-size images first.

b. As to “In-Line Linking,” What Constitutes a “Display”?

There is no dispute that Google “in-line links” to and/or “frames” content that, in fact, is stored on and served by other websites. Whether that conduct constitutes a “display” for purposes of copyright law is the issue.

The terms “link” and “in-line link” can be used in two distinct, but related, ways. “Link” is most commonly used to refer to text or image “hyperlinks” that are displayed on a webpage and that when clicked by the user, transport him to a new page. “In-line link” refers to the process whereby a webpage can incorporate by reference (and arguably cause to be displayed) content stored on another website. *Kelly v. Arriba Soft Corp.*, 336 F.3d 811, 816 (9th Cir. 2003) [hereinafter “*Kelly II*”] ("The in-line link instructs the user’s browser to retrieve the linked-to image from the source website and display it on the user’s screen, but does so without leaving the linking document.").

There are at least two approaches to defining “display” in the context of in-line linking: what the Court will call (1) a “server” test and (2) an “incorporation” test. The differences in the “server” and “incorporation” tests can be illustrated if we return to the example of SoccerMANIA.com. See supra note 7. That fictitious website might contain a single webpage with the text, “We proudly show this photo,” below which appears a photo of the legendary soccer great Pelé that he (Pelé) liability for direct infringement merely by linking to content hosted on and served by third-party websites.
copyrighted. The mere fact that the Pelé photo appears on SoccerMANIA’s webpage *does not* necessarily mean that the photo (or even a copy of it) is stored on or transferred via SoccerMANIA.com. Using standard HTML, SoccerMANIA.com’s webpage might, in fact, be in-line linking to the Pelé photo stored on, say, “SoccerPASSION.com.” If that is the case, when the person seeking to visit SoccerMANIA.com’s webpage uses his browser, the browser would (1) download SoccerMANIA.com’s webpage, (2) parse through the various HTML commands of that webpage, (3) per HTML code, display the text “We proudly show this photo,” (4) also per HTML code, follow an in-line link to the image stored on SoccerPASSION.com, (5) download the photo to the user’s computer directly from SoccerPASSION.com, and (6) display the image in the browser below the text. Because the visitor cannot see any of these actions take place, he probably—but mistakenly—will assume that the copyrighted photo of Pelé is stored on and served by SoccerMANIA.com. Indeed, even though the image was actually transferred directly from SoccerPASSION.com, the address shown on the user’s browser will still indicate something akin to “http://www.SoccerMANIA.com/webpage.html”.
This is because browsers display the address of the file (here, a webpage) that they are currently rendering; they do not in any way indicate the location from which each component element of a webpage (such as an image) originates.

The question, then, is whether SoccerMANIA.com, SoccerPASSION.com, or both have “displayed” the copyrighted Pelé photo.

i. The Server Test Embraced by Google

From a technological perspective, one could define “display” as the act of *serving* content over the web—*i.e.*, physically sending ones and zeroes over the internet to the user’s browser. Adopting this definition, as Google urges the Court to do, SoccerPASSION.com would be the entity that “displays” the Pelé image, and SoccerMANIA.com would not risk liability for direct infringement (regardless of whether its in-line linking would otherwise qualify as fair use).
ii. The Incorporation Test Embraced by P10

From a purely visual perspective, one could define “display” as the mere act of incorporating content into a webpage that is then pulled up by the browser—e.g., the act by SoccerMANIA.com of using an in-line link in its webpage to direct the user’s browser to retrieve the Pelé image from SoccerPASSION.com’s server each time he navigates to SoccerMANIA.com. P10 urges the Court to adopt this definition. Under it, SoccerMANIA.com, as the host of its own webpage which incorporates the Pelé photo from SoccerPASSION.com, would be the entity that “displays” that image.

As opposite ends of a spectrum, the server and incorporation tests both are susceptible to extreme or dubious results. Under the server test, someone could create a website entitled “Infringing Content For All!!” with thousands of in-line links to images on other websites that serve infringing content. That website, however, would be immune from claims of direct infringement because it does not actually serve the images.\(^\text{10}\) On the other hand, under the incorporation test, any website that in-line links to or frames third-party content would risk liability for direct infringement (putting aside the availability of an affirmative defense) even if that website discloses the identity of the actual server of the image. Thus, SoccerMANIA.com would expose itself to suit for direct infringement even if the text of its webpage had stated:

\[\text{ATTENTION FBI: We did not take the picture, and it is not served by} \]
\[\text{SoccerMANIA.com. It is probably subject to copyright. We maintain this site} \]
\[\text{to help authorities identify potentially infringing images on the web. The} \]
\[\text{image of Pelé is stored on and served by SoccerPASSION.com. Please} \]
\[\text{investigate.} \]

To adopt the incorporation test would cause a tremendous chilling effect on the core functionality of the web—its capacity to link, a vital feature of the internet that makes it accessible, creative, and valuable.

\(^{10}\)That website, however, might still be held liable for secondary infringement. See below.
iii. Existing Precedents

Only a few courts have addressed the question of whether hyperlinking constitutes “displaying” that infringes a copyright holder's exclusive right to display his work. Fewer have considered in-line linking or framing.

P10 cites Playboy Enters., Inc. v. Webbworld, Inc., 991 F.Supp. 543 (N.D. Tex. 1997). There, Defendant Webbworld, an adult website, received a “news feed” of nude photos from adult internet newsgroups, downloaded them to its computers, and then uploaded them to its own publicly accessible webservers. *Id.* at 549-50. The photos included Playboy’s copyrighted images. Webbworld then charged internet users a monthly subscription fee to view the images on its website. *Id.* at 550. The district court concluded that Webbworld “displayed” Playboy’s photos because it caused them to be shown on users’ computers and because “[t]he image existed in digital form on Webbworld’s servers.” *Id.* at 551-52 (emphasis added). Here, it is undisputed that Google does not store or serve any full-size images.

Similarly, in Playboy Enters., Inc. v. Russ Hardenburgh, Inc., 982 F.Supp. 503 (N.D. Ohio 1997), also cited by P10, Defendant Rusty-N-Edie’s, Inc. (“RNE”) operated an electronic bulletin board through its own computers onto which paying subscribers could upload various files and then receive access to, and the right to download, all the files that other subscribers had uploaded. *Id.* at 505-506. When users downloaded files from the bulletin board, those files were transferred to the user’s computer directly from RNE’s computers (not from the original uploader’s computer). The court concluded that RNE had publicly displayed and distributed the files posted on the bulletin board. The court relied, in part, on the fact that after reviewing the files in the upload queue, RNE moved them to its own servers that were available to other subscribers. *Id.* at 512-13. Unlike RNE, however, Google does not store or serve any full-size images on Google Image Search.

In Perfect 10, Inc. v. Cybernet Ventures, Inc., 167 F.Supp.2d 1114 (C.D. Cal. 2001), Defendant Cybernet Ventures, Inc. (“Cybernet”) ran a website called
“adultcheck.com” which functioned as a gateway to other adult web sites. Paying subscribers would receive access to “the content on any of the related sites within the Adult Check ‘family.’” Id. at 1118. As it does here, Perfect 10 argued that Cybernet directly infringed its copyrighted images. The court denied summary judgment for Cybernet because it lacked sufficient information regarding how Cybernet’s systems interacted with those of its partners, noting “Cybernet may have [had] a direct role in the infringement.” Id. at 1122. The court did not discuss whether Cybernet had stored or served any of the infringing content. But in a later decision on a motion for preliminary injunction, the same court expressed doubt that liability for direct infringement could be found because Cybernet did not store or serve the infringing content:

Based on the evidence before the Court it appears that Cybernet does not use its hardware to either store the infringing images or move them from one location to another for display. This technical separation between its facilities and those of its webmasters prevents Cybernet from engaging in reproduction or distribution, and makes it doubtful that Cybernet publicly displays the works . . . . The Court therefore concludes that there is little likelihood that Perfect 10 will succeed on its direct infringement theory.


In its now-withdrawn opinion in Kelly v. Arriba Soft Corp., 280 F.3d 934 (9th Cir. 2002) [hereinafter, “Kelly I”], amended by Kelly II, 336 F.3d 811 (9th Cir. 2003), the Ninth Circuit discussed liability for direct infringement resulting from in-line linking, without addressing how the technology functioned—i.e., who stored and served the infringing content. Defendant Arriba operated an image search engine much like Google’s—it in-line linked to and framed, but did not store or serve, full-size copies of Kelly’s photographs. Stating that “[n]o cases have addressed the issue of whether inline linking or framing violates a copyright owner’s public display rights,” id. at 945, the Ninth Circuit nevertheless analogized to Webbworld and Hardenburgh, ignored the fact that the defendants in those two cases actually hosted and served the infringing content, and concluded that Arriba had
directly infringed Kelly’s exclusive right to display. *Kelly I*, 280 F.3d at 945-47.

Like the defendants in *Webbworld* and *Hardenburgh*, Arriba is directly liable for infringement. Arriba actively participated in displaying Kelly’s images by having its program inline link and frame those images within its own website. Without this program, users would not have been able to view Kelly’s images within the context of Arriba’s site. Arriba acted as more than a passive conduit of the images by establishing a direct link to the copyrighted images. Therefore, Arriba is liable for publicly displaying Kelly’s copyrighted images without his permission.

*Id.* at 947.

The decision in *Kelly I* was roundly criticized:

If [the] logic [of the original opinion in *Kelly*] is valid, it should ensnare AOL, Dell, Microsoft, and Netscape as well. Indeed, it condemns those other actors *a fortiori*: the user of those products can see Kelly’s entire web site displayed, whereas Arriba only offers a portion of Kelly’s material, framed by its own proprietary content. Accordingly, Arriba’s usurpation of Kelly’s display right is even less than the others.’


Some seventeen months later, perhaps “reflect[ing] sub silentio that the panel no longer believed in the substance of its much-criticized conclusion,” *id.*, the Ninth Circuit withdrew the portion of the *Kelly I* opinion dealing with direct infringement on procedural grounds. *Kelly II*, 336 F.3d at 817 (“[W]e conclude that the district court should not have reached the issue [of whether Arriba’s framing of full-size images constitutes direct infringement] because neither party moved for summary judgment as to the full-size images . . . .”).

*Kelly I* dealt with an image stored on and served by a third-party website and incorporated into a defendant search engine’s website via in-line linking and framing. *Kelly II* declined to address whether that conduct constituted direct infringement. Its description of how Arriba functioned is nevertheless useful:

In-line linking allows one to import a graphic from a source website and incorporate it in one’s own website, creating the appearance that the in-lined graphic is a seamless part of the second web page. The in-line link instructs the user’s browser to retrieve the linked-to image from the source website and display it on the user’s screen, but does so without leaving the linking document. Thus, the linking party can incorporate the linked image into its own content. As a result, although the [full-size] image in Arriba’s . . . page came directly from the originating web site and was not copied onto Arriba’s server, the user would not realize that the image actually resided on another web site.
Kelly II, 336 F.3d at 816. Although such conduct is potentially actionable under secondary liability theories, in terms of direct infringement, Kelly II provides no guidance; the Ninth Circuit just has not settled the question of whether the in-line linking to and framing of content hosted by third-party websites constitutes a "display."

Certain other decisions, some unpublished, do deal with traditional hyperlinking—i.e., rather than incorporating third-party content via in-line linking or framing, websites create hyperlinks that transport the user directly to the linked-to, infringing page. Each of these cases holds that such linking does not implicate any of the exclusive rights under copyright. Ticketmaster Corp. v. Tickets.com, Inc., No. CV 99-7654, 2000 WL 525390, at *2 (C.D. Cal. Mar. 27, 2000) (unpublished) ("[H]yperlinking does not itself involve a [direct] violation of the Copyright Act (whatever it may do for other claims) since no copying is involved."); Online Policy Group v. Diebold, Inc., 337 F.Supp.2d 1195, 1202 n.12 (N.D. Cal. 2004) ("[H]yperlinking per se does not constitute direct copyright infringement because there is no copying, [although] in some instances there may be a tenable claim of contributory infringement or vicarious liability."); Bernstein v. JC Penney, Inc., No. 98-2958, 1998 WL 906644, at *1 (C.D. Cal. Sept. 29, 1998) (unpublished) (granting, without discussion, defendant’s motion to dismiss on the ground that hyperlinking cannot constitute direct infringement); Arista Records, Inc. v. MP3Board, Inc., No. 00 CIV. 4660, 2002 WL 1997918, at *4 (S.D.N.Y. Aug. 29, 2002) (unreported) (linking to content does not implicate distribution right and thus, does not give rise to liability for direct copyright infringement).

These cases, however, are distinguishable because in none of them did defendant actually display anything (or, in the case of Arista Records, distribute anything). In contrast, Google’s in-line linking causes the appearance of copyrighted content on Google’s webpage, even though that content may have been stored on and served by third-party websites.
Defendants emphasize that the CDs are sold by Tunes, not Hard Rock Hotel, and argue that hyperlinks on Hard Rock Hotel’s web site “do not involve further ‘uses’ of the Hard Rock Hotel Marks” because hyperlinks “are merely technical connections between two independent sources of content.” Whether or not this is true with respect to hyperlinks, it is not true with respect to framing. Framing is far more than a “technical connection between two independent sources of material.” Through framing, the Hard Rock Hotel Mark and the Tunes site are combined together into a single visual presentation.... Because the Tunes material appears as a window within the original linking page, it is not clear to the computer user that she or he has left the Hard Rock Hotel web site. The domain name appearing at the top of the computer screen, which indicates the location of the user in the World Wide Web, continues to indicate the domain name of Hard Rock Hotel, not that of Tunes. The Tunes web page is reached in the same fashion as any other section of the Hard Rock Hotel web site, by clicking on a button labeled “record store” which resembles the other buttons leading to web pages maintained by Hard Rock Hotel.... The Hard Rock Hotel web site and the Tunes web page are thus smoothly integrated. In light of this seamless presentation of the Tunes web page within the Hard Rock Hotel web site, the only possible conclusion is that the Hard Rock Hotel Mark is used or exploited to advertise and sell CDs.

Id. at *25 (emphasis added; internal citations omitted). In a footnote, the Court suggested that it might have ruled the other way had defendant’s website (whose webpage created the frame structure), “indicate[d] to the user that he or she ha[d] retrieved a ... web page run by a separate company ....” Id. n.16.

Trademark infringement typically concerns issues not applicable to copyright infringement, such as market confusion and passing off. Thus, it does not necessarily follow from Hard Rock that in assessing whether, for purposes of direct
copyright infringement, a work has been “displayed” in a webpage, courts must look
to how seamless the transition is between the two frames.

iv. “Display” for Purposes of Full Size Images

The Court concludes that in determining whether Google’s lower frames are
a “display” of infringing material, the most appropriate test is also the most
straightforward: the website on which content is stored and by which it is served
directly to a user, not the website that in-line links to it, is the website that “displays”
the content. Thus, the Court adopts the server test, for several reasons.

First, this test is based on what happens at the technological-level as users
browse the web, and thus reflects the reality of how content actually travels over the
internet before it is shown on users’ computers. Persons who view the full-size
“image in its original context” (i.e., the lower frame) after clicking on one of the
thumbnails that Google Image Search aggregated, are not viewing images that
Google has stored or served. Rather, their computers have engaged in a direct
connection with third-party websites, which are themselves responsible for
transferring content.

Second, adoption of the server test neither invites copyright infringing activity
by a search engine such as Google nor flatly precludes liability for such activity.
This test will merely preclude search engines from being held directly liable for in-
line linking and/or framing infringing content stored on third-party websites.
Copyright owners may still seek, as P10 does, to impose contributory or vicarious
liability on websites for the inclusion of such content. Such secondary liability will
require analysis of the different set of factors discussed in Section III.B.3 of this
Order.

Third, website operators can readily understand the server test and courts can
apply it relatively easily. To be sure, the incorporation test, which would have courts
look at the URL displayed in the browser’s address bar, also can be applied relatively
easily. But that test fails to acknowledge the interconnected nature of the web, both
in its physical and logical connections and in its ability to aggregate and present
content from multiple sources simultaneously.

Fourth, here the initial direct infringers are the websites that stole P10’s full-
size images and posted them on the internet for all the world to see. P10 would not
have filed suit but for their actions.

Finally, the server test maintains, however uneasily, the delicate balance for
which copyright law strives—i.e., between encouraging the creation of creative
works and encouraging the dissemination of information. Merely to index the web
so that users can more readily find the information they seek should not constitute
direct infringement, but to host and serve infringing content may directly violate the
rights of copyright holders.

Applying the server test, the Court concludes that for the purposes of direct
copyright infringement, Google’s use of frames and in-line links does not constitute
a “display” of the full-size images stored on and served by infringing third-party
websites. Thus, P10’s claim of direct infringement with respect to these actions will
likely fail.

c. “Display” for Purposes of Thumbnails

Applying the server test to Google’s use of thumbnails the Court finds that
Google does “display” thumbnails of P10’s copyrighted images. Google
acknowledges that it creates and stores those thumbnails on its own servers—and
that upon receiving search queries, it responds by displaying a grid of those
thumbnails.

d. What Constitutes a “Public Distribution”?

The foregoing considerations also inform whether Google directly infringes
P10’s distribution right. With respect to P10’s full-size images, Google does not.
A distribution of a copyrighted work requires an “actual dissemination” of copies.
See In re Napster, Inc. Copyright Litigation, 377 F.Supp.2d 796, 802-804 (N.D. Cal.
2005); accord Nimmer § 8.11[A]. In the internet context, an actual dissemination
means the transfer of a file from one computer to another. Although Google frames and in-line links to third-party infringing websites, it is those websites, not Google, that transfer the full-size images to users' computers. Because Google is not involved in the transfer, Google has not actually disseminated—and hence, and has not distributed—the infringing content. See In re Napster, 377 F.Supp.2d at 802-804 (N.D. Cal. 2005) (finding that Napster had not “distributed” songs in light of the fact that the “infringing works never resided on the Napster system,” and therefore, Napster could not have transferred copyrighted content to its users).

Accordingly, the Court concludes that by merely framing and in-line linking to third-party websites, Google has not “distributed” infringing copies of P10’s copyrighted full-size photographs.\(^\text{11}\)

2. Fair Use

Having found that the thumbnails directly infringe P10’s copyrights, the Court turns to Google’s affirmative defense of fair use. Google argues that its creation and display of thumbnails is fair under 17 U.S.C. § 107. “From the infancy of copyright protection, some opportunity for fair use of copyrighted materials has been thought necessary to fulfill copyright’s very purpose, ‘[t]o promote the Progress of Science and useful Arts . . . .’ U.S. Const., Art. I, § 8, cl. 8.” Campbell v. Acuff-Rose Music, Inc., 510 U.S. 569, 575 (1994). This notion was codified in 17 U.S.C. § 107:

\[
\text{[T]he fair use of a copyrighted work . . . for purposes such as criticism, comment, news reporting, teaching[,] scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include—}
\]

\[(1) \text{ the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;}
\]

\(^{11}\)P10 also argues that Google “distributes” the thumbnails. Although Google does transfer thumbnails to users’ computers though local browser caching, this automatic “distribution” likely constitutes fair use. See note 17 infra. In any event, because the Court concludes that Google’s creation and display of thumbnails directly infringes P10’s copyrights, the question of whether Google also distributes those thumbnails is moot.
(2) the nature of the copyrighted work;
(3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
(4) the effect of the use upon the potential market for or value of the copyrighted work.

