

SMU Science and Technology Law Review

Volume 15 | Number 2

Article 13

January 2012

Front Matter

Recommended Citation

Front Matter, 15 SMU SCI. & TECH. L. REV. i (2012)

This Front Matter is brought to you for free and open access by the Law Journals at SMU Scholar. It has been accepted for inclusion in SMU Science and Technology Law Review by an authorized administrator of SMU Scholar. For more information, please visit <http://digitalrepository.smu.edu>.

SMU SCIENCE AND TECHNOLOGY LAW REVIEW

VOLUME XV, No. 2
SUMMER 2012

Contents

Selected Material from Game::Business::Law - International Summit on the Law and Business of Video Games

Articles

KEYNOTE SPEECH

Ted Price 111

THE YEAR IN VIDEO GAME LAW

W. Keith Robinson..... 127

BROWN V. EMA/ESA: U.S. SUPREME COURT STOPS CALIFORNIA FROM PLAYING GAMES WITH THE FIRST AMENDMENT

Speaker: *Christian Genetski*..... 135

SOCIAL GAMING LEGAL ISSUES' IMPACT ON CREATIVE, DEVELOPMENT, AND BUSINESS SUCCESS

Moderator: *Richard Hilleman*

Panelists:

Joseph Olin, Tom Mustaine, Carolyn Hoecker Luedtke 157

PAYING AND PLAYING

Moderator: *Mark Methenitis*

Panelists:

Marco Mereu, Pietro Macchiarella, Steve Nix, Bryan Daley.. 179

Comments

OPTIMIZING COPYRIGHT DURATION FOR THE DIGITAL AGE

Brady W. Frazier 209

KILLING THE INTERNET TO KEEP AMERICA ALIVE: THE MYTHS AND REALITIES OF THE INTERNET KILL SWITCH

Scott M. Ruggiero 241

A REVIEW OF 2011 VIDEO-GAME LITIGATION AND SELECTED CASES

Kent Jordan & Robert Wilkinson..... 271

Case Notes

CRIMINAL PUNISHMENT FOR CYBERBULLYING: <i>IN RE ROLANDO S.</i> <i>Caitlin R. Clark</i>	293
<i>APPLE, INC. v. AMAZON.COM INC.</i> : CORPORATE “BULLYING” THROUGH TRADEMARK INFRINGEMENT <i>Robert M. Gallman</i>	303
CHASING RAINBOWS: EXPOSING THE ROLE OF COLOR IN TRADEMARK LAW THROUGH <i>CHRISTIAN LOUBOUTIN S.A. v.</i> <i>YVES SAINT LAURENT AMERICA, INC.</i> <i>Rachany Son</i>	313

