Beat: News

Mobile Development and Law

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USPA NEWS - At 25 July. 2013 was in Brahms Kontor in Hamburg, a workshop "Mobile Development and Law" . Dr. Thomas Sassenberg, lawyer specializing in copyright and media law in Hamburg mediated in about an hour an overview of legal issues related to the app development.

Dr. Thomas Sassenberg LL.M. is an attorney and lawyer specializing in copyright and media law at the Hamburg office of law firm lawyers SBR lawyers. His focus lies in the ITC and media law. He is a lecturer in media law at the MHMK Macromedia University of Applied Sciences in Hamburg and lecturer at the Games Academy in Frankfurt. Heike Scholz organized this workshop, she is founder of mobile zeitgeist, author, sought after speaker, teacher and workshop leader.

The workshop was aimed at representatives of startups and mobile (app) developer, but also to product managers and marketers who deal in their work with legal issues related to mobile applications. In a pleasant atmosphere of the workshop topics relevant contractual relationships and their design and product compliance were presented. Apart from the typical liability risks and information requirements in particular with issues of data protection law, including Location Based Services, addressed.

Part 1: Contracts and contractual relationships: Developer Agreement, platform agreement, letter of intent (LoI), Non Disclosure Agreement (NDA), Terms of Use. Part 2: Product Compliance: Privacy, information requirements, E-Commerce, Legal, Liability. So how and were the subjects of protection of ideas, information requirements, data protection, through contractual relationships between developers, app stores, customers and users to TKG, addressed TMD, European and international regulations and how small businesses and start-ups to deal with them.

The participants had many questions and like to put Participated in the discussions, also consistently positive and constructive feedback was given. It was an exclusive event in a pleasant environment with very well presented competent expert tips. A broad knowledge of mobile platforms is now required - even topics such as marketing the app is relevant. The integration with the IT infrastructure in the company requires a high level of processes in mobile projects.

Who is engaged in the field of software development, must specialize in the face of countless languages, frameworks, tools and requirements. Nevertheless, one should not underestimate the value of a wide range of expertise. Comprehensive solutions - which are increasingly important in the increasingly complex contexts - to work, in addition to specialist knowledge and a holistic understanding of the problem is required. As not a trivial task to make the terms and conditions of the online markets for mobile applications Mobile Development. Therefore, the topic of mobile development and law is very important. Prof. h.c. Dr. h.c. Natalia Eitelsbach of Philosophy of European Science Institute NCLC Institute (USA).

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