Although often discussed within the context of the first factor, "the public interest is also a factor that continually informs the fair use analysis." Nimmer § 13.05[B][4]; see also Sony Computer Entm't America, Inc. v. Bleem, LLC, 214 F.3d 1022, 1027 (9th Cir. 2000); Sega Enters. Ltd. v. Accolade, Inc., 977 F.2d 1510, 1523 (9th Cir. 1992) ("[W]e are free to consider the public benefit resulting from a particular use . . . "). Courts are to consider "these factors in light of the objectives of copyright law, rather than view them as definitive or determinative tests." Kelly II, 336 F.3d at 818.

a. Purpose and Character of Use

"[T]he preamble to Section 107 . . . enumerate[s] certain purposes that are most appropriate for a finding of fair use: 'criticism, comment, news reporting, teaching[,] scholarship or research.'" Nimmer §13.05[A][1][a]. "The central purpose of [the first fair use factor] is to see . . . whether the new work merely supersedes the objects of the original creation, or instead adds something new, with a further purpose or different character, altering the first with new expression, meaning, or message; it asks, in other words, whether and to what extent the new work is 'transformative.'" Campbell, 510 U.S. at 579. Although the Supreme Court has stated that "every commercial use of copyrighted material is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the copyright," Sony, 464 U.S. at 451, this pronouncement does not preclude a finding that a defendant's commercial use may nevertheless be fair. Kelly II, 336 F.3d at 818 (citing Campbell, 510 U.S. at 579). Furthermore, "[t]he more transformative the new work, the less important the other factors, including commercialism, become." Id.

i. Commercial Versus Noncommercial Use

In assessing whether a use is commercial, the focus here is not on the
individuals who use Google Image Search to locate P10's adult images. Nor is it on whether their subsequent use of the images is noncommercial (e.g., titillation) or commercial (e.g., to print and sell). Rather, it is Google's use that the Court is to consider. That use, P10 contends, is commercial in nature. The Court agrees.

Courts have defined "commercial uses" extremely broadly. See Nimmer § 13.05[A][1][c] (providing examples). Google unquestionably derives significant commercial benefit from Google Image Search in the form of increased user traffic—and, in turn, increased advertising revenue. The more people who view its pages and rely on its search capabilities, the more influence Google wields in the search engine market and (more broadly) in the web portal market. In turn, Google can attract more advertisers to its AdSense and AdWords programs.

That Google's use of thumbnails is commercial, however, does not necessarily weigh heavily in favor of P10. In Kelly II, supra, the Ninth Circuit acknowledged that Arriba's use was commercial, yet concluded that that fact "weigh[ed] only slightly against a finding of fair use" because "Arriba was neither using Kelly's images to directly promote its web site nor trying to profit by selling Kelly's images." Kelly II, 336 F.3d at 818. The court found that the creation and use of thumbnails to display Arriba's image search results were "more incidental and less exploitative in nature than more traditional types of commercial use." Id.

Google Image Search automatically scours the internet via its web crawler software to find and catalog images. For each image, Google records information about it and creates a thumbnail copy. The thumbnail is then stored in Google's cache for later display when users perform an image search. When an image search is performed, Google displays a grid of thumbnails that Google has algorithmically determined are responsive to the search string based on the text of the originating webpage surrounding the image. When a user clicks on one of the thumbnails, he is taken to the two-frame page discussed above. In these respects, Google functions like Arriba's search engine.
But unlike Arriba, Google offers and derives commercial benefit from its AdSense program. AdSense allows third party websites “to carry Google-sponsored advertising and share revenue that flows from the advertising displays and click-throughs.” Def.’s MacGillivray Decl. ¶ 10. If third-party websites that contain infringing copies of P10 photographs are also AdSense partners, Google will serve advertisements on those sites and split the revenue generated from users who click on the Google-served advertisements. Google counters that its AdSense Program Policies prohibit a website from registering as an AdSense partner if the site’s webpages contain images that appear in Google Image Search results: “In order to avoid associations with copyright claims, website publishers may not display Google ads on web pages with . . . Image Results.” Id. ¶ 11. However, Google has not presented any information regarding the extent to which this purported policy is enforced. Nor has it provided examples of AdSense partners who were terminated because of violations of this policy. In contrast, P10 has submitted numerous screenshots of third-party websites that serve infringing content and also appear to be receiving and displaying AdSense ads from Google. Pl.’s Zada Decl., Exs. 28–29.

AdSense unquestionably makes Google’s use of thumbnails on its image search far more commercial than Arriba’s use in Kelly II. Google’s thumbnails lead users to sites that directly benefit Google’s bottom line. Id., Ex. 6 (Second Quarter Fiscal 2005 Report) at 98 (“Revenues generated on Google’s partner sites, through AdSense programs, contributed $630 million, or 46% of total revenues . . .”12). Google has a strong incentive to link to as many third-party websites as possible—including those that host AdSense advertisements.

ii. Transformative Versus Consumptive Use
That a use is commercial does not preclude a defendant from tipping the balance back to a finding of fair use by showing that its use is “transformative,” as opposed to “consumptive.” A consumptive use is one in which defendant’s use of the images merely supersede[s] the object of the originals . . . instead [of] add[ing] a further purpose or different character.” *Kelly II*, 336 F.3d at 818. Whether a use is transformative depends in part on whether it serves the public interest. *See Religious Tech. Ctr. v. Netcom On-Line Communication Servs.*, 907 F.Supp. 1361, 1379 (N.D. Cal. 1995) (“Netcom’s use, though commercial, also benefits the public in allowing for the functioning of the Internet and the dissemination of other creative works, a goal of the Copyright Act.”); *Sega Enters.*, 977 F.2d at 1522-23 (intermediate copying to reverse engineer software is fair use despite commercial nature of activity in light of public benefit).

P10 argues that Google’s use of thumbnails is consumptive rather than transformative since Google “provides the exact same images through the exact same medium . . . as does Perfect 10.” Whether thumbnails are identical copies of their full-size counterparts is debatable. A thumbnail contains significantly less pixel data (and hence, less image detail) than does the full-size image. The more complex or nuanced the original full-size image, the less exact is the replicated viewing experience—i.e., at some point viewers can no longer discern many of the fine details that were once visible in the full-size image. On the other hand, thumbnails are not “cropped” in any way, and if few or no important details have been lost, they do convey the full expression—they achieve pretty much the same effect—as the original full-size images. Merely because Google’s thumbnails are not cropped does not necessarily make them exact copies of P10’s images, but the record currently

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13 For example, a typical full-size image might be 1024 pixels wide by 768 pixels high, for a total of 786,432 pixels worth of data. A typical thumbnail might be 150 pixels wide by 112 pixels high, for a total of only 16,800 pixels. This represents an information loss of 97.9% between the full-size image and the thumbnail.
before the Court does suggest that the thumbnails here closely approximate a key function of P10's full-size originals, at least to the extent that viewers of P10's photos of nude women pay little attention to fine details.

Google's use of thumbnails does not supersede P10's use of full-size images. In the final analysis, P10's use is to provide "entertainment," both in magazines and on the internet. For some viewers, P10's use of the photos creates or allows for an aesthetic experience. Google, in contrast, does not profit from providing adult content, but from locating, managing, and making information generally more accessible, and therefore more attractive to advertisers. Google is focused almost exclusively on the web and is involved in a wide variety of internet-related projects (e.g., web search, desktop search, newsgroup search, map and directory services, academic research, and language translation services). In this respect, Google's wide-ranging use of thumbnails is highly transformative: their creation and display is designed to, and does, display visual search results quickly and efficiently to users of Google Image Search.

The Ninth Circuit's opinion in Kelly II is particularly instructive on this point:

Although Arriba made exact replications of Kelly's images, the thumbnails were much smaller, lower-resolution images that served an entirely different function than Kelly's original images. Kelly's images are artistic works intended to inform and to engage the viewer in an aesthetic experience. His images are used to portray scenes from the American West in an aesthetic manner. Arriba's use of Kelly's images in the thumbnails is unrelated to any aesthetic purpose. Arriba's search engine functions as a tool to help index and improve access to images on the internet and their related web sites. In fact, users are unlikely to enlarge the thumbnails and use them for artistic purposes because the thumbnails are of much lower-resolution than the originals; any enlargement results in a significant loss of clarity of the image, making them inappropriate as display material.

Kelly asserts that because Arriba's thumbnails reproduced his exact images and added nothing to them, Arriba's use cannot be transformative. Courts have been reluctant to find fair use when an original work is merely retransmitted in a different medium. Those cases are inapposite, however, because the resulting use of the copyrighted work in those cases was the same as the original use. For instance, reproducing music CDs in computer MP3 format does not change the fact that both formats are used for entertainment purposes. Likewise, reproducing news footage into a different format does not change the ultimate purpose of informing the public about current affairs.
This case involves more than merely a retransmission of Kelly’s images in a different medium. Arriba’s use of [thumbnails] serves a different function than Kelly’s use—improving access to information on the internet versus artistic expression. Furthermore, it would be unlikely that anyone would use Arriba’s thumbnails for illustrative or aesthetic purposes because enlarging them sacrifices their clarity. Because Arriba’s use is not superseding Kelly’s use but, rather, has created a different purpose for the images, Arriba’s use is transformative.

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Arriba’s use of Kelly’s images [to create and display thumbnails] promotes the goals of the Copyright Act and the fair use exception. The thumbnails do not stifle artistic creativity because they are not used for illustrative or artistic purposes and therefore do not supplant the need for the originals. In addition, they benefit the public by enhancing information-gathering techniques on the internet.

Kelly II, 336 F.3d at 818-820.

It is by now a truism that search engines such as Google Image Search provide great value to the public. Indeed, given the exponentially increasing amounts of data on the web, search engines have become essential sources of vital information for individuals, governments, non-profits, and businesses who seek to locate information. As such, Google’s use of thumbnails to simplify and expedite access to information is transformative of P10’s use of reduced-size images to entertain. But that does not end the analysis, because Google’s use is simultaneously consumptive as well. In early 2005, after it filed suit against Google, P10 entered into a licensing agreement with Fonestarz Media Limited for the sale and distribution of P10 reduced-size images for download to and use on cell phones. Google’s use of thumbnails does supersede this use of P10’s images, because mobile users can download and save the thumbnails displayed by Google Image Search onto their phones. Google’s thumbnail images are essentially the same size and of the same quality as the reduced-size images that P10 licenses to Fonestarz. Hence, to the extent that users may choose to download free images to their phone rather than
purchase P10’s reduced-size images, Google’s use supersedes P10’s.14

In Kelly II, the Ninth Circuit found the first fair use factor to weigh in favor
of Arriba. Kelly II, 336 F.3d at 820 ("[T]his first factor weighs in favor of Arriba
due to the public benefit of the search engine and the minimal loss of integrity to
Kelly’s images."). Here, because Google’s use of thumbnails is more commercial
than Arriba’s and because it is “consumptive” with respect to P10’s reduced-size
images, the Court concludes that this factor weighs slightly in favor of P10.

b. Nature of Copyrighted Work

“‘Works that are creative in nature are closer to the core of intended copyright
protection than are more fact-based works.’” Kelly II, 336 F.3d at 820 (citing A&M
Records, 239 F.3d at 1016)). “Photographs that are meant to be viewed by the public
for informative and aesthetic purposes . . . are generally creative in nature.” Id.;
accord Elvis Presley, 349 F.3d at 629 (“[P]hotographs taken for aesthetic purposes,
are creative in nature and thus fit squarely within the core of copyright
protection.”).15

“The fact that a work is published or unpublished also is a critical element of
its nature” given a copyright holder’s right of first publication. Kelly II, 336 F.3d at
(1985)). “Published works are more likely to qualify as fair use because the first
appearance of the artist’s expression has already occurred.” Id.

14 This inquiry is closely related to the fourth fair use factor, i.e., the impact on
plaintiff’s potential market.

15 Google argues that P10’s works are not creative because P10 “emphasizes the
objects of the photographs (nude women) and [P10] assumes that persons seeking
Perfect 10’s photos are searching for the models and for sexual gratification.” Google
contends that this “implies a factual nature of the photographs.” The Court rejects
this argument. The P10 photographs consistently reflect professional, skillful, and
sometimes tasteful artistry. That they are of scantily-clad or nude women is of no
consequence; such images have been popular subjects for artists since before the time
of “Venus de Milo.”
In *Kelly II*, however, the Ninth Circuit found that Kelly’s photographs, although creative, had “appeared on the internet before Arriba used them in its search image.” *Kelly II*, 336 F.3d at 820. Partly for that reason, the Ninth Circuit concluded that although the second statutory fair use factor weighed in favor of Kelly, its weight was slight. *Id.* Similarly, here, although P10’s images are “creative,” they, too, have previously been published, both in print and on the web. Thus, as in *Kelly II*, the Court concludes that this factor weighs only slightly in favor of P10.

c. Amount and Substantiality of the Portion Used

“While wholesale copying does not preclude fair use per se, copying an entire work militates against a finding of fair use.” *Kelly II*, 336 F.3d at 820 (citing *Worldwide Church of God v. Philadelphia Church of God, Inc.*, 227 F.3d 1110, 1118 (9th Cir. 2000). “However, the extent of permissible copying varies with the purpose and character of the use.” *Id.* (citing *Campbell*, 510 U.S. at 586-87). “If the secondary user only copies as much as is necessary for his or her intended use, then this factor will not weigh against him or her.” *Id.* at 820-821.

In *Kelly II*, the Ninth Circuit concluded:

This factor neither weighs for nor against either party because, although Arriba did copy each of Kelly’s images as a whole [to make thumbnails], it was reasonable to do so in light of Arriba’s use of the [thumbnails]. It was necessary for Arriba to copy the entire image to allow users to recognize the image and decide whether to pursue more information about the image or the originating web site. If Arriba only copied part of the image, it would be more difficult to identify it, thereby reducing the usefulness of the visual search engine.

*Id.* at 821.

The Court finds that Google’s use of the infringing copies of P10’s images also is no greater than necessary to achieve the objective of providing effective image search capabilities. In doing so, the Court rejects P10’s contention that Google could have provided such assistance through the use of text, claiming that P10’s images are more readily describable in words than Kelly’s images. First, contrary to P10’s contention, photographs of nude women can, like photographs of
the American West, vary greatly. Second, *both* kinds of pictures can be described verbally, yet no matter how susceptible any image is to textual description, words cannot adequately substitute for thumbnails in quickly and accurately conveying the content of indexed full-size images.

Thus, as in *Kelly II*, the Court finds that this factor favors neither party.

d. Effect of the Use upon the Potential Market for and Value of the Copyrighted Work

"This last [fair use] factor requires courts to consider not only the extent of market harm caused by the particular actions of the alleged infringer, but also whether unrestricted and widespread conduct of the sort engaged in by the defendant . . . would result in a substantially adverse impact on the potential market for the original." *Kelly II*, 336 F.3d at 821 (internal quotations omitted). "A transformative work is less likely to have an adverse impact on the market of the original than a work that merely supersedes the copyrighted work." *Id.*

P10 targets its copyrighted small- and full-size images at several markets: the print magazine market, the online adult website subscription market, and the cell phone image download market. Google’s use of thumbnails is not likely to affect the market for full-size images (whether in print or online). As stated in *Kelly II*,

The thumbnails would not be a substitute for the full-sized images because the thumbnails lose their clarity when enlarged. If a user wanted to view or download a quality image, he or she would have to visit Kelly’s original [and download the full-resolution image]. This would hold true whether the thumbnails are solely in Arriba’s database or are more widespread and found in other search engine databases.

*Id.*

On the other hand, Google’s use of thumbnails likely *does* harm the potential market for the downloading of P10’s reduced-size images onto cell phones. Google argues that because “P10 admits [that] this market is growing,” its “delivery of thumbnail search results” must not be having a negative impact. Apart from being more relevant to the quantification of damages, this weak argument overlooks the fact that the cell phone image-download market may have grown even faster but for
the fact that mobile users of Google Image Search can download the Google thumbnails at no cost. Commonsense dictates that such users will be less likely to purchase the downloadable P10 content licensed to Fonestarz.

e. Conclusion Regarding Fair Use and Direct Infringement

The first, second, and fourth fair use factors weigh slightly in favor of P10. The third weighs in neither party’s favor. Accordingly, the Court concludes that Google’s creation of thumbnails of P10’s copyrighted full-size images, and the subsequent display of those thumbnails as Google Image Search results, likely do not fall within the fair use exception. The Court reaches this conclusion despite the enormous public benefit that search engines such as Google provide. Although the Court is reluctant to issue a ruling that might impede the advance of internet technology, and although it is appropriate for courts to consider the immense value to the public of such technologies, existing judicial precedents do not allow such considerations to trump a reasoned analysis of the four fair use factors.

To summarize, then: (1) at this stage P10 has not established that it is likely to prove that Google’s framing of and in-line linking to infringing (full-size) copies of P10’s images constitutes a public display or distribution rendering Google liable for direct infringement; but (2) P10 has established a likelihood of proving that Google’s creation and public display of thumbnails does directly infringe P10’s copyrights.

That P10 has established a likelihood of success on one facet of its direct infringement claims does not necessarily mean that it is entitled to all of its proposed injunctive relief. Because certain aspects of that relief relate to conduct of Google that must be addressed under principles of secondary liability,¹⁶ the Court now turns

¹⁶P10 seeks to enjoin Google from “[l]inking to websites which display or make available PERFECT 10 COPYRIGHTED IMAGES.” PL’s Proposed Prelim. Inj. ¶ 1(b). Because “linking” probably does not constitute direct infringement, the only basis for P10 obtaining this relief would be that such linking infringes vicariously or
to P10's remaining claims.

3. Secondary Copyright Liability—Contributory and Vicarious Infringement

P10 contends that Google is likely to be held secondarily liable under the doctrines of contributory and vicarious infringement. "One infringes contributorily by intentionally inducing or encouraging direct infringement . . . and infringes vicariously by profiting from direct infringement while declining to exercise a right to stop or limit it . . . .” Metro-Goldwyn-Mayer Studios Inc. v. Grokster, Ltd., --- U.S. ---, 125 S.Ct. 2764, 2776 (2005) [hereinafter “Grokster”] (citations omitted).

P10 argues that parties other than Google directly infringe its copyrights in two ways: (1) third-party websites directly infringe by reproducing, displaying, and distributing unauthorized copies of P10’s copyrighted photographs and (2) users of Google directly infringe by downloading such images, thereby making infringing reproductions. Google does not contest that numerous third-party websites directly infringe by serving P10’s copyrighted images. However, Google does argue that P10 has presented no evidence indicating that individual users of Google engage in direct infringement upon finding copyrighted P10 photos on the web. Google contends that “[t]here are countless ways Google searchers can ‘use’ Google’s search results, including fair uses, and Perfect 10’s evidence is missing on this point.” On this point, the Court agrees with Google. P10 has not submitted evidence showing that individual users of Google themselves infringe P10’s copyrights. P10 has demonstrated only that users of Google search are capable of directly infringing by downloading the underlying webpage or image. It is not unlikely that many users do just that, but on this preliminary injunction motion there is no evidence in the record proving so. In contrast, in the Napster and Grokster cases, there was overwhelming evidence that on a massive scale file-sharers were using those defendants' software (essentially, peer-to-peer music search engines) to download, contributorily.
and thereby directly infringe, copyrighted works. See, e.g., A&M Records, Inc. v. Napster, Inc., 239 F.3d 1004, 1013-14 (9th Cir. 2001) [hereinafter “Napster II”]; Grokster, 125 S.Ct. at 2772. Furthermore, in those cases the file-sharers actually had to download songs in order to enjoy the music, thereby making infringing reproductions. In contrast, to view P10’s photos, users of Google’s search engine need only visit the third-party website that hosts and serves the infringing adult content.17

P10’s arguments that Google is secondarily liable therefore must be assessed in light of the only direct infringement (other than as to thumbnails) for which there is evidence: that of third-party websites that reproduce and display unauthorized copies of P10’s photographs. As to these websites’ actions, P10 argues that Google is aware of, materially contributes to, profits from, and declines to supervise such direct infringement by (1) providing infringing websites an “audience” (by helping

17P10 argues that merely by viewing such websites, individual users of Google search make local “cache” copies of its photos and thereby directly infringe through reproduction. The Court rejects this argument. Local browser caching basically consists of a viewer’s computer storing automatically the most recently viewed content of the websites the viewer has visited. It is an automatic process of which most users are unaware, and its use likely is “fair” under 17 U.S.C. § 107. But cf. Intellectual Reserve, Inc. v. Utah Lighthouse Ministry, Inc., 75 F.Supp.2d 1290 (D. Utah 1999). Local caching by the browsers of individual users is noncommercial, transformative, and no more than necessary to achieve the objectives of decreasing network latency and minimizing unnecessary bandwidth usage (essential to the internet). It has a minimal impact on the potential market for the original work, especially given that most users would not be able to find their own local browser cache, let alone locate a specific cached copy of a particular image. That local browser caching is fair use is supported by a recent decision holding that Google’s own cache constitutes fair use. Field v. Google, Inc., --- F.Supp.2d ---, NO. CV-S-04-0413, 2006 WL 242465 (D. Nev. Jan. 19, 2006). If anything, the argument that local browser caching is fair use is even stronger. Whereas Google is a commercial entity, individual users are typically noncommercial. Whereas Google arranges to maintain its own cache, individual users typically are not aware that their browsers automatically cache viewed content. Whereas Google’s cache is open to the world, an individual’s local browser cache is accessible on that computer alone.
users locate them) and (2) providing a revenue stream to infringing websites via AdSense.