Brochure

GAME::BUSINESS::LAW—INTERNATIONAL SUMMIT ON THE LAW AND BUSINESS OF VIDEO GAMES	bi
--	----

SMU SCIENCE AND TECHNOLOGY LAW REVIEW

AN OFFICIAL PUBLICATION OF SOUTHERN METHODIST UNIVERSITY SCHOOL OF LAW

2011-2012

EDITOR-IN-CHIEF

BEN WEST

MANAGING EDITOR

MARGARET FRIESS

EXECUTIVE EDITORS

HOLLY GUEST

DERRIC SMITH

SENIOR NOTES EDITOR

BRADY FRAZIER

SENIOR ARTICLES EDITORS

JESSE ADKINS

SOMER HAYES

REBECCA NICHOLS

PROJECTS COORDINATOR

STEVEN STROBL

EVENTS COORDINATOR

CLINT ADCOX

ARTICLES EDITORS

LAURA COX	NYLE DAVENPORT	MEREDYTHE HEATON	HALEY HENDRIX	OWEN HOLLADAY
SADIE HORNER	JOHN KOETTER	WESLEY McDOWELL	BEN NEAL	

NOTES EDITORS

JAMES CESPEDES	ANDREW GRIFFITH	RAGIP KURCEREN	GREG OLTMANN
SCOTT RUGGIERO	LEWIS SCHIEL	BRAD WILSON	

TECHNOLOGY DIRECTOR

ROLANDO QUESADA

SENIOR STAFF EDITOR

AMANDA MORIN

STAFF EDITORS

LIZBETH AREVALO	JESSICA BROWN	ERIN CHANCELLOR	CATLIN CLARK	
STACY COLE	ROBERT GALLMAN	HONEY GANDHI	CHRISTOPHER HARRIS	
CHRISTOPHER HAUG	LAURA HAYES	MATTHEW HAYNIE	REASHA HEDKE	WILLIAM HOTZE
ANDREW JOHNSON	KENT JORDAN	SCOTT LAWRENCE	JONATHAN LE	TIFFANY LUNNEY
BRIAN MASON	JENNIFER MATHIS	ROBERT MCANGUS	AUSTIN MUCK	AMY PRESCOTT
MAXIM RABINOVICH	MATT RIVERS	RACHANY SON	WHITNEY STENGER	
BENJAMIN WEIBLE	ROBERT WILKINSON	ZACHARY WILLIAMS		

FACULTY ADVISOR

XUAN-THAO NGUYEN

ADMINISTRATIVE ASSISTANT

DONNAISE BALDWIN

SMU SCIENCE AND TECHNOLOGY LAW REVIEW

AN OFFICIAL PUBLICATION OF SOUTHERN METHODIST UNIVERSITY SCHOOL OF LAW

2012-2013

EDITOR-IN-CHIEF

LAURA HAYES

MANAGING EDITOR

TIFFANY LUNNEY

EXECUTIVE EDITORS

ANDREW JOHNSON

SCOTT LAWRENCE

SENIOR NOTES EDITOR

ROBERT GALLMAN

SENIOR ARTICLES EDITORS

CAITLIN CLARK

JENNIFER MATHIS

MAXIM RABINOVICH

ARTICLES EDITORS

JESSICA BROWN

AUSTIN MUCK

HONEY GANDHI

AMY PRESCOTT

CHRISTOPHER HAUG

KENT JORDAN

BENJAMIN WEIBLE

NOTES EDITORS

LIZBETH AREVALO

MATTHEW RIVERS

CHRISTOPHER HARRIS

RACHANY SON

MATTHEW HAYNIE

ROBERT WILKINSON

PROJECTS COORDINATOR

ERIN CHANCELLOR

EVENTS COORDINATOR

WILLIAM HOTZE

TECHNOLOGY DIRECTOR

ZACHARY WILLIAMS

SENIOR STAFF EDITOR

REASHA HEDKE

FACULTY ADVISOR

XUAN-THAO NGUYEN

ADMINISTRATIVE ASSISTANT

DONNAISE BALDWIN

SMU SCIENCE AND TECHNOLOGY LAW REVIEW

Publication and Subscription Information

The *SMU Science and Technology Law Review* is published three times per year (Fall, Spring, and Summer) and is an official publication of the Southern Methodist University Dedman School of Law. The primary goal of the STLR is to provide timely articles on emerging developments in fields of science, intellectual property, and technology-related law that are of interest to attorneys, policymakers, judges, and the academic community. The articles published in the STLR are selected from submissions received from professors, students, and attorneys nationwide.

Subscriptions

You may obtain a subscription to the journal by filling out the form below and mailing it to the indicated address. Subscriptions are \$30.00 per year. All payments must be made in U.S. dollars. Subscribers outside the U.S. please add an additional \$10.00 per year for added shipping expenses. For questions please call (214) 768-2594.

Change of Address

Subscribers to the journal may change their address by sending change of address to: SMU Science and Technology Law Review, Southern Methodist University Dedman School of Law, P.O. Box 750116, Dallas, Texas 75275-0116.

Back Issues

Back issues of the journal may be purchased from William S. Hein and Company, Inc., 1285 Main Street, Buffalo, New York 14209, (800) 828-7571, <http://www.wshein.com>.

SMU SCIENCE AND TECHNOLOGY LAW REVIEW

Subscription Form

Name _____

Address _____

City _____ State _____ Zip Code _____

Please make checks payable to: *SMU Science and Technology Law Review*

SMU Science and Technology Law Review
SMU Dedman School of Law
P.O. Box 750116
Dallas, Texas 75275-0116