**a. Contributory Infringement**

To substantiate its claim of contributory infringement, P10 must show (1) that Google had knowledge of the infringing activity and (2) that Google induced, caused, or materially contributed to that activity. *Ellison v. Robertson*, 357 F.3d 1072, 1076 (9th Cir. 2004).

Google argues that it cannot be held contributorily liable under the Supreme Court’s holding in *Sony Corp. of America v. Universal City Studios, Inc.*, 464 U.S. 417 (1984). That seminal 1984 Supreme Court decision “barred secondary liability based on presuming or imputing intent to cause infringement solely from the design or distribution of a product capable of substantial lawful use, which the distributor knows is in fact used for infringement.” *Grokster*, 125 S.Ct. at 2778 (paraphrasing *Sony’s* holding). Under *Sony*, Google cannot be deemed to have constructive knowledge of infringing activity since its search engine clearly is capable of commercially significant noninfringing uses. However, “where evidence goes beyond a product’s characteristics or the knowledge that it may be put to infringing uses, and shows statements or actions directed to promoting infringement, *Sony’s*... rule will not preclude liability.” Id. at 2779. As the Ninth Circuit presciently stated in *Napster II*: “[A]ctual, specific knowledge of direct infringement renders *Sony’s* holding of limited assistance” to a defendant seeking to avoid contributory liability. *Napster II*, 239 F.3d at 1020.

**i. Knowledge**

Whether an alleged secondary infringer has “knowledge” of an infringing

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18Google also contends that it qualifies for protection under each of the four DMCA safe harbors, 17 U.S.C. § 512(a)-(d). In light of the ensuing analysis concluding that Google is neither vicariously nor contributorily liable, it is unnecessary for the Court to deal with the DMCA issues.
activity includes both actual knowledge and constructive knowledge: "Contributory liability requires that the secondary infringer 'know or have reason to know' of direct infringement." Id.

P10 contends that Google has actual knowledge of specific acts of infringement based upon (1) numerous notices of infringement that P10 has sent Google, (2) the fact that certain infringing images contain “Perfect 10 copyright notices, or labels such as ‘P10 Fall 1999,'” and (3) the fact that Google “monitors the content of allegedly Infringing Sites.”

The Court rejects P10’s second and third contentions. Google does not necessarily know that any given image on the internet is infringing someone’s copyright merely because the image contains a copyright notice. Google would need more information in order to know whether the operator of that third-party website created the work, licensed its use or instead was illegally displaying an infringing copy of it.\(^{19}\) Nor does Google obtain actual knowledge of infringement as a result of its alleged monitoring practices. Google claims that it no longer follows the AdSense policies to which P10 points. The current AdSense Program Policies webpage no longer contains language reserving to Google the right to “monitor” its AdSense partners.\(^{20}\) In any event, merely because Google may have reserved the right to monitor its AdSense partners does not mean that it could thereby discern whether the images served by those websites were subject to copyright. Only upon

\(^{19}\) Cf. Nimmer § 12B.04[A][1], discussing the provision in § 512(d)(1)(A)-(B) of the DMCA that someone cannot qualify for a “safe harbor” if he ignores what has been referred to as a “red flag” of obvious infringement: Given “how difficult it can be to determine whether all the elements of infringement are present—from proper ownership and standing to lack of license . . . to satisfaction of notice formalities . . . to the perennially murky issue of fair use, and beyond[, ] it would seem, therefore, that the ‘flag’ must be brightly red indeed—and be waving blatantly in the provider’s face—to serve the statutory goal of making ‘infringing activity . . . apparent.’”

\(^{20}\) See https://www.google.com/adsense/policies (last visited January 27, 2006).
receiving proper notice of alleged infringement can Google determine whether a given AdSense partner has violated the terms of Google’s AdSense Program Policies.

Thus, the question here is whether P10 provided Google with adequate actual knowledge of specific infringing activities. Dr. Zada began to send “notices of infringement” in May 2001 and continued to do so through 2005. Pl.’s Zada Decl. ¶¶ 76-89. Google acknowledges that it received P10’s notices. Def.’s MacGillivray Decl. ¶ 19. It argues, however, that those notices frequently did not describe in sufficient detail the specific location (URL) of an infringing image and frequently did not identify the underlying copyrighted work. Id. ¶ 20. For example, some notices included invalid, truncated URLs with an ellipsis between the domain name of the website and the file name of the particular webpage on which that image appeared.\(^{21}\) See, e.g., id., Ex. E at 131. Other notices listed entire websites as infringing, or entire directories within a website. Google claims that despite these shortcomings, it promptly processed all of the notices it received, suppressing links to specific webpages that it could confirm displayed infringing P10 photos. Id. ¶¶ 21-25.

In the next section the Court concludes that Google does not materially contribute to the direct infringement of P10’s photos by third-party websites. For that reason, without actually deciding the question, the Court will assume that Google has actual knowledge of infringement and will proceed to analyze the second element of contributory liability—i.e., actual furthering of the activity.

ii. Material Contribution

To materially contribute to directly infringing activity, the defendant must “engage[] in ‘personal conduct that encourages or assists the infringement.’”

\(^{21}\)Apparently, Dr. Zada or one of his P10 employees “copied and pasted” the truncated URL that Google displays in its upper frame, rather than taking the extra step of identifying the full file name of the particular infringing image.
Napster II, 239 F.3d at 1019. P10 contends that Google does so by (1) giving infringing websites an audience (i.e., allowing users to locate infringing sites) and (2) providing infringing websites with a revenue stream via AdSense or increasing their existing revenue stream by increasing user traffic.

For legal support that what Google does “materially contributes,” P10 relies heavily on the Ninth Circuit’s decision in Napster II. In light of the plentiful factual distinctions between Napster II and this case (as detailed in the following chart), P10’s reliance on that decision is misplaced.

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<tr>
<th>Napster II</th>
<th>This Case</th>
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<tr>
<td>Napster enabled users to “download” music.</td>
<td>Google does not enable users to download images. The capacity to download the images displayed as a result of a Google Image Search is a function of the user’s browser; not Google.</td>
</tr>
<tr>
<td>Napster was an “integrated service designed to enable users to locate and download” music.</td>
<td>Google Image Search is not an integrated service. Google provides an open, web-based service; its search engine is not a closed-universe system like Napster’s file-sharing network. Indeed, third-party websites exist, are publicly accessible, and at times infringe upon others’ copyrights irrespective of their inclusion in or exclusion from Google’s index.</td>
</tr>
<tr>
<td>Napster allowed users to use its “proprietary software.”</td>
<td>Infringing websites do not have to download the Google Image Search proprietary software to make their infringing content available to the world. Indeed, they cannot gain access to it.</td>
</tr>
<tr>
<td>Napster provided the “means of establishing a connection between users’ computers.”</td>
<td>Google does not provide the means to establish connections between users’ computers. Absent Napster’s software, it was impossible for Napster users to download music from other people’s local hard drives. Absent Google, third-party websites would continue to exist and would continue to display infringing content.</td>
</tr>
<tr>
<td>Napster “boast[ed]” about how users could easily download songs.</td>
<td>Google does not boast of facilitating downloads or enabling third-party websites to serve infringing content.</td>
</tr>
<tr>
<td>Napster required users to register.</td>
<td>Google does not require users or websites to register prior to searching or being indexed by its web crawler.</td>
</tr>
<tr>
<td>Napster provided technical support to help users upload and/or download files.</td>
<td>Google does not assist infringing third-party websites in scanning or downloading copyrighted images or uploading them to their publicly accessible web servers.</td>
</tr>
<tr>
<td>Napster provided a “hotlist” function that allowed a user “to create a list of other users’ names from whom he has obtained [music] in the past.”</td>
<td>Google Image Search does not contain any functionality that would allow users to keep “hotlists” of sites that serve infringing content.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Napster “track[ed] users who are connected in real time.”</td>
<td>There is no evidence that Google tracks users or third-party websites in real time.</td>
</tr>
<tr>
<td>Napster facilitated the transfer of files stored on users’ otherwise private computers.</td>
<td>Third-party websites already make their content available to the general public. Accordingly, such content would be accessible to the world irrespective of Google Image Search.</td>
</tr>
</tbody>
</table>

*Napster II*, 239 F.3d at 1011-12; *Napster I*, 114 F.Supp.2d at 905-908, 920.

Google resembles Napster only in facilitating searches (i.e., helping users find information)—and even then there are significant differences. Whereas Napster dedicated itself to helping users locate audio files found on the otherwise inaccessible hard drives of individual users, Google helps users locate all types of information (text, images, video, newsgroup discussion threads, blogs, academic papers, price information, maps, driving directions) found on the entire, publicly accessible web.

In short, Google does not materially contribute to direct infringement in the ways or to the extent that Napster did. Nevertheless, P10 argues, Google contributes differently: it provides an “audience” and brand recognition for infringing third-party websites and it advertises for the sites. P10 overstates Google’s actual conduct and confuses search technology with active encouragement and promotion of infringing activity. P10 likens this case to *Gershwin Publ’g Corp. v. Columbia Artists Mgmt., Inc.*, 443 F.2d 1159 (2d Cir. 1971). There, the Second Circuit found material contribution in defendant’s “pervasive participation in the formation and direction of [an] association” which put on concerts at which copyrighted musical compositions were performed. *Id.* at 1163. The defendant organized the concerts, helped select and book artists, prepared budgets and artist contracts, created publicity
kits, held one-week membership campaigns and compiled a report of the proceeds of the concerts. *Id.* at 1160-61. Nothing Google does is comparable.

P10’s citation to *Columbia Pictures Indus., Inc. v. Redd Horne, Inc.*, 789 F.2d 154 (3d Cir. 1984) is similarly inapposite. In *Columbia Pictures*, the defendant, unlike Google, “conducted all of the advertising and promotional work for [the alleged direct infringer, and also] provided financial, accounting, and administrative services . . . . All of these services, and the advertising services in particular, contributed and, indeed, were essential to the copyright infringement.” *Id.* at 161. Here, in contrast, Google has *not* actively encouraged users to visit infringing third-party websites, and it has not induced or encouraged such websites to serve infringing content in the first place. Moreover, it would be a “gross generalization that cannot withstand scrutiny” to argue that “supplying the ‘means’ to accomplish an infringing activity and [even] *encouraging that activity through advertisement* are sufficient to establish liability for copyright infringement.” *Sony*, 464 U.S. at 436 (emphasis added).

P10 cites *Grokster* in support of its claim that Google materially contributes by “provid[ing] a revenue stream to infringing websites, including placing [AdSense] advertisements next to infringing P10 images on these third party websites.” In the language that P10 cites, the Supreme Court noted that StreamCast and Grokster made money by directing ads to the screens of computers employing their software. As the record shows, the more the software is used, the more ads are sent out and the greater the advertising revenue becomes. Since the extent of the software’s use determines the gain to the distributors, the commercial sense of their enterprise turns on high-volume use, which the record shows is infringing. *Grokster*, 125 S.Ct. at 2781-82. This language, however, pertained to the Supreme Court’s “inducement theory” of contributory infringement, not to the analysis of “material contribution.” Although the two inquiries overlap to some extent, *id.* at 2782 n.13, *Grokster* does not support P10’s argument that AdSense materially contributes to direct infringement occurring on third-party websites. Although
AdSense may provide some level of additional revenue to these websites, P10 has not presented any evidence establishing what that revenue is, much less that it is material, (either in its own right or relative to those websites' total income). There is no evidence that these sites rely on Google AdSense for their continued existence or that they were created with the purpose of profiting from the display of AdSense advertisements.

In short, P10 has failed to meet its burden of establishing that it is likely that Google's AdSense program will be found to materially contribute to the direct infringement taking place on infringing third-party websites. Such websites existed long before Google Image Search was developed and would continue to exist were Google Image Search shut down. Accordingly, it is unlikely that Google will be found contributorily liable.

b. Vicarious Infringement

To prove vicarious infringement, P10 must show (1) that Google enjoys a direct financial benefit from the infringing activity of third-party websites that host and serve infringing copies of P10 photographs and (2) that Google has declined to exercise the right and ability to supervise or control the infringing activity.\textsuperscript{22} Ellison v. Robertson, 357 F.3d 1072, 1076 (9th Cir. 2004).

Neither party has submitted any evidence, such as economic data or expert reports, showing the extent (if any) to which Google benefits financially from copyright infringement by third-party websites.\textsuperscript{23} It is likely that at least some users

\textsuperscript{22}These two inquiries are also considered when a defendant seeks the protection of the DMCA § 512(d) (information location tools) safe harbor, which requires that the defendant "not receive a financial benefit directly attributable to the infringing activity [where] the [the defendant] has the right and ability to control such activity . . . ." 17 U.S.C. § 512(d)(2).

\textsuperscript{23}P10 submitted total revenue figures for Google generally and for Google's AdSense program in particular. It did not, however, attempt to quantify the amount of revenue Google derives from infringing content.
are drawn to Google Image Search because they know that copies of P10’s photos can be viewed for free, and it is indisputable that Google does stand to benefit the more users visit and use Google Image Search. In principle, any increase in Google’s web traffic leads to increased advertising revenue, brand awareness, and market clout for Google. Does that constitute a “direct” financial benefit?

In *Napster II*, the Ninth Circuit found that Napster had a direct financial interest in the infringing activity, and, citing to *Fonovisa, Inc. v. Cherry Auction, Inc.*, 76 F.3d 259 (9th Cir. 1996), the Court of Appeals stated,

Financial benefit exists where the availability of infringing material “acts as a ‘draw’ for customers.” *Fonovisa, 76 F.3d at 263-64* (stating that financial benefit may be shown “where infringing performances enhance the attractiveness of a venue”). Ample evidence supports the district court’s finding that Napster’s future revenue is directly dependent upon “increases in user-base.” More users register with the Napster system as the “quality and quantity of available music increases.”

*Napster II*, 239 F.3d at 1023. This broad definition of “direct financial benefit” would encompass even a “future hope to ‘monetize.’” Nimmer § 12.04[A][1] (commenting on *Napster II*). Under this standard, Google clearly benefits financially from third parties’ displays of P10’s photos. Google certainly derives a direct financial benefit if users visit AdSense partners’ websites that contain such infringing photos. If Google serves advertisements that are displayed on such sites, it will share in the ad revenue. Hence, its financial benefit is direct.

As to the second prong of vicarious liability, P10 again invokes *Napster II* in support of its contention that Google has the right and ability to control the infringing activity taking place on the web. In *Napster II*, the Ninth Circuit stated that “the ability to block infringers’ access to a particular environment for any reason whatsoever is evidence of the right and ability to supervise.” *Napster II*, 239 F.3d at 1023 (emphasis added). Napster did control the “particular environment” in which its file-sharing service operated; its architecture was based on a proprietary, closed-universe system, not an open, web-based service. If Napster removed a link to infringing content, the content was no longer available on Napster’s entire file-
sharing network. That is not the case here. Google does not exercise control over
the environment in which it operates—i.e., the web. Google’s ability to remove a
link from its search index does not render the linked-to site inaccessible. The site
remains accessible both directly and indirectly (i.e., via other search engines, as well
as via the mesh of websites that link to it). If the phrase “right and ability to control”
means having substantial input into or authority over the decision to serve or
continue serving infringing content, Google lacks such right or ability.24

Moreover, Google’s software lacks the ability to analyze every image on the
internet, compare each image to all the other copyrighted images that exist in the
world (or even to that much smaller subset of images that have been submitted to
Google by copyright owners such as P10), and determine whether a certain image
on the web infringes someone’s copyright.25 Def.’s Levine Decl. ¶ 22. In addition,
Google’s right and ability to remove infringing websites from its index would make
it more difficult for such websites to be found on the web, but those sites would
continue to exist anyway. Google cannot shut down infringing websites or prevent

24P10’s reliance on Netcom is similarly misplaced. The ability to delete
infringing postings to an electronic bulletin board system was held to constitute the
ability to control infringing activity on that system, but the “environment” at issue
was a closed system.

25P10 nevertheless claims that Google can prevent its web crawler from
indexing websites with a “history” of infringement and that it can block access to
images based on their “verbal” context (i.e., blocking all images that would be
responsive to a particular search query). Both measures suffer from the same flaws:
imprecision and overbreadth. P10 has not explained how Google could evaluate
whether a certain site has a “history” of infringement. For Google to block certain
images altogether would suppress many search results that do not infringe. Thus, to
filter all images responsive to the search query “Vibe Sorenson” (see attached Exhibit
A) would suppress both infringing and noninfringing (e.g., licensed) images.
Similarly, because websites are often comprised of dozens, if not hundreds of pages,
suppressing an entire website due to the infringing content found on one or more
specific pages would result in the suppression of speech and would be against the
public interest.
them from continuing to provide infringing content to the world.

P10 points out that Google’s AdSense policies reserve the right to monitor and terminate partnerships with entities that violate others’ copyright. This, P10 contends, is evidence of Google’s right and ability to control AdSense partners’ infringing conduct. In *Hendrickson v. eBay, Inc.*, 165 F.Supp.2d 1082 (C.D. Cal. 2001), the court considered the issue in the context of the DMCA § 512(c) safe harbor (i.e., for information residing on systems or networks at the direction of users), held that “the ‘right and ability to control’ . . . infringing activity . . . cannot simply mean the ability of a service provider to remove or block access to materials posted on its website or stored in its system.” *Id.* at 1093-94. The court rejected plaintiff’s argument that eBay’s “ability to control” arose from its ability to remove infringing auction listings. *Id. Accord, Perfect 10 v. CCBill, LLC*, 340 F.Supp.2d 1077, 1098 (C.D. Cal. 2004) (right and ability to “disconnect[] access . . . is not sufficient . . . to demonstrate a ‘right and ability to control’ the infringing activity”).

The “right and ability to control” infringing activity of others requires more than what is embodied in Google’s AdSense revenue-sharing agreement; there must be some form of control over or authority to stop or limit the infringing conduct itself. P10 has not established a likelihood of proving the second prong necessary for vicarious liability.

4. Conclusion Regarding Likelihood of Success

P10 is likely to succeed in proving that Google directly infringes by creating and displaying thumbnail copies of its photographs. P10 is unlikely to succeed in proving that Google can be held secondarily liable.

C. Irreparable Harm

In copyright cases, irreparable harm is presumed once a sufficient likelihood of success is raised. *Elvis Presley*, 349 F.3d at 627. Google argues that P10 first sent notices of infringement in May 2001 and then “waited three and a half years before filing this lawsuit [and] another nine months to seek a preliminary
injunction.” Google contends that this constitutes “unreasonable delay” and rebuts any presumption of immediate or irreparable harm. Although P10 did begin sending notices of infringement as early as May 2001, those notices concerned solely Google Web Search. See Pl.’s Zada Decl. ¶ 76. P10 was not aware until May 2004 that Google displayed thumbnails of P10’s copyrighted images on Google Image Search. Id. ¶ 79. Shortly thereafter, P10 began sending notices of infringement. Although P10 did wait six months to file suit and another nine months to seek a preliminary injunction, P10 did so justifiably; it was engaged in settlement discussions with Google and was evaluating whether Google would remove the infringing thumbnail images from its index. P10 has satisfied the “irreparable harm” element.

D. Public Interest

Google argues that the “value of facilitating and improving access to information on the Internet . . . counsels against an injunction here.” This point has some merit. However, the public interest is also served when the rights of copyright holders are protected against acts likely constituting infringement. Furthermore, in this case a preliminary injunction can be carefully tailored to balance the competing interests described in the first paragraph of this Order: those of intellectual property rights on the one hand and those promoting access to information on the other. The Court ORDERS P10 and Google to propose jointly the language of such an injunction, and to lodge their proposal by not later than March 8, 2006.
IV. CONCLUSION

For the reasons discussed above, the Court GRANTS IN PART and DENIES IN PART P10's motion for a preliminary injunction against Google.26

IT IS SO ORDERED.

DATE: February 17, 2006

A. Howard Matz
United States District Judge

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26Docket No. 22.
FOR PUBLICATION

UNITED STATES COURT OF APPEALS
FOR THE NINTH CIRCUIT

PLAYBOY ENTERPRISES, Inc.,
    Plaintiff-Appellant,

v.

NETSCAPE COMMUNICATIONS
CORPORATION,
    Defendant-Appellee.

No. 00-56648
D.C. No.
CV-99-00320-AHS

PLAYBOY ENTERPRISES
INTERNATIONAL, Inc.,
    Plaintiff-Appellant,

v.

EXCITE, INC.,
    Defendant-Appellee.

No. 00-56662
D.C. No.
CV-99-00321-AHS-02
OPINION

Appeal from the United States District Court
for the Central District of California
Alicemarie H. Stotler, District Judge, Presiding

Argued and Submitted
September 11, 2001—Pasadena, California

Filed January 14, 2004

Before: Betty B. Fletcher, Thomas G. Nelson, and
Marsha S. Berzon, Circuit Judges.

Opinion by Judge Thomas G. Nelson;
Concurrence by Judge Berzon
COUNSEL

Barry G. Felder, Brown Raysman Millstein Felder & Steiner LLP, Los Angeles, California, for the plaintiff-appellant.

Jeffrey K. Riffer, Jeffer, Mangels, Butler & Marmaro LLP, Los Angeles, California, for the defendants-appellees.

OPINION

T.G. NELSON, Circuit Judge:

Playboy Enterprises International, Inc. (PEI) appeals from the district court's grant of summary judgment in favor of Netscape Communications Corporation and Excite, Inc. PEI sued defendants for trademark infringement and dilution. We have jurisdiction pursuant to 28 U.S.C. § 1291. Because we conclude that genuine issues of material fact preclude summary judgment on both the trademark infringement and dilution claims, we reverse and remand.

I. FACTS

This case involves a practice called "keying" that defendants use on their Internet search engines. Keying allows advertisers to target individuals with certain interests by linking advertisements to pre-identified terms. To take an innocuous example, a person who searches for a term related to gardening may be a likely customer for a company selling seeds. Thus, a seed company might pay to have its advertisement displayed when searchers enter terms related to gardening. After paying a fee to defendants, that company could
have its advertisements appear on the page listing the search results for gardening-related terms: the ad would be "keyed" to gardening-related terms. Advertisements appearing on search result pages are called "banner ads" because they run along the top or side of a page much like a banner.¹

Defendants have various lists of terms to which they key advertisers’ banner ads. Those lists include the one at issue in this case, a list containing terms related to sex and adult-oriented entertainment. Among the over-400 terms in this list are two for which PEI holds trademarks: "playboy" and "playmate."² Defendants require adult-oriented companies to link their ads to this set of words. Thus, when a user types in "playboy," "playmate," or one of the other listed terms, those companies’ banner ads appear on the search results page.³

PEI introduced evidence that the adult-oriented banner ads displayed on defendants’ search results pages are often graphic in nature and are confusingly labeled or not labeled at all. In addition, the parties do not dispute that buttons on the banner ads say "click here." When a searcher complies, the search results page disappears, and the searcher finds him or herself at the advertiser's website. PEI presented uncontroverted evidence that defendants monitor "click rates," the ratio between the number of times searchers click on banner ads and the number of times the ads are shown. Defendants

¹Not all banner ads are keyed. Some advertisers buy space for their banner ads but only pay to have their ads displayed randomly. Such ads cost less because they are un-targeted and are therefore considered less effective.

²The other terms are generally un-trademarked words associated with adult entertainment, ranging from the expected (sex, parts of the human anatomy, etc.) to the disturbing (gangbangers).

³The search results page lists websites relevant to the search terms pursuant to the search engine’s computer program. A user can click on any item in the list to link to the website of the organization listed. Defendants’ search results pages for the terms "playboy" and "playmate" include links to PEI’s websites.
use click rate statistics to convince advertisers to renew their keyword contracts. The higher the click rate, the more successful they deem a banner ad.

PEI sued defendants, asserting that they were using PEI's marks in a manner that infringed upon and diluted them. The district court denied PEI's request for a preliminary injunction, and this court affirmed in an unpublished disposition. On remand, the parties filed cross-motions for summary judgment. The district court granted summary judgment in favor of defendants. We reverse.

II. STANDARD OF REVIEW

We review the district court's grant of summary judgment de novo. Viewing the evidence in the light most favorable to PEI, and drawing all reasonable inferences in PEI's favor, we must determine whether there are any genuine issues of material fact and whether the district court correctly applied the relevant substantive law. The moving party — in this case, the defendants — bears the "initial burden of identifying for the court the portions of the materials on file that it believes demonstrate the absence of any genuine issue of material fact." If the moving party meets its initial burden, the burden shifts to the non-moving party to "set forth, by affidavit or otherwise provided by Rule 56, 'specific facts showing that there is a genuine issue for trial.'" We may not weigh the evidence.

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*Lopez v. Smith, 203 F.3d 1122, 1131 (9th Cir. 2000).

*Id.


*Id. (quoting Fed. R. Civ. P. 56(e)).
or determine the truth of the matter but may only determine whether there is a genuine issue for trial."

III. DISCUSSION

A. Trademark Infringement

With regard to PEI's trademark infringement claim, the parties disagree on three points. First, the parties dispute whether a direct or a contributory theory of liability applies to defendants' actions. We conclude that defendants are potentially liable under one theory and that we need not decide which one. Second, the parties disagree regarding whether PEI has successfully shown that a genuine issue of material fact exists regarding the likelihood of consumer confusion resulting from defendants' use of PEI's marks. We conclude that a genuine issue of material fact does exist. Finally, the parties dispute whether any affirmative defenses apply. We conclude that no defenses apply. We will address each dispute in turn.

1. Theory of liability.

Whether the defendants are directly or merely contributorily liable proves to be a tricky question. However, we need not decide that question here. We conclude that defendants are either directly or contributorily liable. Under either theory, PEI's case may proceed. Thus, we need not decide this issue.

2. PEI's case for trademark infringement.

[1] The "core element of trademark infringement," the likelihood of confusion, lies at the center of this case. 9 No dis-

10Brookfield Communications, Inc. v. West Coast Entm't Corp., 174 F.3d 1036, 1053 (9th Cir. 1999). Because California trademark law claims are "substantially congruent," we do not examine them separately in this opinion, just as the district court did not. Denbicare U.S.A. Inc. v. Toys "R" Us, Inc., 84 F.3d 1143, 1152 (9th Cir. 1996) (internal quotation marks omitted).
pute exists regarding the other requirements set forth by the statute: PEI clearly holds the marks in question and defendants used the marks in commerce\textsuperscript{11} without PEI’s permission.\textsuperscript{12}

[2] PEI’s strongest argument for a likelihood of confusion is for a certain kind of confusion: initial interest confusion.\textsuperscript{13} Initial interest confusion is customer confusion that creates initial interest in a competitor’s product.\textsuperscript{14} Although dispelled before an actual sale occurs, initial interest confusion impermissibly capitalizes on the goodwill associated with a mark and is therefore actionable trademark infringement.\textsuperscript{15}

[3] PEI asserts that, by keying adult-oriented advertisements to PEI’s trademarks, defendants actively create initial interest confusion in the following manner. Because banner advertisements appear immediately after users type in PEI’s marks, PEI asserts that users are likely to be confused regarding the sponsorship of un-labeled banner advertisements.\textsuperscript{16} In addition, many of the advertisements instruct users to “click

\textsuperscript{11}Federal jurisdiction over trademark cases rests on the Commerce Clause, sweeps as broadly as possible, and clearly encompasses the circumstances of this case. 15 U.S.C. § 1127 (defining “commerce” for jurisdictional purposes as “all commerce which may lawfully be regulated by Congress”); see Steele v. Bulova Watch Co., 344 U.S. 280, 283-84 (1952). In addition to defining “commerce,” 15 U.S.C. § 1127 also defines “use in commerce.” 15 U.S.C. § 1127. That latter definition applies to the required use a plaintiff must make in order to have rights in a mark, as defined by 15 U.S.C. § 1051. See Planetary Motion, Inc. v. Techsplosion, Inc., 261 F.3d 1188, 1194-95 (11th Cir. 2001). It does not enter into our jurisdictional analysis.

\textsuperscript{12}15 U.S.C. § 1114(1)(a).

\textsuperscript{13}Indeed, we find insufficient evidence to defeat summary judgment on any other theory.

\textsuperscript{14}Brookfield, 174 F.3d at 1062-63.

\textsuperscript{15}Id. at 1057.

\textsuperscript{16}Note that if a banner advertisement clearly identified its source or, even better, overtly compared PEI products to the sponsor’s own, no confusion would occur under PEI’s theory.
here.” Because of their confusion, users may follow the instruction, believing they will be connected to a PEI site. Even if they realize “immediately upon accessing” the competitor’s site that they have reached a site “wholly unrelated to” PEI’s, the damage has been done: Through initial consumer confusion, the competitor “will still have gained a customer by appropriating the goodwill that [PEI] has developed in its [ ] mark.”

PEI’s theory strongly resembles the theory adopted by this court in Brookfield Communications, Inc. v. West Coast Entertainment Corporation. In Brookfield, a video rental company, West Coast Entertainment Corporation, planned on using “moviebuff.com” as a domain name for its website and using a similar term in the metatags for the site. Brookfield had trademarked the term “MovieBuff,” however, and sued West Coast for trademark infringement. The court ruled in favor of Brookfield. It reasoned that Internet users entering Brookfield’s mark (plus “.com”) or searching for Brookfield’s mark on search engines using metatags, would find themselves at West Coast’s website. Although they might “realize, immediately upon accessing ‘moviebuff.com,’ that they have reached a site operated by West Coast and wholly unrelated to Brookfield,” some customers who were originally seeking Brookfield’s website “may be perfectly content with West Coast’s database (especially as it is offered free of charge).” Because those customers would have found West Coast’s “misappropriation of Brookfield’s goodwill” in its mark, the court concluded that Brookfield withstood summary judgment.

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57Brookfield, 174 F.3d at 1057.
58174 F.3d 1036 (9th Cir. 1999).
59Id. at 1042.
60Id. at 1043.
61Id. at 1057.
62Id.
[4] In this case, PEI claims that defendants, in conjunction with advertisers, have misappropriated the goodwill of PEI's marks by leading Internet users to competitors' websites just as West Coast video misappropriated the goodwill of Brookfield's mark. Some consumers, initially seeking PEI's sites, may initially believe that unlabeled banner advertisements are links to PEI's sites or to sites affiliated with PEI. Once they follow the instructions to "click here," and they access the site, they may well realize that they are not at a PEI-sponsored site. However, they may be perfectly happy to remain on the competitor's site, just as the Brookfield court surmised that some searchers initially seeking Brookfield's site would happily remain on West Coast's site. The Internet user will have reached the site because of defendants' use of PEI's mark. Such use is actionable.\(^\text{23}\)

Although analogies to Brookfield suggest that PEI will be able to show a likelihood of confusion sufficient to defeat summary judgment, we must test PEI's theory using this circuit's well-established eight-factor test for the likelihood of confusion to be certain. Accordingly, we turn to that test now.

[5] The Ninth Circuit employs an eight-factor test, originally set forth in AMF Inc. v. Sleekcraft Boats,\(^\text{24}\) to determine the likelihood of confusion. The eight factors are:

1. strength of the mark;
2. proximity of the goods;
3. similarity of the marks;
4. evidence of actual confusion;

\(^{23}\)Id. at 1062-65.
\(^{24}\)599 F.2d 341, 348-49 (9th Cir. 1979).
5. marketing channels used;

6. type of goods and the degree of care likely to be exercized by the purchaser;

7. defendant’s intent in selecting the mark; and

8. likelihood of expansion of the product lines.\(^{25}\)

In the Internet context, courts must be flexible in applying the factors, as some may not apply.\(^{26}\) Moreover, some factors are more important than others. For example, a showing of actual confusion among significant numbers of consumers provides strong support for the likelihood of confusion.\(^{27}\) For that reason, we turn first to an examination of factor four: evidence of actual confusion.

a. \textit{Factor 4: Evidence of Actual Confusion.}

The expert study PEI introduced establishes a strong likelihood of initial interest confusion among consumers. Thus, factor four alone probably suffices to reverse the grant of summary judgment.

PEI’s expert, Dr. Ford, concluded that a statistically significant number of Internet users searching for the terms “playboy” and “playmate” would think that PEI, or an affiliate, sponsored banner ads containing adult content that appear on the search results page. When study participants were shown

\(^{25}\)Id.

\(^{26}\)\textit{Brookfield}, 174 F.3d at 1054. In this case, we conclude that only the final factor — the likelihood of expansion of product lines — does not apply.

\(^{27}\)\textit{Thane Int’l, Inc. v. Trek Bicycle Corp.}, 305 F.3d 894, 902 (9th Cir. 2002) ("Evidence of actual confusion constitutes persuasive proof that future confusion is likely. . . . If enough people have been \textit{actually} confused, then a likelihood that people are confused is established.") (internal quotation marks omitted).
search results for the term “playboy,” 51% believed that PEI sponsored or was otherwise associated with the adult-content banner ad displayed. When shown results for the term “playmate,” 31% held the same belief. Using control groups, Dr. Ford also concluded that for 29% of those participants viewing “playboy” searches and 22% of those viewing “playmate” searches, the confusion stemmed from the targeting of the banner advertisements. The individuals were not confused by random, un-targeted advertisements.

Defendants criticize Dr. Ford’s procedures and conclusions. They offer their own interpretations of his data, with significantly lower rates of confusion. Defendants cite cases identifying probabilities of confusion of 7.6% and less as de minimis and then argue that Dr. Ford’s results showed de minimis confusion as well. Their critique of Dr. Ford’s methods and interpretations formed the basis of a motion to exclude his expert testimony and report before the district court. The district court denied that motion, however, and allowed the introduction of the evidence.

Defendants may have valid criticism of Dr. Ford’s methods and conclusions, and their critique may justify reducing the weight eventually afforded Dr. Ford’s expert report. The district court’s evidentiary ruling is not before us on appeal, however, and weighing admissible evidence at this stage is improper. Defendants’ arguments prove the point that a genuine issue of material fact exists regarding actual confusion. The presence of Dr. Ford’s criticized (but uncontradicted) report, with its strong conclusions that a high likelihood of initial interest confusion exists among consumers, thus generates a genuine issue of material fact on the actual confusion issue.

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28 Surveys are commonly introduced as probative evidence of actual confusion. See Schering Corp. v. Pfizer Inc., 189 F.3d 218, 225 (2d Cir. 1999).
29 Abdul-Jabbar, 85 F.3d at 410.
Because actual confusion is at the heart of the likelihood of confusion analysis, Dr. Ford's report alone probably precludes summary judgment. In the interest of being thorough, however, we will examine the other seven Sleekcraft factors. On balance, they also support PEI.

b. Factor One: Strength of the Mark.

PEI has established that strong secondary meanings for its descriptive marks exist, and that a genuine issue of material fact exists as to whether it created the secondary meanings. Thus, the first Sleekcraft factor favors PEI.

At this point, defendants concede that they use the marks for their secondary meanings. Thus, they concede that the marks have secondary meanings. They offer only a weak argument regarding the strength of the meanings. Given that

[Thane, 305 F.3d at 902.]

[Sleekcraft, 599 F.2d at 349 n. 12 (noting that, once a party establishes that it has created secondary meaning, "the protection afforded should be commensurate with the degree of consumer association proven").]

Indeed, to argue that they use the marks for their primary meaning, as defendants did below, is absurd. Defendants obviously do not use the term "playmate," for example, for its dictionary definition: "a companion, especially of a child, in games and play." Webster's New World Dictionary, 3d coll. ed. (1988).

Defendants cite third-party use of the mark as evidence that the secondary meanings of PEI's marks are weak. However, as discussed in the dilution context in section III.B, the degree of third-party use is in dispute in this case, and we do not find their evidence helpful here. Although evidence of extensive third-party use of a mark may be useful in evaluating the strength of the secondary meaning of a mark, we note that such evidence can cut both ways. On the one hand, extensive third-party use of a mark might tend to show that consumers are likely to associate the mark with companies and meanings other than the markholder's. See, e.g., Amstar Corp. v. Domino's Pizza, Inc., 615 F.2d 252, 259-60 (5th Cir. 1980). However, if consumers associate the mark with the markholder, and the markholder's secondary meaning, despite extensive third-party use, the third-party uses would tend to show the strength of the association
defendants themselves use the terms precisely because they believe that Internet searchers associate the terms with their secondary meanings, disputing the strength of the secondary meanings is somewhat farfetched. The only meaningful dispute is whether PEI created the strong secondary meanings associated with the mark.

PEI offered evidence, in the form of expert reports, tending to show that PEI did create the secondary meanings of “playboy” and “playmate.” PEI’s expert evidence countered the defendants’ expert evidence to the contrary, and suffices to generate a genuine issue of material fact on this issue.


From an Internet searcher’s perspective, the relevant “goods” are the links to the websites being sought and the goods or services available at those sites. The proximity between PEI’s and its competitor’s goods provides the reason Netscape keys PEI’s marks to competitor’s banner advertisements in the first place. Accordingly, this factor favors PEI as well.

d. Factor Three: Similarity of the Marks.

No doubt exists regarding this factor. Aside from their lack of capitalization, their font, and the fact that defendants use

created by the markholder. Finally, the markets in which the markholder and the third parties use the mark must be considered. See Nat’l Lead Co. v. Wolfe, 223 F.2d 195, 204 (9th Cir. 1955) (considering, and rejecting, evidence of third-party use because use within the relevant market, for paint, was de minimis). Evidence of third-party use in markets similar to the markholder’s is more compelling than evidence of third-party use in unrelated markets. See id. Thus, even if relevant to our inquiry in the infringement context, the evidence would not be dispositive on summary judgment.
the plural form of “playmate,” the terms defendants use are identical to PEI’s marks. Thus, they are certainly similar.33

e. Factor Five: Marketing Channels Used.

This factor is equivocal. PEI and the advertisers use identical marketing channels: the Internet. More specifically, each of their sites appears on defendants’ search results pages. Given the broad use of the Internet today, the same could be said for countless companies. Thus, this factor merits little weight.

f. Factor Six: Type of Goods and Degree of Consumer Care Expected.

This factor favors PEI. Consumer care for inexpensive products is expected to be quite low.34 Low consumer care, in turn, increases the likelihood of confusion.35

In addition to price, the content in question may affect consumer care as well. We presume that the average searcher seeking adult-oriented materials on the Internet is easily diverted from a specific product he or she is seeking if other options, particularly graphic ones, appear more quickly. Thus, the adult-oriented and graphic nature of the materials weighs in PEI’s favor as well.

g. Factor Seven: Defendants’ Intent in Selecting the Mark.

This factor favors PEI somewhat. A defendant’s intent to

33See Sleekcraft, 599 F.2d at 350-52.
34See Brookfield, 174 F.3d at 1060 (“[W]hen dealing with inexpensive products, customers are likely to exercise less care, thus making confusion more likely.”).
35Id.
confuse constitutes probative evidence of likely confusion. Courts assume that the defendant’s intentions were carried out successfully. In this case, the evidence does not definitively establish defendants’ intent. At a minimum, however, it does suggest that defendants do nothing to prevent click-throughs that result from confusion. Moreover, they profit from such click-throughs.

Defendants monitor “click-through” rates on the advertisements they display. That is, they monitor the number of times consumers are diverted to their advertisers’ sites. They use the click-through rates as a way to gauge the success of the advertisements and to keep advertisers coming back to their services. Although some click-throughs may be the result of legitimate consumer interest, not confusion, some may be expected to result from confusion. Defendants will profit from both kinds of click-throughs. And they do nothing to ensure that only click-throughs based on legitimate interest, as opposed to confusion, occur.

PEI introduced evidence suggesting that labeling the advertisements would reduce click-through rates. It would also reduce confusion. However, although defendants control the content of advertisements in other contexts, defendants do not require that advertisers identify themselves on their banner ads. Moreover, they do not label the advertisements themselves. Perhaps even more telling, defendants refuse to remove the highly-rated terms “playboy” and “playmate” from their lists of keywords, even when advertisers request that they do so.\footnote{PEI introduced evidence that, even when advertisers objected to using PEI’s marks to key advertisements, defendants refused to remove the marks from the keying list. This places advertisers in a difficult situation, as described \textit{infra}.}

\footnote{See \textit{Sleekcraft}, 599 F.2d at 348 n.9.}

\footnote{If users click on a banner advertisement, Netscape has designed its program to link them immediately to the advertiser’s website. Thus, the user has “clicked-through” the advertisements to the advertiser’s website.}
The above evidence suggests, at a minimum, that defendants do nothing to alleviate confusion, even when asked to do so by their advertisers, and that they profit from confusion. Although not definitive, this factor provides some evidence of an intent to confuse on the part of defendants. This factor thus favors PEI.

h. Factor Eight: Likelihood of Expansion of Product Lines.

Because the advertisers' goods and PEI's are already related, as discussed within factor two, this factor is irrelevant.

[7] Having examined all of the Sleekcraft factors, we conclude that the majority favor PEI. Accordingly, we conclude that a genuine issue of material fact exists as to the substantial likelihood of confusion. We now proceed to the defenses advanced by defendants.

3. Defenses.

[8] Defendants assert three defenses: fair use, nominative use, and functional use. Because we have found that a genuine issue of fact exists as to likelihood of confusion under Sleekcraft, we must deny summary judgment as to the fair use defense. A fair use may not be a confusing use. Accordingly, we turn to defendants' other asserted defenses.

[9] Defendants assert that they make a nominative use of PEI's marks. We apply a slightly different test for confusion in the nominative use, as opposed to the fair use, context. To

38Lindy Pen Co., Inc. v. Bic Pen Corp., 725 F.2d 1240, 1248 (9th Cir. 1984) (declining to adopt an interpretation of fair use under which a use might be fair "even where likelihood of confusion has been shown," but noting that liability may not be imposed for truthful comparative advertising, an example of a nominative use).

40See PEI v. Weltes, 279 F.3d 796, 801 (9th Cir. 2002) (citing New Kids on the Block v. News America Publ'g, Inc., 971 F.2d 302, 309 (9th Cir. 1992)).
be considered a nominative use, the use of a mark must meet the following three-factor test:

First, the product or service in question must be one not readily identifiable without use of the trademark; second, only so much of the mark or marks may be used as is reasonably necessary to identify the product or service; and third, the user must do nothing that would, in conjunction with the mark, suggest sponsorship or endorsement by the trademark holder.\(^4\)

Before we apply this test to the facts at hand, we would like to emphasize what facts are not at hand. We note that defendants’ use of PEI’s marks to trigger the listing of PEI sites, and other sites that legitimately use PEI’s marks,\(^2\) is not at issue here. In addition, we note that we are not addressing a situation in which a banner advertisement clearly identifies its source with its sponsor’s name,\(^3\) or in which a search engine clearly identifies a banner advertisement’s source. We are also not addressing a situation in which advertisers or defendants overtly compare PEI’s products to a competitor’s — saying, for example “if you are interested in Playboy, you may also be interested in the following message from [a different, named company].” Rather, we are evaluating a situation in which defendants display competitors’ unlabeled banner advertisements, with no label or overt comparison to PEI, after Internet users type in PEI’s trademarks.

[10] The situation with which we are dealing runs afoul of the first requirement for nominative use. Accordingly, we do not consider the other prongs.

\(^4\)New Kids on the Block, 971 F.2d at 308 (footnote omitted).

\(^2\)See, e.g., PEI v. Welles, 279 F.3d at 803-04 (concluding that defendant’s use of PEI’s marks in the metatags of her website was a permissible, nominative use).

\(^3\)Doing so might eliminate the likelihood of initial interest confusion that exists in this case.
[11] Defendants could use other words, besides PEI’s marks, to trigger adult-oriented banner advertisements. Indeed, they already do so. The list they sell to advertisers includes over 400 terms besides PEI’s marks. There is nothing indispensable, in this context, about PEI’s marks. Defendants do not wish to identify PEI or its products when they key banner advertisements to PEI’s marks. Rather, they wish to identify consumers who are interested in adult-oriented entertainment so they can draw them to competitors’ websites. Accordingly, their use is not nominative. Thus, we reverse the district court’s grant of summary judgment based on nominative use.

[12] Defendants’ final asserted defense, functional use, also fails. Defendants appear not to have raised this defense before the district court. Even if they have not waived the defense, however, it fails. Under the functional use doctrine, parts of a design that have a functional use may not receive trademark protection. We do not have such a case here.

[13] Nothing about the marks used to identify PEI’s products is a functional part of the design of those products. PEI could easily have called its magazine and its models entirely

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44Compare Welles, 279 F.3d at 802 (explaining that, because Welles would have to use absurd and lengthy turns of phrase to describe her title as a Playboy Playmate of the Year without using the marks, her use of the marks satisfied the first requirement of nominative use).

45Id. at 801 (noting that, unlike a traditional fair use, a nominative use is a defendant’s use of a mark to identify “not its own product, but the plaintiff’s”).

different things without losing any of their intended function. Thus, the marks are not functional and may be granted trademark protection.\textsuperscript{47}

The fact that the marks make defendants' computer program more functional is irrelevant. Defendants designed their program to identify consumers interested in adult-oriented entertainment so that some percentage of those consumers might be attracted to competitors' websites, thereby helping defendants generate advertising revenue. Thus, defendants might conceivably be unable to trademark some of the terms used in their program because those terms are functional within that program. Because we are not dealing with defendants' wish to trademark their computer program, but with PEI's ability to protect the trademarks it already uses to identify its products, the doctrine of functional use does not help defendants here.

[14] We hold that genuine issues of material fact exist with respect to defendants' keying practices. Thus, we conclude that summary judgment was inappropriate on the trademark infringement claim.

B. Trademark Dilution

We reverse the district court's grant of summary judgment on PEI's second cause of action, trademark dilution,\textsuperscript{48} and remand for further proceedings. We conclude that PEI has established that genuine issues of material fact exist regarding two of the three elements that the parties dispute: the famousness of the marks and defendants' commercial use of the mark.\textsuperscript{49} We will address each of the three disputed elements in turn.

\textsuperscript{47}Qualitex, 514 U.S. at 169-70.

\textsuperscript{48}PEI asserted claims under federal and state law. Analysis of the state law is substantially similar to analysis of the federal law. See Avery Dennison Corp. v. Sumpton, 189 F.3d 868, 874 (9th Cir. 1999). Accordingly, we do not separately address state law claims.

\textsuperscript{49}The dilution statute, 15 U.S.C. § 1125(c), provides relief to the owners of famous marks by providing "an injunction against another person's
1. Famousness of the mark.

[15] The federal dilution statute provides eight factors courts may use, along with other relevant factors, "in determining whether a mark is distinctive and famous." Those eight factors are:

(A) the degree of inherent or acquired distinctiveness of the mark;

(B) the duration and extent of use of the mark in connection with the goods or services with which the mark is used;

(C) the duration and extent of advertising and publicity of the mark;

(D) the geographical extent of the trading area in which the mark is used;

(E) the channels of trade for the goods or services with which the mark is used;

(F) the degree of recognition of the mark in the trading areas and channels of trade used by the marks' owner and the person against whom the injunction is sought;

(G) the nature and extent of use of the same or similar marks by third parties; and

commercial use in commerce of a mark or trade name, if such use begins after the mark has become famous and causes dilution of the distinctive quality of the mark . . . ." The only portion of PEI’s claim not in dispute is the time of defendants’ use, which was clearly after PEI registered the mark. That leaves the famousness of the mark, defendants’ commercial use of the mark, and dilution of the mark in dispute.

56 U.S.C. § 1125(c).
whether the mark was registered under the
Act of March 3, 1881, or the Act of February 20,
1905, or on the principal register.\textsuperscript{51}

No grounds exist to contest factors (B), (C), (D), (E), and
(H), all of which favor PEI. Defendants directly contest only
factor (G): “the nature and extent of use of the same or similar
marks by third parties.”\textsuperscript{52} We conclude that PEI has estab-
lished a genuine issue of material fact regarding factor (G).
Accordingly, the first contested requirement of trademark
dilution favors PEI for purposes of summary judgment.

Defendants introduced evidence that more than forty third-
party trademark registrations exist for the terms “playboy”
and “playmate,” as well as evidence that hundreds of compa-
nies use the terms within their company names. Plaintiffs
countered, however, by showing that: (a) many of the compa-
nies cited by defendants are active infringers whom PEI is
diligently pursuing; (b) others are merely companies who
have applied for similar marks but who have not yet received
them; and (c) still others are listed several times. The remain-
der, PEI asserts, are in different fields or in localized areas
and should not be counted, at least not when considering
whether PEI’s marks are famous within their market.\textsuperscript{53}

\textsuperscript{51}Id. at (c)(1).

\textsuperscript{52}Id. We reject defendants’ contention that PEI has waived the remain-
ing factors. PEI argued that its mark was famous before the district court
and both parties introduced evidence that was relevant to that issue,
including evidence relevant to the factors listed by the statute. Thus, no
waiver has occurred.

\textsuperscript{53}PEI thus argues that the market for seeds to which “Playboy” sweet
potatoes and yams are targeted and the market for children’s toys and
games to which “Playmate” toys are targeted do not affect PEI’s fame
within its entirely different niche. PEI makes a strong argument for niche
fame which defendants do not adequately counter and which the district
court appears not to have considered. This alone provides grounds for
reversal. See Syndicate Sales, Inc. v. Hampshire Paper Corp., 192 F.3d
633, 640-41 (7th Cir. 1999) (holding that the lower court erred in failing
to consider fame within a niche market where defendant was directing
activity towards the same market); Avery Dennison Corp. v. Sumpton, 189
F.3d 868, 878 (9th Cir. 1999).
[16] Thus, defendants introduced evidence of third-party use and PEI disputed the evidence with evidence of its own showing that defendants’ list was substantially over-inclusive. A dispute of material fact thus exists as to the only factor relevant to the famousness of the marks that defendants contest. Accordingly, the first contested requirement of dilution favors PEI on summary judgment.

2. Defendants’ commercial use of the mark.

[17] Congress intended to limit only commercial speech, as opposed to political or other more closely protected speech, when it passed the dilution statute; thus, it included the requirement that the use be a commercial one. A successful argument that defendants make no commercial use of the marks, then, would be an argument that the speech associated with their actions was political, not commercial. Defendants do not make such an argument, and it would be difficult to do so in light of the clear evidence of the commercial nature of their enterprise. Accordingly, PEI has satisfied the second disputed requirement of dilution.

3. Dilution of distinctive quality of marks.

[18] We conclude that the district court erred when it held, applying the standard then in force, that PEI had shown no likelihood of dilution. However, because the Supreme Court recently clarified the standard for withstanding summary judgment on dilution claims, we vacate the district court’s decision on this point and remand with instructions to re-open

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discovery to allow the parties to introduce evidence that may satisfy, or undermine, the new standard.  

Under the old standard, PEI established a genuine issue of material fact regarding likelihood of dilution. With respect to blurring, PEI introduced evidence suggesting that a significant number of Internet users assume that advertisements are sponsored or somehow affiliated with PEI after a search using PEI’s trademarked terms. Defendants did not counter that evidence. With respect to tarnishment, plaintiffs introduced evidence tending to show that consumers consider the materials in the banner ads to be inferior to the materials offered by PEI and that consumers are confused regarding sponsorship of the banner ads. Defendants also did not counter that evidence.  

Defendants argue that dilution cannot be found because they do not label their own goods with PEI’s marks. However, when one considers things from the consumers’ perspective, defendants’ argument fails. According to PEI’s evidence, in the minds of consumers, defendants implicitly label the goods of PEI’s competitors with its marks.  

Finding fault with the methods used to collect and evaluate PEI’s evidence regarding Internet searchers’ association between the keyed advertisements and PEI, defendants criticize PEI’s evidence regarding the likelihood of blurring. As with the evidence regarding the likelihood of confusion in the infringement claim, however, defendants’ critique of PEI’s

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See Horphag Research Ltd. v. Pellegrini, 337 F.3d 1036, 1041 (9th Cir. 2003) (remanding to allow district court to re-consider motion to dismiss under new standard, where mark holder had satisfied old standard).

57 Blurring occurs when another’s use of a mark creates “the possibility that the mark will lose its ability to serve as a unique identifier of the plaintiff’s product.” Panavision Int’l, L.P. v. Toeppen, 141 F.3d 1316, 1326 n.7 (9th Cir. 1998).

58 Tarnishment occurs “when a famous mark is improperly associated with an inferior or offensive product or service.” Id.
evidence pointed to a genuine issue of fact on this issue, not to summary judgment.

Defendants did not counter PEI's evidentiary showing in support of tarnishment. Accordingly, PEI showed a likelihood of tarnishment as well.

Because we conclude that the district court erred under the traditional theories of dilution, we need not reach the parties' arguments regarding whether Panavision International, L.P. v. Toeppen59 applies, whether it created a new species of dilution, or whether it remains valid after Congress enacted the Anticybersquatting Consumer Protection Act of 1999.60 Accordingly, if the old standard applied, we would reverse and remand for post-summary judgment proceedings.

Because the old standard, requiring a showing of a mere likelihood of dilution, no longer applies, we vacate the district court's decision as to the third element of the dilution claim and remand in order to allow the district court to apply the proper standard.61 Under that standard, to withstand summary judgment, a party must show that actual dilution has occurred.62 PEI's current evidence does not establish actual dilution. Thus, we remand with instructions to re-open discovery and to allow motions directed at the new standard.

Genuine issues of material fact preclude summary judgment on PEI's dilution claim. The fame of the marks and the likelihood of dilution are in dispute, thereby precluding summary judgment.

59141 F.3d 1316, 1326 (9th Cir. 1998) (approving a district court's finding of dilution where the defendant's conduct — registering plaintiff Panavision's trademarks in domain names — diminished "the capacity of the Panavision marks to identify and distinguish Panavision's goods and services on the Internet") (internal quotation marks omitted).
61See Horphag, 328 F.3d at 1113.
62Moseley, 123 S. Ct. at 1124.
IV. CONCLUSION

[19] Genuine issues of material fact exist as to PEI’s trademark infringement and dilution claims. Accordingly, we reverse the district court’s grant of summary judgment in favor of defendants and remand for further proceedings.

REVERSED AND REMANDED.

BERZON, Circuit Judge, concurring:

I concur in Judge Nelson’s careful opinion in this case, as it is fully consistent with the applicable precedents. I write separately, however, to express concern that one of those precedents was wrongly decided and may one day, if not now, need to be reconsidered en banc.

I am struck by how analytically similar keyed advertisements are to the metatags found infringing in Brookfield Communications v. West Coast Entertainment Corp., 174 F.3d 1036 (9th Cir. 1999). In Brookfield, the court held that the defendant could not use the trademarked term “moviebuff” as one of its metatags. Metatags are part of the HTML code of a web page, and therefore are invisible to internet users. Search engines use these metatags to pull out websites applicable to search terms. See also Promatek Indus., Ltd. v. Equitrac Corp., 306 F.3d 808, 812-13 (7th Cir. 2002) (adopting the Brookfield holding).

Specifically, Brookfield held that the use of the trademarked terms in metatags violated the Lanham Act because it caused “initial interest confusion.” Brookfield, 174 F.3d at 1062-66. The court explained that even though “there is no source confusion in the sense that consumers know [who] they are patronizing, . . . there is nevertheless initial interest confusion in the sense that, by using ‘moviebuff.com’ or
Spyware: Background and Policy Issues for Congress

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Spyware: Background and Policy Issues for Congress

Background

Congress is debating whether to enact new legislation to deal with the growing problem of "spyware." Spyware is not well defined, but generally includes software emplaced on a computer without the user's knowledge that takes control of the computer away from the user, such as by redirecting the computer to unintended websites, causing advertisements to appear, or collecting information and transmitting it to another person. The lack of a firm definition of the term adds to the complexities of drafting new laws.

Opponents of new legislation argue that industry self-regulation and enforcement of existing laws are sufficient. They worry that further legislation could have unintended consequences that, for example, limit the development of new technologies that could have beneficial uses. Supporters of new legislation believe that current laws are inadequate, as evidenced by the growth in spyware incidents. The 108th Congress debated spyware legislation, and two bills passed the House, but neither cleared Congress. In the first session of the 109th Congress, debate resumed, and the House again passed two bills (similar to the two passed in the 108th Congress): H.R. 29 and H.R. 744. In the Senate, three bills were introduced: S. 687, S. 1004, and S. 1608. S. 687 and S. 1608 were ordered reported from the Senate Commerce Committee during 2005. Legislative action during the first session of the 109th Congress on all these bills is discussed later in this report.

What is Spyware?

The term “spyware” is not well defined. Jerry Berman, President of the Center for Democracy and Technology (CDT), explained in testimony to the Subcommittee on Communications of the Senate Commerce, Science, and Transportation Committee in March 2004 that “The term has been applied to software ranging from ‘keylogger’ that capture every key typed on a particular computer; to advertising applications that track users’ web browsing; to programs that hijack users’ system settings.” He noted that what these various types of software programs “have in common is a lack of transparency and an absence of respect for users’ ability to control their own computers and Internet connections.”

Software programs that include spyware may be sold or available for free ("freeware"). They may be on a disk or other media, downloaded from the Internet, or downloaded when opening an attachment to an electronic mail (e-mail) message. Typically, users have no knowledge that spyware is on their computers. Because the spyware is resident on the computer's hard drive, it can generate pop-up ads, for example, even when the computer is not connected to the Internet.

One example of spyware is software products that include, as part of the software itself, a method by which information is collected about the use of the computer on which the software is installed, such as Web browsing habits. Some of these products may collect personally identifiable information (PII). When the computer is connected to the Internet, the software periodically relays the information back to another party, such as the software manufacturer or a marketing company. Another oft-cited example of spyware is "adware," which may cause advertisements to suddenly appear on the user's monitor — called "pop-up" ads. In some cases, the adware uses information that the software obtained by tracking a user's Web browsing habits to determine shopping preferences, for example. Some adware companies, however, insist that adware is not necessarily spyware, because the user may have permitted it to be downloaded onto the computer because it provides desirable benefits.

As Mr. Berman explained, spyware also can refer to "keylogging" software that records a person's keystrokes. All typed information thus can be obtained by another party, even if the author modifies or deletes what was written, or if the characters do not appear on the monitor (such as when entering a password). Commercial key logging software has been available for some time. In the context of the spyware debate, the concern is that such software can record credit card numbers and other personally identifiable information that consumers type when using Internet-based shopping and financial services, and transmit that information to someone else. Thus it could contribute to identity theft.

As discussed below, the lack of a precise definition for spyware is often cited by opponents of legislation as a reason not to legislate. They argue that without a definition, legislation could have unintended consequences, banning current or future technologies and activities that, in fact, could be beneficial. Some of these software applications, including adware and keylogging software, have legitimate uses. The question is whether the user has given consent for it to be installed.

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2 The existence of keylogging software was publicly highlighted in 2001 when the FBI, with a search warrant, installed such software on a suspect's computer, allowing them to obtain his password for an encryption program he used, and thereby evidence. Some privacy advocates argued that wiretapping authority should have been obtained, but the judge, after reviewing classified information about how the software works, ruled in favor of the FBI. Press reports also indicate that the FBI is developing a "Magic Lantern" program that performs a similar task, but can be installed on a subject's computer remotely by surreptitiously including it in an e-mail message, for example.

3 For more on identity theft, see CRS Report RS22082, Identity Theft: The Internet Connection, by Marcia S. Smith; and CRS Report RL31919, Remedies Available to Victims of Identity Theft, by Angie A. Welborn.
The Chief Executive Officer of Webroot Software, C. David Moll, explained at a May 11, 2005 Senate Commerce Committee hearing that spyware presents a threat in four ways: data security, online privacy, network and computer performance, and Internet commerce broadly.⁴

**Prevalence of Spyware**

In October 2004, America Online (AOL) and the National Cyber Security Alliance (NCSA)⁵ released the results of a survey of 329 dial-up and broadband computer users regarding online threats, including spyware.⁶ According to the study:

- 80% of the computers they tested were infected with spyware or adware, and 89% of the users of those computers were unaware of it;
- the average infected computer had 93 spyware/adware components on it, and the most found on a single computer was 1,059; and
- most users do not recognize the symptoms of spyware — 63% of users with a pop-up blocker said they got pop-up ads anyway, 43% of users said their home page had been changed without their permission, and 40% said their search results are being redirected or changed.

Separately, Webroot Software, a provider of privacy and protection software, released the results of a survey of 287 corporate information technology managers on October 27, 2004. That survey concluded that although more than 70% of corporations expressed increased concern about spyware, less than 10% had implemented commercially available anti-spyware software.⁷

**FTC Advice to Consumers**

The Federal Trade Commission (FTC) issued a consumer alert about spyware in October 2004 offering a list of warning signs that might indicate that a computer is infected with spyware.⁸ The FTC alert listed the following clues:

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⁵ According to its website [http://www.staysafeonline.info], NCSA is a public-private partnership, with government sponsors including the Department of Homeland Security and the FTC. Its Board of Officers includes representatives from Cisco Systems, Symantec, RSA Security, AOL, McAfee, Microsoft, and BellSouth.


⁷ Spyware Infiltration Rises in Corporate Networks, but Webroot Survey Finds Companies Still Neglect Threat. PR Newswire, October 27, 2004, 06:00 (via Factiva).

⁸ Available at [http://www.ftc.gov/bcp/online/pubs/alerts/spywarealrt.htm].
a barrage of pop-up ads;
- a hijacked browser — that is, a browser that takes you to sites other than those you type into the address box;
- a sudden or repeated change in your computer’s Internet home page;
- new and unexpected toolbars;
- new and unexpected icons on the system tray at the bottom of your computer screen;
- keys that don’t work (for example, the “Tab” key that might not work when you try to move to the next field in a Web form);
- random error messages; and
- sluggish or downright slow performance when opening programs or saving files.

The FTC alert also offered preventive actions consumers can take.

- update your operating system and Web browser software;
- download free software only from sites you know and trust;
- don’t install any software without knowing exactly what it is;
- minimize “drive-by” downloads by ensuring that your browser’s security setting is high enough to detect unauthorized downloads;
- don’t click on any links within pop-up windows;
- don’t click on links in spam that claim to offer anti-spyware software; and
- install a personal firewall to stop uninvited users from accessing your computer.

Finally, the FTC alert advised consumers who think their computers are infected to get an anti-spyware program from a vendor they know and trust; set it to scan on a regular basis, at startup and at least once a week; and delete any software programs detected by the anti-spyware program that the consumer does not want.

Reviews of some of the commercially available anti-spyware programs are available in magazines such as PC World and Consumer Reports, or at [http://www.spywarewarrior.com].\(^9\) Consumers must be cautious about choosing a spyware product, however. At a May 11, 2005 Senate Commerce, Science, and Transportation Committee hearing, the point was raised that some websites masquerade as anti-spyware sites selling spyware solutions, but instead download spyware onto an unwitting consumer’s computer.

**Other FTC Activities**

The FTC held a workshop on spyware on April 19, 2004.\(^10\) The director of FTC’s Bureau of Consumer Protection, Howard Beale, summarized the workshop at

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\(^10\) The transcript of the workshop is available at [http://www.ftc.gov/bcp/workshops/spyware/transcript.pdf].
a hearing before the Subcommittee on Telecommunications and the Internet of the House Energy and Commerce Committee 10 days later. He listed a number of ways in which spyware can harm consumers and businesses.

... It seems clear from the workshop’s discussions spyware may harvest personally identifiable information from consumers through monitoring computer use without consent. It also may facilitate identity theft by surreptitiously planting a keystroke logger on a user’s computer.

Spyware may create security risks if it exposes communications channels to hackers. It also may effect [sic] the operation of personal computers, causing crashes, browser hijacking, homepage resetting and the like. These harms are problems in themselves and could lead to a loss in consumer confidence in the Internet as a medium of communication and commerce.

Second, many of the panelists discussed how spyware may cause problems for businesses, too. Companies may incur costs as they seek to block and remove spyware from computers of their employees or their customers. Employees will also be less productive if spyware causes their computers to crash or if they’re distracted...by a barrage of pop-up ads. Spyware that captures the keystrokes of employees could be used to obtain trade secrets and confidential information from businesses.\(^\text{11}\)

Mr. Beale also listed a number of ways in which the computer industry is attempting to help consumers and businesses cope with the spyware problem, for example through development of anti-spyware programs.

An FTC staff report on the results of the workshop was published in March 2005.\(^\text{12}\) The report concluded that addressing the spyware problem will require a coordinated and sustained effort on the part of the private sector and government.

The FTC also has taken legal actions to stop spyware practices. FTC Chairwoman Deborah Platt Majoras summarized the FTC’s activities at an October 5, 2005 hearing before the Subcommittee on Trade, Tourism, and Economic Development of the Senate Commerce, Science, and Transportation Committee.\(^\text{13}\)

**State Laws**

In March 2004, Utah became the first state to enact spyware legislation (although a preliminary injunction prevented it from taking effect, and the Utah

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\(^\text{12}\) An FTC press release, and a link to the report, are at [http://www.ftc.gov/opa/2005/03/spywarerpt.htm].

\(^\text{13}\) Ms. Majoras’ statement is available at [http://commerce senate.gov/pdf/majoras-spyware.pdf].
legislature passed a new law in 2005 amending the 2004 act). In testimony to a House Energy and Commerce subcommittee in April 2004, then-FTC Commissioner Mozelle Thompson asked states to “be cautious” about passing such legislation because “a patchwork of differing and inconsistent state approaches might be confusing to industry and consumers alike.”

Nonetheless, several more states have passed such legislation and others are considering it. According to the National Conference of State Legislatures (NCSL), California joined Utah in enacting spyware legislation in 2004. Twelve states enacted spyware legislation in 2005: Alaska, Arizona, Arkansas, California, Georgia, Indiana, Iowa, New Hampshire, Texas, Utah, Virginia, and Washington. The 2005 California and Utah laws add to or modify what those states passed in 2004. Two NCSL websites, one for 2004 and the other for 2005, list legislative actions by the various states regarding spyware: [http://www.ncsl.org/programs/lis/spyware04.htm] and [http://www.ncsl.org/programs/lis/spyware05.htm#arizona].

Issues for Congress

The first session of the 109th Congress continued to debate the spyware issue. Two bills passed the House: H.R. 29 (Bono) and H.R. 744 (Goodlatte). Three bills were introduced in the Senate: S. 687 (Burns-Wyden), S. 1004 (Allen), and S. 1608 (Smith). S. 687 and S. 1608 were ordered reported from the Senate Commerce Committee in 2005. All the bills from the 109th Congress, 1st session, are summarized later in this report. Legislation from the 108th Congress is summarized in the Appendix.

Debate Over the Need for Federal Spyware Legislation

The main issue for Congress is whether to enact new legislation specifically addressing spyware, or to rely on industry self-regulation and enforcement actions by the FTC and the Department of Justice under existing law.

Advocates of legislation want specific laws to stop spyware. For example, they want software providers to be required to obtain the consent of an authorized user of a computer (“opt-in”) before any software is downloaded onto that computer. Skeptics contend that spyware is difficult to define and consequently legislation could have unintended consequences, and that legislation is likely to be ineffective. One argument is that the “bad actors” are not likely to obey any opt-in requirement.

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14 WhenU, an adware company, filed suit against the Utah law on constitutional grounds. (WhenU’s President and CEO, Avi Naider, testified to the Senate Commerce Committee’s Subcommittee on Communications about spyware in March 2004. See Industry Positions, below.) The Third Judicial District Court in Salt Lake City, Utah granted a preliminary injunction on June 22, 2004, preventing the law from taking effect. See Judge Grants NY Pop-Up Company Preliminary Injunction Against Spyware Law. Associated Press, June 23, 2004, 06:06 (via Factiva).

but are difficult to locate and prosecute. Also, some are overseas and not subject to U.S. law. Other arguments are that one member of a household (a child, for example) might unwittingly opt-in to spyware that others in the family would know to decline, or that users might not read through a lengthy licensing agreement to ascertain precisely what they are accepting.

In many ways, the debate over how to cope with spyware parallels the controversy that led to unsolicited commercial electronic mail ("spam") legislation.\(^{16}\) Whether to enact a new law, or rely on enforcement of existing law and industry self-regulation, were the cornerstones of that debate as well. Congress chose to pass the CAN-SPAM Act (P.L. 108-187). Questions remain about that law's effectiveness (see CRS Report RL31953). Such reports fuel the argument that spyware legislation similarly cannot stop the threat. In the case of spam, FTC officials emphasized that consumers should not expect any legislation to solve the spam problem — that consumer education and technological advancements also are needed. The same is true for spyware.

Several subcommittee or full committee hearings on spyware have been held in 2004 and 2005 at which witnesses from the government, industry, and consumer groups have laid out their various points of view. Chronologically they are: Senate Commerce, Science, and Transportation Committee, Subcommittee on Communications, March 23, 2004; House Energy and Commerce Committee, Subcommittee on Telecommunications and the Internet, April 29, 2004; House Energy and Commerce Committee, January 26, 2005; Senate Commerce, Science, and Transportation Committee, May 11, 2005; and Senate Commerce, Science, and Transportation Committee, Subcommittee on Trade, Tourism, and Economic Development, October 5, 2005.

**FTC's Position.** At the October 5, 2005 Senate Commerce subcommittee hearing, FTC Chairwoman Deborah Platt Majoras offered the FTC's formal position on the need for new spyware legislation for the first time. Ms. Majoras called spyware a "serious and growing problem" and reviewed FTC actions to protect consumers from it.\(^{17}\) She said that in the past year the FTC had initiated five law enforcement actions, and has ongoing investigations. She said that the FTC supports legislation that would enhance its ability to investigate and prosecute spyware distributors that are located abroad or who use foreign intermediaries. She specifically endorsed S. 1608, which was introduced by the subcommittee's chairman, Senator Smith. She also said the FTC could support legislation giving it authority to seek civil penalties against spyware distributors. Further, she said that the FTC would continue to coordinate with federal and state partners in bringing law enforcement actions under existing law, and to educate consumers about the risks of spyware and anti-spyware tools. She also noted, however, that technological solutions are needed.

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\(^{17}\)FTC Chairwoman Majoras' statement is available at the Senate Commerce Committee's website at [http://commerce.senate.gov/pdf/majoras-spyware.pdf].
Absent a formal FTC position, two commissioners, Orson Swindle and Mozelle Thompson, previously had offered personal views on the spyware issue. Both have since left the Commission. Neither supported new legislation at the time of their statements. Mr. Swindle told a March 4, 2005 technology forum sponsored by Citizens Against Government Waste that the government should “walk slowly” on such issues, noting that participants in the spyware debate cannot even agree on a definition of the term.  

He reportedly called for Congress to focus on expanding enforcement of existing laws against bad actors, rather than further regulation of software makers. At a November 5, 2004 luncheon sponsored by the Cato Institute, Mr. Swindle expressed similar views, and also called on industry to develop effective approaches to counteract spyware — through self-regulation, adopting standards, consumer education, business education, assisting the government in finding the people doing the harm, and monitoring their own advertising (and whom they hire to do advertising on their behalf). He added that if industry did not solve the problem, by necessity the government would need to act.  

At the April 2004 House Energy and Commerce subcommittee hearing, Commissioner Mozelle Thompson argued that industry should be given an opportunity to solve the problem and the government should step in only if necessary. Mr. Thompson reviewed challenges he had given to industry at the FTC’s spyware workshop: to develop a set of “best practices ... including meaningful notice and choice so that consumers can make informed decisions about whether or not they wish to deal with an online business that uses monitoring software or partners with companies that do”; to develop a campaign to educate consumers and businesses about spyware and how to cope with it; and to establish a mechanism to allow businesses and consumers to have a dialog “on how government can take action against those who do wrong and undermine consumer confidence through the misuse of spyware.”  

**Industry Positions.** At the March 2004 Senate Commerce subcommittee hearing, industry witnesses discussed the difficulties in legislating in an area where definitions are unclear, and that the pace of technology might quickly render any such definitions obsolete. Robert Holleyman, representing the Business Software Alliance, testified that the focus of legislation should be regulating bad behavior, not technology. He expressed reservations about legislation which then was pending in the Senate, and called on Congress not to preclude the evolution of tools and marketplace solutions to the problem.  

While there is concern generally about any software product installed without the user’s knowledge or consent, adware is a particular area of controversy. Many users object to pop-up ads as vigorously as they do to spam. The extent to which

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pop-up ads are, or should be, included in a definition of spyware was discussed at the March 2004 Senate Commerce subcommittee hearing. Avi Naider, President and CEO of WhenU.com, argued that although his company's WhenU software does create pop-up ads, it is not spyware because users are notified that the program is about to be installed, must affirmatively consent to a license agreement, and may decline it. Mr. Naider explained that his program often is "bundled" with software that users obtain for free (called "free-ware"), or a software developer may offer users a choice between paying for the software or obtaining it for free if they agree to receive ads from WhenU. While agreeing that spyware is a serious concern, and that Congress and the FTC should regulate in this area, Mr. Naider urged that legislation be written carefully to exclude products like his that offer notice and choice and therefore should not be considered spyware. As noted above, WhenU has filed suit against a Utah law regulating spyware.

At the April 2004 House Energy and Commerce subcommittee hearing, David Baker, representing Earthlink, described his company's efforts to combat spyware, and supported legislation to protect consumers. Jeffrey Friedberg, from Microsoft, said that his company supports a "holistic" solution, and that if existing law is inadequate, then additional legislation would be appropriate.

At the January 2005 House Energy and Commerce Committee hearing, representatives of Microsoft and Earthlink generally supported H.R. 29, with some minor alterations. Modifications were made to that bill during subcommittee and full committee markup, reportedly in response to industry and Senate concerns.21

At the May 2005 Senate Commerce Committee hearing, the Network Advertising Initiative (NAI) called for federal legislation that preempts state laws, and that focuses on fraudulent and deceptive behaviors. NAI's Executive Director, J. Trevor Hughes, stated that NAI supports Section 2 of H.R. 29, which deals with deceptive practices, but not other provisions of that bill that would set standards for online advertising. He argued that "Online advertising is the primary economic force that creates the enormous amount of free content we enjoy online today. Proscribing online advertising will compromise that economic model, and may threaten the available of free resources online."22 He added that "Spyware is not caused by technology. Indeed, in many cases the technology is irrelevant to the practice involved. If legislation were to limit a certain technology, the purveyors of spyware would simply move to, or develop, other technologies to continue their activities. Prohibiting or prescribing technologies is not good public policy."23 He argued that industry self regulation and technology solutions are needed in addition to narrowly-based legislation, and cautioned that spyware should not be confused with privacy,


23 Hughes, May 11, 2005 Senate Commerce Committee testimony, Ibid.
and the two should be treated separately. Conversely, at the same hearing, Webroot Software CEO C. David Moll, specifically linked spyware and online privacy, saying that "spyware is the cyber-age equivalent of someone trespassing into your home."24

The Information Technology Association of America (ITAA) reportedly supports H.R. 744.25

Meanwhile, in January 2006, an industry coalition launched a website — [http://www.stopbadware.org] — to gather data from consumers about their experiences with spyware and other "badware" programs. The website describes itself as a "neighborhood watch" type of organization, and a clearinghouse for research on "badware and the bad actors who spread it." The industry coalition includes technology companies Google, Lenovo, and Sun Microsystems.

**Consumer Groups and Others.** At the March 2004 Senate Commerce subcommittee hearing, John L. Levine, author of The Internet for Dummies and similar books, concluded that legislation should ban spyware entirely, or consumers should be able to give a one-time permanent notice (akin to the telemarketing Do Not Call list) that they do not want spyware on their computers. He also said that the legislation should allow consumers to sue violators, rather than relying only on the FTC and state Attorneys General to enforce the law.

At the same 2004 hearing, CDT's Jerry Berman noted that three existing laws can be used to address spyware concerns: the Federal Trade Commission Act (the FTC Act), the Electronic Communications Privacy Act (ECPA), and the Computer Fraud and Abuse Act (CFAA). He added that technology measures, self-regulation and user education also are important to dealing with spyware. He concluded that CDT believes that new legislation specifically targeted at spyware would be useful, but that Congress also should pass broad Internet privacy legislation that could address the privacy aspects of the spyware debate. Another CDT representative, Ari Schwartz, made similar arguments at three other hearings.

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**Legislation in the 100th Congress, 1st Session**

Two bills passed the House on May 23, 2005 — H.R. 29 (Bono) and H.R. 744 (Goodlatte) — both of which are very similar to legislation that passed the House in 2004 (H.R. 2929 and H.R. 4661, respectively). Three bills were introduced in the Senate — S. 687 (Burns), which is similar to legislation that was considered in 2004, but did not reach the floor (S. 2145); S. 1004 (Allen); and S. 1608 (Smith). S. 687 and S. 1608 were ordered reported from the Senate Commerce Committee in 2005.

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UNITED STATES COURT OF APPEALS
FOR THE SECOND CIRCUIT

August Term 2003

(Argued April 5, 2004            Decided June 27, 2005)

Docket Nos. 04-0026-cv(L), 04-0446-cv(CON)

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1-800 CONTACTS, INC.,

Plaintiff-Appellee,

- v. -

WHENU.COM, INC. and VISION DIRECT, INC.,

Defendants-Appellants.

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Before: WALKER, Chief Judge, and STRAUB, Circuit Judge.1

Interlocutory appeal in a trademark infringement action
challenging the district court's issuance of a preliminary
injunction that, inter alia, enjoins defendant from causing
"pop up" advertisements to appear on computer screens
contemporaneously with the appearance of plaintiff's internet
website or otherwise using plaintiff's trademarks.

REVERSED and REMANDED with instructions.

1 The Honorable Ellsworth Van Graafeiland, of the United
States Court of Appeals for the Second Circuit, was part of
this panel, but passed away following oral argument. The
appeal is being decided by the remaining two members of the
panel, who are in agreement. See 2d Cir. R. § 0.14(b).
TERENCE P. ROSS, Gibson, Dunn & Crutcher, L.L.P. (Rachel A. Clark, Prasanth R. Akkapeddi, and Amy E. Barrier, on the brief), Washington, DC, for Plaintiff-Appellee 1-800 Contacts, Inc.

CELIA GOLDWAG BARENHOLTZ, Kronish, Lieb, Weiner & Hellman (Michael D. Paley, Jason M. Koral, and Ian Ross Shapiro, on the brief), New York, NY, for Defendant-Appellant WhenU.Com. Inc.

JEFFREY E. OSTROW, Simpson Thacher & Bartlett LLP (Patrick E. King and Theodore J. McEvoy, on the brief), New York, NY, for Defendant-Appellant Vision Direct, Inc.

Mark A. Lemley, Keker & Van Nest, LLP, San Francisco, CA, for amicus curiae Google Inc., urging reversal of the district court.

Thomas C. Morrison, Christine H. Miller, Eden Doniger, Patterson, Belknap, Webb & Tyler LLP (Peter J. Brann, Kevin Beal, Brann & Isaacson, LLP; Daniel G. Clodfelter, Thomas E. Graham, Moore & Van Allen, PLLC; Richard R. Hays, David J. Stewart, Alston & Bird, LLP; Jennifer G. Altman, Boies, Schiller & Flexner, LLP, of counsel), New York, NY, for amici curiae The Hertz Corporation, L.L. Bean, Inc., Lending Tree, Inc., Six Continents Hotels, Inc., Inter-Continental Hotels Corporation, and TigerDirect, Inc. in support of Plaintiff-Appellee 1-800 Contacts, Inc.

Professor Eric Goldman, Marquette University Law School, Milwaukee, WI; Cindy Cohn, Fred von Lohmann, Electronic Frontier Foundation, San Francisco, CA, for amicus curiae
JOHN M. WALKER, JR., Chief Judge:

Defendant-appellant WhenU.com, Inc. ("WhenU") is an internet marketing company that uses a proprietary software called "SaveNow" to monitor a computer user's internet activity in order to provide the computer user ("C-user") with advertising, in the form of "pop-up ads," that is relevant to that activity. Plaintiff-appellee 1-800 Contacts, Inc. ("1-800") is a distributor that sells contact lenses and related products by mail, telephone, and internet website. At the time 1-800 filed this action in the United States District Court for the Southern District of New York (Deborah A. Batts, District Judge), it owned a registered trademark in the service mark "WE DELIVER. YOU SAVE." and had filed applications with the United States Patent and Trademark Office on July 8, 1999, to register the service mark "1-800CONTACTS," and on October 2, 2000, to register the service mark of "1-800CONTACTS" in a specific color-blocked design logo.²³

²¹-800 obtained registration for this service mark on January 21, 2003.

³This service mark was described as follows:

Applicant claims the colors yellow, blue and white as part of the mark. The box behind the word CONTACTS is yellow. The border around the yellow
1-800 filed a complaint alleging, *inter alia*, that WhenU was infringing 1-800's trademarks, in violation of the Lanham Act, 15 U.S.C. §§ 1114(1), 1125(a)(1), by causing pop-up ads of 1-800's competitors to appear on a C-user's desktop when the C-user has accessed 1-800's website. In an Opinion entered January 7, 2004, the district court granted 1-800's motion for a preliminary injunction as it related to 1-800's trademark claims, and enjoined WhenU from using or otherwise displaying 1-800's trademarks, or anything confusingly similar to such trademarks, in connection with WhenU's contextually relevant advertising. *1-800 Contacts*, 309 F. Supp. 2d 467 (S.D.N.Y. 2003). WhenU has filed this

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1 In addition to the trademark claims, 1-800 asserts claims for (1) unfair competition, false designation of origin, trademark dilution, and cybersquatting, in violation of § 43 of the Lanham Act, 15 U.S.C. § 1125; (2) copyright infringement and contributory copyright infringement, in violation of the Federal Copyright Act, 17 U.S.C. §§ 101, *et seq.*; and (3) state law claims for trademark dilution and injury to business reputation, in violation of N.Y. Gen. Bus. L. § 360-1; and (4) common law claims for unfair competition and tortious interference with prospective economic advantage. Several claims name Vision Direct, Inc., one of the 1-800 competitors whose advertisements were featured in WhenU's pop-up ads, as either defendant or co-defendant with WhenU.

2 The district court denied part of 1-800's motion, which related to 1-800's copyright claims.
interlocutory appeal.6

We hold that, as a matter of law, WhenU does not "use" 1-800's trademarks within the meaning of the Lanham Act, 15 U.S.C. § 1127, when it (1) includes 1-800's website address, which is almost identical to 1-800's trademark, in an unpublished directory of terms that trigger delivery of WhenU's contextually relevant advertising to C-users; or (2) causes separate, branded pop-up ads to appear on a C-user's computer screen either above, below, or along the bottom edge of the 1-800 website window. Accordingly, we reverse the district court's entry of a preliminary injunction and remand with instructions to (1) dismiss with prejudice 1-800's trademark infringement claims against WhenU, and (2) proceed with 1-800's remaining claims.

BACKGROUND

I. The Internet and Windows

By way of introduction to this case we incorporate the district court's helpful tutorial on the internet and the Microsoft Windows operating environment as it pertains to this litigation:

6Vision Direct, Inc., also appealed the district court's decision and was a party to this consolidated appeal. See Docket No. 04-0446(CON). Following oral argument, however, 1-800 and Vision Direct filed a stipulation of dismissal with respect to all of 1-800's claims against Vision Direct. Accordingly, we do not address those claims or Vision Direct's arguments on appeal. Id.
The Internet is a global network of millions of interconnected computers. . . . [A C-user] can access . . . information that is stored on the Internet in repositories called "servers." Much of the information stored in servers on the Internet can be viewed . . . in the form of "webpages," which are collections of pictures and information, retrieved from the Internet and assembled on the [C-user]'s computer screen. "Websites" are collection[s] of [related] webpages that are organized and linked together to allow a [C-user] to move from webpage to webpage easily. . . .

[A C-user] generally connects to the Internet using an internet service provider ("ISP") 10 . . . , which allows the [C-user]'s computer to communicate with the Internet. Once a connection to the Internet has been established . . . , a [C-user] may "browse" or "surf" the Internet by using a software program called an Internet browser ("browser"). Microsoft Internet Explorer is one example of a browser program. 11 . . .

[FN.] 10 Examples of ISPs include Earthlink, Verizon, NetZero, America Online.

[FN.] 11 Other examples of browser programs include Netscape Navigator, Opera, and Mozilla; in addition, many residential ISPs like Earthlink and America Online provide their own proprietary browsers.

To retrieve information from the Internet, a [C-user] may type [a specific] address[, called a domain name,] 13 of a website into the [address line of a] web browser . . . .


. . . .

[Alternatively,] . . . a [C-user] can use [a "search engine"] to find information [by] . . . typ[ing] in a word or words describing what is
sought, and the search engine will identify websites and webpages that contain those words.

1-800 Contacts, 309 F. Supp. 2d at 474-75 (internal citations and some footnotes omitted).

The district court further explained that

[m]any [C-users] access the Internet with computers that use the Microsoft Windows operating system ("Windows"). Windows allows a [C-user] to work in numerous software applications simultaneously. In Windows, the background screen is called the "desktop." When a software program is launched, a "window" appears on the desktop, within which the functions of that program are displayed and operate. A [C-user] may open multiple windows simultaneously, allowing the [C-user] to launch and use more than one software application at the same time. Individual windows may be moved around the desktop, and because the computer screen is two-dimensional, one window may obscure another window, thus appearing to be "in front of" another window.

Id. at 475 (internal citations omitted). Some programs on a C-user’s computer, such as a calendar or e-mail application, may cause windows to open on the C-user’s desktop independently of any contemporaneous action by the C-user.

See Wells Fargo & Co. v. WhenU.com, Inc., 293 F. Supp. 2d 734, 743 ¶ 53 (E.D. Mich. 2003); see generally id. at 740-43 (providing in-depth description of how software applications and web browsers operate in the Windows environment, and noting that Windows is currently used on approximately 95% of personal computers).
II. The Challenged Conduct

The specific conduct at issue in this case has been described in detail by the district court, see 1-800 Contacts, 309 F. Supp. 2d at 476-78, as well as other courts that have addressed similar claims against WhenU, see Wells Fargo, 293 F. Supp. 2d at 738-40, 743-46; U-Haul Int'l, Inc. v. WhenU.com, Inc., 279 F. Supp. 2d 723, 725-26 (E.D. Va. 2003). Accordingly, we recite only those facts relevant to this appeal.

WhenU provides a proprietary software called "SaveNow" without charge to individual C-users, usually as part of a bundle of software that the C-user voluntarily downloads from the internet. "Once installed, the SaveNow software requires no action by the [C-user] to activate its operations; instead, the SaveNow software responds to a [C-user]'s 'in-the-moment' activities by generating pop-up advertisement windows" that are relevant to those specific activities. 1-800 Contacts, 309 F. Supp. 2d at 477. To deliver contextually relevant advertising to C-users, the SaveNow software employs an internal directory comprising "approximately 32,000 [website addresses] and [address] fragments, 29,000 search terms and 1,200 keyword algorithms," Wells Fargo, 293 F. Supp. 2d at 743 ¶ 58, that correlate with particular consumer interests to screen the words a C-user
types into a web browser or search engine or that appear within the internet sites a C-user visits.

When the SaveNow software recognizes a term, it randomly selects an advertisement from the corresponding product or service category to deliver to the C-user’s computer screen at roughly the same time the website or search result sought by the C-user appears. As the district court explained,

The SaveNow software generates at least three kinds of ads—an ad may be a small ‘pop-up’ . . . [that appears] in the bottom right-hand corner of a [C-user]’s screen; it may be a ‘pop-under’ advertisement that appears behind the webpage the [C-user] initially visited; or it may be a ‘panoramic’ ad[] that stretches across the bottom of the [C-user]’s computer screen.

1-800 Contacts, 309 F. Supp. 2d at 478. Each type of ad appears in a window that is separate from the particular website or search-results page the C-user has accessed. Id. In addition, a label stating “A WhenU Offer--click ? for info.” appears in the window frame surrounding the ad, together with a button on the top right of the window frame marked “?”, which, when clicked by the C-user, displays a new window containing information about WhenU and its ads,7 as

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7Specifically, C-users are informed that “[t]his offer is brought to you by WhenU.com, through the SaveNow service. SaveNow alerts you to offers and services at the moment when they are most relevant to you. SaveNow does not collect any personal information or browsing history from its users. Your privacy is 100 percent protected. The
well as instructions for uninstalling the resident SaveNow software. Id. at 478 nn.22 & 23.

Usually there is a "few-second" delay between the moment a user accesses a website, and the point at which a SaveNow pop-up advertisement appears on the [C-user]'s screen.

If a SaveNow user who has accessed the 1-800 Contacts website and has received a WhenU.com pop-up advertisement does not want to view the advertisement or the advertiser's website, the user can click on the visible portion of the [1-800] window . . ., [which will move] the 1-800 Contacts website . . . to the front of the screen display, with the pop-up ad moving behind the website window. Or, . . . the [C-user] can close the pop-up website by clicking on its "X," or close, button. If the user clicks on the pop-up ad, the main browser window (containing the 1-800 Contacts website) will be navigated to the website of the advertiser that was featured inside the pop-up advertisement.

Id. at 476-77 (internal citations omitted).

In its complaint, 1-800 alleges that WhenU's conduct infringes 1-800's trademarks, in violation of Sections 32(1) and 43(a) of the Lanham Act, 15 U.S.C. §§ 1114(1), 1125(a), by delivering advertisements of 1-800's competitors (e.g., Vision Direct, Inc.) to C-users who have intentionally accessed 1-800's website. Although somewhat difficult to

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offers shown to you by SaveNow are not affiliated with the site you are visiting. For more about SaveNow, click here or e-mail information at WhenU.com. At WhenU, we are committed to putting you in control of your Internet experience."

1-800 Contacts, 309 F. Supp. 2d at 478 n.22.
discern from the complaint, the allegations that pertain specifically to 1-800's trademark claims appear to be as follows: (1) WhenU's pop-up ads appear "on," "over," or "on top of" the 1-800 website without 1-800's authorization, and change its appearance; (2) as a result, the ads impermissibly "appear to be an integral and fully authorized part of [1-800's] website"; (3) in addition, WhenU's unauthorized pop-up ads "interfere with and disrupt the carefully designed display of content" on the website, thereby altering and hindering a C-user's access to 1-800's website; (4) WhenU is thereby "free-riding" and "trad[ing] upon the goodwill and substantial customer recognition associated with the 1-800 Contacts marks"; and (5) WhenU is using 1-800's trademarks in a manner that creates a likelihood of confusion.

Following an evidentiary hearing on 1-800's motion for a preliminary injunction, the district court held that 1-800 had demonstrated a likelihood of success on its trademark infringement claims and issued a preliminary injunction prohibiting WhenU from utilizing 1-800's trademarks.8 1-800

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8The district court's order stated, in relevant part:

[WhenU is] preliminarily enjoined from: 1) including the 1-800 Contacts mark, and confusingly similar terms, as elements in the SaveNow software directory, and 2) displaying Plaintiff's mark "in the . . . advertising of" Defendant Vision Direct's services, by causing Defendant Vision Direct's pop-up advertisements to appear when a computer user
Contacts, 309 F. Supp. 2d at 510. WhenU appeals the district court's decision.

DISCUSSION

WhenU challenges the district court's finding that WhenU "uses" 1-800's trademarks within the meaning of the Lanham Act, 15 U.S.C. § 1127. See 1-800 Contacts, 309 F. Supp. 2d at 489. In the alternative, WhenU argues that the district court erred in finding that WhenU's pop-up ads create a likelihood of both source confusion and "initial interest confusion," as to whether WhenU is "somehow associated with [1-800] or that [1-800] has consented to [WhenU's] use of the pop-up ad[s]." Id. at 494; see id. at 503, 504. Because we agree with WhenU that it does not "use" 1-800's trademarks, we need not and do not address the issue of likelihood of confusion.

I. Legal Standards

A. Preliminary Injunction

To obtain a preliminary injunction, a party . . . must demonstrate (1) the likelihood of irreparable injury in the absence of such an

has made a specific choice to access or find Plaintiff's website by typing Plaintiff's mark into the URL bar of a web browser or into an Internet search engine. Within 30 days of the date of this Order, Defendants SHALL effect this injunction.

1-800 Contacts, 309 F. Supp. 2d at 510 (alteration in original).
injunction, and (2) either (a) likelihood of success on the merits or (b) sufficiently serious questions going to the merits to make them a fair ground for litigation plus a balance of hardships tipping decidedly toward the party requesting the preliminary relief.

Fed. Express Corp. v. Fed. Espresso, Inc., 201 F.3d 168, 173 (2d Cir. 2000). We review a district court’s grant of a preliminary injunction for abuse of discretion. S.C. Johnson & Son, Inc. v. Clorox Co., 241 F.3d 232, 237 (2d Cir. 2001). Such abuse will be found if a district court rests its decision on a clearly erroneous finding of fact or makes an error of law. Id.

B. Lanham Act

In order to prevail on a trademark infringement claim for registered trademarks, pursuant to 15 U.S.C. § 1114,\(^9\) or

\(^9\)15 U.S.C. § 1114 provides, in relevant part,

(1) Any person who shall, without the consent of the registrant--

(a) use in commerce any reproduction, counterfeit, copy, or colorable imitation of a registered mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive

shall be liable in a civil action by the registrant for the remedies hereinafter provided.
unregistered trademarks, pursuant to 15 U.S.C. § 1125(a)(1), a plaintiff must establish that (1) it has a valid mark that is entitled to protection under the Lanham Act; and that (2) the defendant used the mark, (3) in commerce, (4) "in connection with the sale . . . or advertising of goods or services," 15 U.S.C. § 1114(1)(a), (5) without the plaintiff's consent. See Time, Inc. v. Petersen Publ'g Co., 173 F.3d 113, 117 (2d Cir. 1999); Genesee Brewing Co., Inc. v. Stroh Brewing Co., 124 F.3d 137, 142 (2d Cir. 1997). In

1015 U.S.C. § 1125 provides, in relevant part,

(a) Civil action

(1) Any person who, on or in connection with any goods or services, or any container for goods, uses in commerce any word, term, name, symbol, or device, or any combination thereof, or any false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which--

(A) is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of such person with another person, or as to the origin, sponsorship, or approval of his or her goods, services, or commercial activities by another person, or

(B) in commercial advertising or promotion, misrepresents the nature, characteristics, qualities, or geographic origin of his or her or another person's goods, services, or commercial activities,

shall be liable in a civil action by any person who believes that he or she is or is likely to be damaged by such act.
addition, the plaintiff must show that defendant’s use of that mark “is likely to cause confusion . . . as to the affiliation, connection, or association of [defendant] with [plaintiff], or as to the origin, sponsorship, or approval of [the defendant’s] goods, services, or commercial activities by [plaintiff].” 15 U.S.C. § 1125(a)(1)(A); see also Estee Lauder Inc. v. The Gap, Inc., 108 F.3d 1503, 1508-09 (2d Cir. 1997); Gruner + Jahr USA Publ’g v. Meredith Corp., 991 F.2d 1072, 1075 (2d Cir. 1993).

The only issue before us on appeal is whether the district court abused its discretion when it entered the preliminary injunction against WhenU; specifically, whether the district court erred in finding that 1-800 had demonstrated a likelihood of success on its trademark claims. As a result, the threshold of error required to reverse the district court’s decision is higher than it would be were we reviewing a decision on 1-800’s trademark claims themselves. That higher threshold is met in this case, however, because the district court erred as a matter of law in finding that WhenU “uses” 1-800’s trademark. Because 1-800 cannot establish an essential element of its trademark claims, not only must the preliminary injunction be vacated, but 1-800’s trademark infringement claims must be dismissed as well.

II. “Use” Under the Lanham Act
The Lanham Act defines "use in commerce," in relevant part, as follows:

... For purposes of this Chapter, a mark shall be deemed to be in use in commerce—

(1) on goods when—

(A) it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto, or if the nature of the goods makes such placement impracticable, then on documents associated with the goods or their sale, and

(B) the goods are sold or transported in commerce, and

(2) on services when it is used or displayed in the sale or advertising of services and the services are rendered in commerce . . . .


In issuing the preliminary injunction, the district court held that WhenU use[s] [1-800]’s mark in two ways. First, in causing pop-up advertisements for Defendant Vision Direct to appear when SaveNow users have specifically attempted to access [1-800]’s website—which Plaintiff’s trademark appears—[WhenU is] displaying Plaintiff’s mark “in the . . . advertising of” Defendant Vision Direct’s services . . . [and, t]hus, . . . [is] “using” Plaintiff’s marks that appear on Plaintiff’s website.

Second, Defendant WhenU.com includes Plaintiff’s [website address], <www.1800contacts.com>, [which incorporates 1-800’s trademark] in the proprietary WhenU.com directory of terms that triggers pop-up advertisements on SaveNow users’ computers. In so doing, Defendant WhenU.com “uses” Plaintiff’s mark . . . to
advertise and publicize companies that are in
direct competition with Plaintiff.

1-800 Contacts, 309 F. Supp. 2d at 489.

Prior to the district court’s decision, two other courts
had addressed the issue of “use” as it applies to WhenU’s
specific activities and reached the opposite conclusion. In
Wells Fargo & Co. v. WhenU.com, Inc., 293 F. Supp. 2d 734
(E.D. Mich. 2003), the district court denied Wells Fargo’s
motion for a preliminary injunction after finding that
WhenU’s inclusion of plaintiff Wells Fargo’s trademarked
website address in WhenU’s proprietary directory of keywords
was not “use” for purposes of the Lanham Act, and that WhenU
did not alter or interfere with Wells Fargo’s website in any
manner. Id. at 757-61. The district court in U-Haul
(E.D. Va. 2003), employing a very similar analysis, granted
summary judgment in favor of WhenU after concluding that
WhenU’s inclusion of U-Haul’s trademarked website address in
the SaveNow directory was not actionable because it was for a
“pure machine-linking function” that was not “use” under the
Lanham Act. Id. at 728 (internal quotation marks omitted).

In the case before us, the district court’s
consideration of these two comprehensive decisions on the
precise issue at hand was confined to a footnote in which it
cited the cases, summarized their holdings in parentheticals,
and concluded, without discussion, that it "disagree[d] with, and [was] not bound by these findings." 1-800 Contacts, 309 F. Supp. 2d at 490 n.43. Unlike the district court, we find the thorough analyses set forth in both U-Haul and Wells Fargo to be persuasive and compelling.

A. The SaveNow Directory

The district court held that WhenU’s inclusion of 1-800’s website address in the SaveNow directory constitutes a prohibited “use” of 1-800’s trademark. Id. at 489. We disagree.

At the outset, we note that WhenU does not “use” 1-800’s trademark in the manner ordinarily at issue in an infringement claim: it does not “place” 1-800 trademarks on any goods or services in order to pass them off as emanating from or authorized by 1-800. See U-Haul, 279 F. Supp. 2d at 728; cf. L.L. Bean, Inc. v. Drake Publishers, Inc., 811 F.2d 26, 32-34 (1st Cir. 1987); Societe Comptoir de L'Industrie Cotonniere Etablissements Boussac v. Alexander's Dep't Stores, Inc., 299 F.2d 33, 37 (2d Cir. 1962). The fact is that WhenU does not reproduce or display 1-800’s trademarks at all, nor does it cause the trademarks to be displayed to a C-user. Rather, WhenU reproduces 1-800’s website address, <<www.1800contacts.com>>>, which is similar, but not identical, to 1-800’s 1-800CONTACTS trademark. See 1-800
Contacts, 309 F. Supp. 2d at 478-79.

The district court found that the differences between 1-800’s trademarks and the website address utilized by WhenU were insignificant because they were limited to the addition of the “www.” and “.com” and the omission of the hyphen and a space. See id. We conclude that, to the contrary, the differences between the marks are quite significant because they transform 1-800’s trademark -- which is entitled to protection under the Lanham Act -- into a word combination that functions more or less like a public key to 1-800’s website.

Moreover, it is plain that WhenU is using 1-800’s website address precisely because it is a website address, rather than because it bears any resemblance to 1-800’s trademark, because the only place WhenU reproduces the address is in the SaveNow directory. Although the directory resides in the C-user’s computer, it is inaccessible to both the C-user and the general public, see id., at 476 (noting that directory is scrambled to preclude access). Thus, the appearance of 1-800’s website address in the directory does not create a possibility of visual confusion with 1-800’s mark. More important, a WhenU pop-up ad cannot be triggered by a C-user’s input of the 1-800 trademark or the appearance of that trademark on a webpage accessed by the C-user.
Rather, in order for WhenU to capitalize on the fame and recognition of 1-800’s trademark — the improper motivation both 1-800 and the district court ascribe to WhenU — it would have needed to put the actual trademark on the list.\footnote{11}

In contrast to some of its competitors, moreover, WhenU does not disclose the proprietary contents of the SaveNow directory to its advertising clients nor does it permit these clients to request or purchase specified keywords to add to the directory. \textit{See GEICO v. Google, Inc.}, 330 F. Supp. 2d 700, 703-04 (E.D. Va. 2004) (distinguishing WhenU’s conduct from Gator’s practice of selling “keywords” to its advertising clients), \textit{claim dism’d}, Order, Dec. 15, 2004 (dismissing Lanham Act claim following bench trial on finding no likelihood of confusion); \textit{see also U-Haul}, 273 F. Supp. 2d at 728 (discussing other practices).\footnote{12}

A company’s internal utilization of a trademark in a way

\footnote{11}{This observation, however, is not intended to suggest that inclusion of a trademark in the directory would necessarily be an infringing “use.” We express no view on this distinct issue.}

\footnote{12}{We think it noteworthy that prior to filing its lawsuit against WhenU, 1-800 entered into agreements with WhenU competitors Gator and Yahoo! to have its own pop-up and banner ads delivered to C-users in response to the C-users’ input of particular website addresses and keywords that were specified by 1-800. Included in the list 1-800 provided to Gator, for instance, were the website addresses for several of 1-800’s competitors, including defendant-appellee Vision Direct, Coastal Contacts, and Lens Express.}
that does not communicate it to the public is analogous to a
individual's private thoughts about a trademark. Such
conduct simply does not violate the Lanham Act, which is
concerned with the use of trademarks in connection with the
sale of goods or services in a manner likely to lead to
consumer confusion as to the source of such goods or
services. See 15 U.S.C. § 1127; see also Louis Altman, 4
Callmann on Unfair Competition, Trademarks and Monopolies
not sell, but merely uses internally within his own company,
the trademarked product of another, is not a trademark
infringer or unfair competitor by virtue of such use.").
Accordingly, we conclude that WhenU's inclusion of the
1-800 website address in its SaveNow directory does not
infringe on 1-800's trademark.

B. The Pop-up Advertisements

The primary issue to be resolved by this appeal is
whether the placement of pop-up ads on a C-user's screen
contemporaneously with either the 1-800 website or a list of
search results obtained by the C-user's input of the 1-800
website address constitutes "use" under the Lanham Act, 15
U.S.C. §§ 1114(1), 1125(a). The district court reasoned that
WhenU, by "causing pop-up advertisements for Defendant Vision
Direct to appear when SaveNow users have specifically
attempted to access [1-800]'s website, . . . [is] displaying
[1-800]'s mark in the . . . advertising of . . . Vision
Direct's services." 1-800 Contacts, 309 F. Supp. 2d at 489.

The fatal flaw with this holding is that WhenU's pop-up
ads do not display the 1-800 trademark. The district court's
holding, however, appears to have been based on the court's
acceptance of 1-800's claim that WhenU's pop-up ads appear
"on" and affect 1-800's website. See, e.g., id. at 479
(stating that WhenU has "no relationship with the companies
on whose websites the pop-up advertisements appear")
(emphasis omitted) (emphasis added). As we explained above,
the WhenU pop-up ads appear in a separate window that is
prominently branded with the WhenU mark; they have has
absolutely no tangible effect on the appearance or
functionality of the 1-800 website.

More important, the appearance of WhenU's pop-up ad is
not contingent upon or related to 1-800's trademark, the
trademark’s appearance on 1-800’s website, or the mark’s
similarity to 1-800’s website address. Rather, the
contemporaneous display of the ads and trademarks is the
result of the happenstance that 1-800 chose to use a mark
similar to its trademark as the address to its web page and
to place its trademark on its website. The pop-up ad, which
is triggered by the C-user’s input of 1-800’s website
address, would appear even if 1-800's trademarks were not
displayed on its website. A pop-up ad could also appear if
the C-user typed the 1-800 website address, not as an
address, but as a search term in the browser's search engine,
and then accessed 1-800's website by using the hyperlink that
appeared in the list of search results.\textsuperscript{13}

In addition, 1-800's website address is not the only
term in the SaveNow directory that could trigger a Vision
Direct ad to "pop up" on 1-800's website. For example, an ad
could be triggered by a C-user's search for "contacts" or
"eye care," both terms contained in the directory, and then
clicked on the listed hyperlink to 1-800's website.

Exemplifying the conceptual difficulty that inheres in
this issue, the district court's decision suggests that the
crux of WhenU's wrongdoing -- and the primary basis for the
district court's finding of "use" -- is WhenU's alleged
effort to capitalize on a C-user's specific attempt to access

\textsuperscript{13}The Second Circuit has defined the term "search engine"
operationally:

A search engine will find all web pages on the
Internet with a particular word or phrase. Given
the current state of search engine technology, that
search will often produce a list of hundreds of web
sites through which the [C-user] must sort in order
to find what he or she is looking for.

\textit{Sporty's Farm L.L.C. v. Sportsman's Market, Inc.}, 202 F.3d
489, 493 (2d Cir. 2000).
the 1-800 website. As the court explained it,

WhenU.com is doing far more than merely
"displaying" Plaintiff's mark. WhenU's
advertisements are delivered to a SaveNow user when
the user directly accesses Plaintiff's
website--thus allowing Defendant Vision Direct to
profit from the goodwill and reputation in
Plaintiff's website that led the user to access
Plaintiff's website in the first place.

1-800 Contacts, 309 F. Supp. 2d at 490. Absent improper use
of 1-800's trademark, however, such conduct does not violate
the Lanham Act. See Traffix Devices, Inc. v. Mktg. Displays,
Inc., 532 U.S. 23, 29 (2001); Kellogg Co. v. Nat'l Biscuit
Co., 305 U.S. 111, 122 (1938) (holding that Kellogg's sharing
in the goodwill of the unprotected "Shredded Wheat" market
was "not unfair"); see also William P. Kratzke, Normative
Economic Analysis of Trademark Law, 21 Memphis St. U. L. Rev.
199, 223 (1991) (criticizing importation into trademark law
of "unjust enrichment" and "free riding" theories based on a
trademark holder's goodwill). Indeed, it is routine for
vendors to seek specific "product placement" in retail stores
precisely to capitalize on their competitors' name
recognition. For example, a drug store typically places its
own store-brand generic products next to the trademarked
products they emulate in order to induce a customer who has
specifically sought out the trademarked product to consider
the store's less-expensive alternative. WhenU employs this
same marketing strategy by informing C-users who have sought
out a specific trademarked product about available coupons, discounts, or alternative products that may be of interest to them.

1-800 disputes this analogy by arguing that unlike a drugstore, only the 1-800 website is displayed when the pop-up ad appears. This response, however, ignores the fact that a C-user who has installed the SaveNow software receives WhenU pop-up ads in a myriad of contexts, the vast majority of which are unlikely to have anything to do with 1-800 or the C-user’s input of the 1-800 website address.\(^\text{14}\)

The cases relied on by 1-800 do not alter our analysis. As explained in detail by the court in *U-Haul*, they are all readily distinguishable because WhenU’s conduct does not involve any of the activities those courts found to constitute “use.” *U-Haul*, 279 F. Supp. at 728-29 (collecting cases). Significantly, WhenU’s activities do not alter or affect 1-800’s website in any way. Nor do they divert or misdirect C-users away from 1-800’s website, or alter in any way the results a C-user will obtain when searching with the

\(^{14}\)Indeed, although we do not address the district court’s finding of a likelihood of confusion, we note that 1-800’s claim that C-users will likely be confused into thinking that 1-800 has sponsored its competitor’s pop-up ads is fairly incredulous given that C-users who have downloaded the SaveNow software receive numerous WhenU pop-up ads -- each displaying the WhenU brand -- in varying contexts and for a broad range of products.
1-800 trademark or website address. Id. at 728-29.

Compare Playboy Enters., Inc. v. Netscape Communications Corp., 354 F.3d 1020, 1024 (9th Cir. 2004) (holding that infringement could be based on defendant’s insertion of unidentified banner ads on C-user’s search-results page);

Brookfield Communications v. West Coast Entm’t Corp., 174 F.3d 1036 (9th Cir. 1999) (holding that defendant’s use of trademarks in “metatags,” invisible text within websites that search engines use for ranking results, constituted a “use in commerce” under the Lanham Act); see generally Bihari v. Gross, 119 F. Supp. 2d 309 (S.D.N.Y. 2000) (discussing Brookfield and similar cases).¹⁵

In addition, unlike several other internet advertising companies, WhenU does not “sell” keyword trademarks to its customers or otherwise manipulate which category-related advertisement will pop up in response to any particular terms on the internal directory. See, e.g., GEICO, 330 F. Supp. 2d at 703-04 (finding that Google’s sale to advertisers of right to use specific trademarks as “keywords” to trigger their ads constituted “use in commerce”). In other words, WhenU does not link trademarks to any particular competitor’s ads, and a

¹⁵We note that in distinguishing cases such as Brookfield, Playboy and Bihari, we do not necessarily endorse their holdings. See Playboy, 354 F.3d at 1034-36 (Berzon, C.J., concurring, noting disagreement with holding in Brookfield).
customer cannot pay to have its pop-up ad appear on any
specific website or in connection with any particular
trademark. See id. at 704 (distinguishing WhenU’s conduct on
this basis). Instead, the SaveNow directory terms trigger
categorical associations (e.g., www.1800Contacts.com might
trigger the category of “eye care”), at which point, the
software will randomly select one of the pop-up ads contained
in the eye-care category to send to the C-user’s desktop.

Perhaps because ultimately 1-800 is unable to explain
precisely how WhenU “uses” its trademark, it resorts to
bootstrapping a finding of “use” by alleging other elements
of a trademark claim. For example, 1-800 invariably refers
to WhenU’s pop-up ads as “unauthorized” in an effort, it
would seem, to establish by sheer force of repetition the
element of unauthorized use of a trademark. Not
surprisingly, 1-800 cites no legal authority for the
proposition that advertisements, software applications, or
any other visual image that can appear on a C-user’s computer
screen must be authorized by the owner of any website that
will appear contemporaneously with that image. The fact is
that WhenU does not need 1-800’s authorization to display a
separate window containing an ad any more than Corel would
need authorization from Microsoft to display its WordPerfect
word-processor in a window contemporaneously with a Word
word-processing window. Moreover, contrary to 1-800's repeated admonitions, WhenU's pop-up ads are authorized--if unwittingly--by the C-user who has downloaded the SaveNow software.

1-800 also argues that WhenU's conduct is "use" because it is likely to confuse C-users as to the source of the ad. It buttresses this claim with a survey it submitted to the district court that purportedly demonstrates, inter alia, that (1) a majority of C-users believe that pop-up ads that appear on websites are sponsored by those websites, and (2) numerous C-users are unaware that they have downloaded the SaveNow software. 1-800 also relies on several cases in which the court seemingly based a finding of trademark "use" on the confusion such "use" was likely to cause. See, e.g., Bihari, 119 F. Supp. 2d at 318 (holding that defendant's use of trademarks in metatags constituted a "use in commerce" under the Lanham Act in part because the hyperlinks "effectively act[ed] as a conduit, steering potential customers away from Bihari Interiors and toward its competitors"); GEICO, 330 F. Supp. 2d at 703-04 (finding that Google's sale to advertisers of right to have specific trademarks trigger their ads was "use in commerce" because it created likelihood of confusion that Google had the trademark holder's authority to do so). Again, this rationale puts the
cart before the horse. Not only are "use," "in commerce," and "likelihood of confusion" three distinct elements of a trademark infringement claim, but "use" must be decided as a threshold matter because, while any number of activities may be "in commerce" or create a likelihood of confusion, no such activity is actionable under the Lanham Act absent the "use" of a trademark. 15 U.S.C. § 1114; see People for the Ethical Treatment of Animals v. Doughney, 263 F.3d 359, 364 (4th Cir. 2001). Because 1-800 has failed to establish such "use," its trademark infringement claims fail.

III. 1-800's Remaining Claims

In issuing the preliminary injunction, the district court expressly confined its findings in support of the injunction to 1-800's trademark infringement. Accordingly, 1-800's remaining claims, as to which we express no view, will be the subject of further proceedings on remand.

CONCLUSION

For the foregoing reasons, we reverse the district court's entry of a preliminary injunction and remand with instructions to (1) dismiss with prejudice 1-800's trademark infringement claims against WhenU, and (2) proceed with 1-800's remaining claims.
felony.

(e) Online enticement is a class B felony if the defendant was, at the time of the offense, required to register as a sex offender or child kidnapper under AS 12.63 or a similar law of another jurisdiction.

* Sec. 2. AS 11.61 is amended by adding a new section to read:

Sec. 11.61.128. Electronic distribution of indecent material to minors. (a) A person commits the crime of electronic distribution of indecent material to minors if the person, being 18 years of age or older, knowingly distributes to another person by computer any material that depicts an act described in AS 11.41.455(a)(1) - (7) and

(1) the other person is a child under 16 years of age; or

(2) the person believes that the other person is a child under 16 years of age.

(b) In this section, it is not a defense that the victim was not actually under 16 years of age.

(c) Except as provided in (d) of this section, electronic distribution of indecent material to minors is a class C felony.

(d) Electronic distribution of indecent material to minors is a class B felony if the defendant was, at the time of the offense, required to register as a sex offender or child kidnapper under AS 12.63 or a similar law of another jurisdiction.

* Sec. 3. AS 45.45 is amended by adding new sections to read:

Article 10A. Deceptive Acts or Practices Relating to Spyware.

Sec. 45.45.792. Prohibited conduct relating to spyware. (a) It is unlawful for a person who is not the owner or authorized user of a computer to engage in deceptive acts or practices described in this subsection using spyware. Deceptive acts or practices under this subsection are

(1) causing a pop-up advertisement to be shown on the computer screen of a user by means of a spyware program, knowing that the pop-up advertisement is

(A) displayed in response to a user accessing a specific

(i) mark; or

(ii) Internet website address; and

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(B) purchased or acquired by a person other than

(i) the mark owner;

(ii) a licensee of the mark;

(iii) an authorized agent of the owner of the mark;

(iv) an authorized user of the mark; or

(v) a person advertising the lawful sale, lease, or transfer of products bearing the mark through a secondary marketplace for the sale of goods or services; and

(2) purchasing advertising that violates (1) of this subsection if the purchaser of the advertising

(A) receives notice of the violation from the mark owner; and

(B) fails to stop the violation.

(b) It is not a violation of this section for a person to display a pop-up advertisement under (a)(1) of this section if the spyware program includes a function that

(1) requests information about the user's state of residence before displaying a pop-up advertisement to the user, and the user indicates a residence outside this state;

(2) implements a reasonably reliable automated system to determine the user's likely geographic location, according to current best practices in the field, and the system determines that it is unlikely that the user is located in this state; and

(3) does not prompt, ask, or otherwise encourage a user to indicate a residence outside this state.

(c) It is not a violation of (a)(2) of this section if a person purchases advertising that complies with the requirements of (b) of this section.

Sec. 45.45.794. Removal of potentially harmful software. Notwithstanding AS 45.45.792, a provider of computer software or an interactive computer service may, after notice to a customer, remove from or disable a program on the customer's computer that is used to

(1) violate AS 45.45.792; or

(2) collect information from the computer of the customer without the
customer's knowledge.

Sec. 45.45.798. Definitions. In AS 45.45.792 - 45.45.798,

(1) "Interactive computer service" means an information service, system, or access software provider that provides or enables computer access by multiple users to a computer server; "interactive computer service" includes an Internet or online service provider or a service or system providing access to the Internet, including a system operated by a library or educational institution;

(2) "Internet" means the combination of computer systems or networks that make up the international network for interactive communications services, including remote logins, file transfer, electronic mail, and newsgroups;

(3) "Internet or online service provider" means an interactive computer service that provides software or other material that enables a person to transmit, receive, display, forward, cache, search, subset, organize, reorganize, or translate content; select or analyze content; or allow or disallow content;

(4) "mark" means a registered trademark, registered service mark, or registered domain name in an Internet website address that is owned, licensed, or lawfully used by a person doing business in this state;

(5) "Pop-up advertisement" means material offering for sale or advertising the availability or quality of a property, good, or service that is displayed on a user's computer screen, without any request or consent of the user, separate from an Internet website that a user intentionally accesses;

(6) "Spyware"

(A) means software on the computer of a user who resides in the state that

(i) collects information about an Internet website at the time the Internet website is being viewed in the state, unless the Internet website is the Internet website of the person who provides the software; and

(ii) uses the information collected contemporaneously to display a pop-up advertisement on the computer;

(B) does not mean...
(i) an Internet website;
(ii) a service operated by an Internet or online service provider accessed by a user;
(iii) software designed and installed primarily to prevent, diagnose, detect, or resolve technical difficulties or prevent fraudulent activities;
(iv) software designed and installed to protect the security of the user's computer from unauthorized access or alteration;
(v) software or data that reports information to an Internet website previously stored by the Internet website on the user's computer, including a cookie; in this sub-subparagraph, "cookie" means a text file that is placed on a computer to record information that can be read or recognized when the user of the computer later accesses a particular Internet website, online location, or online service by an interactive computer service, Internet website, or a third party acting on behalf of an interactive computer service or an Internet website;
(vi) software that provides the user with the capability to search the Internet;
(vii) software installed on the user's computer with the consent of the user the primary purpose of which is to prevent access to certain Internet content;
(7) "user" means the owner or authorized user of a computer.

Sec. 4. AS 45.50.471(b) is amended by adding a new paragraph to read:

(51) violating AS 45.45.792 (deceptive acts or practices relating to spyware).

* Sec. 5. The uncodified law of the State of Alaska is amended by adding a new section to read:

APPLICABILITY. Sections 1 and 2 of this Act apply to offenses occurring on or after the effective date of this Act.