

Exhibit A

Publications

July 1, 2002 to September 30, 2007

ACADEMIC ARTICLES IN PROCESS

Brand Spillovers (work-in-progress)

Teaching Cyberlaw, 51 ST. LOUIS U. L. REV. ___ [solicited]

Online Word of Mouth and Its Implications for Trademark Law, in TRADEMARK LAW AND THEORY: A HANDBOOK OF CONTEMPORARY RESEARCH (Graeme B. Dinwoodie and Mark D. Janis, eds. 2008) [solicited]

Integrating Contract Drafting Skills and Doctrine, 12 J. LEGAL WRITING INSTITUTE ___ (2006) [solicited]

ACADEMIC ARTICLES AND BOOK CHAPTERS

Co-Blogging Law, 84 WASH. U. L. REV. 1169 (2006)

Edited version published as *No Safety in Numbers*, *BLOGGER & PODCASTER MAG.*, Aug. 2007, at 20.

Stealth Risks of Regulating Stealth Marketing, 85 TEXAS L. REV. SEE ALSO 11 (2006) [solicited]

A Coasean Analysis of Marketing, 2006 WIS. L. REV. 1151

Search Engine Bias and the Demise of Search Engine Utopianism, 8 YALE J. L. & TECH. 188 (Spring 2006) [solicited]

Republished in *InformIT.com*, Sept. 22, 2006

Republished in *WEB SEARCH: INTERDISCIPLINARY PERSPECTIVES* (Amanda Spink & Michael Zimmer, eds.) (Springer 2008)

Data Mining and Attention Consumption, in *PRIVACY AND TECHNOLOGIES OF IDENTITY: A CROSS-DISCIPLINARY CONVERSATION* 225 (Katherine Strandburg & Daniela Raicu, eds. 2005) [solicited]

Speech Showdowns at the Virtual Corral, 21 SANTA CLARA COMPUTER & HIGH TECH. L.J. 845 (2005) [solicited]

Republished as *Online Gaming and Free Speech: Showdown at the Virtual Corral*, *InformIT.com*, Aug. 12, 2005

Deregulating Relevancy in Internet Trademark Law, 54 EMORY L.J. 507 (2005)

The Challenges of Regulating Warez Trading, SOC. SCI. COMPUTER REV., Spring 2005, at 24
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Warez Trading and Criminal Copyright Infringement, 51 J. COPYRIGHT SOC'Y U.S.A. 395 (2004)
[peer reviewed]

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A modified version republished as *The Law of Warez Trading*, JOURNAL OF INTERNET
LAW, Jan. 2005

Where's the Beef? Dissecting Spam's Purported Harms, 22 J. MARSHALL J. COMPUTER & INFO.
L. 13 (2003) [solicited]

A Road to No Warez: the No Electronic Theft Act and Criminal Copyright Infringement, 82 OR.
L. REV. 369 (2003)

ARTICLES ABOUT THE LAW

The Best and Worst Internet Laws, InformIT.com, Apr. 20, 2007

Will the Adware Industry Beat Spitzer?, CNET News.com, Aug. 2, 2005

Republished in CIPerati, Sept. 2005

A Web Site for Hunting Poses Questions About Killing, S.J. MERCURY NEWS, July 25, 2005

Republished in at least 15 other newspapers

SCO and the Battle Over UNIX: A Clear Explanation, InformIT.com, June 18, 2004 (co-
authored with Michael Faulkner)

Republished in *Cyberspace Lawyer*, June 2004

Republished as *The Battle Over UNIX: SCO v. Linux, AIX And The Open Source
Community*, CIPerati, August 2004

Congress, the New Copyright Bully, CNET News.com, Aug. 6, 2003

Spam Is Just a Byproduct of Our Media-Saturated World, S.J. MERCURY NEWS, July 1, 2003, at
6B

Republished as *Hate Spam? Just Hit Delete*, ST. PAUL PIONEER PRESS, Aug. 11, 2003

Republished as *In Defense of Spam*, E-COMMERCE LAW REPORT, June 2003, at 2

No Electronic Theft Act Proves a Partial Success, NATIONAL LAW JOURNAL, March 17, 2003, at
B9 (co-authored with Julia Gladstone)

Republished as *No Electronic Theft is a Partial Success*, E-COMMERCE LAW &
STRATEGY, April 2003, at 1

Republished in NEW JERSEY LAW JOURNAL, Aug. 11, 2003

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The Privacy Hoax, FORBES, Oct. 14, 2002, at 42

Republished as *Let Markets Regulate, Not State*, LOS ANGELES DAILY JOURNAL, Nov. 13, 2002, at 6

Republished as *The Internet Privacy Fallacy*, COMPUTER & INTERNET LAWYER, Jan. 2003, at 20

Republished as *Does Online Privacy ‘Really’ Matter? ‘No’ According to Consumers*, CircleID, Sept. 12, 2003

BLOG POST REPUBLICATIONS

Is/Isn't Trademark Infringement—Internet Search Engine Keyword Advertising, ILLINOIS STATE BAR ASSOCIATION INTELLECTUAL PROPERTY NEWSLETTER, June 2006, at 1 (republishing several posts)

Gripers 1, Initial Interest Confusion 0—Lamparello v. Falwell, ILLINOIS STATE BAR ASSOCIATION INTELLECTUAL PROPERTY NEWSLETTER, Oct. 2005, at 1

Grokster Commentary, CIPerati, Sept. 2005

MISCELLANEOUS PUBLICATIONS

Foreword to GAIL A. SCHLACHTER & R. DAVID WEBER, HOW TO PAY FOR YOUR LAW DEGREE (Reference Service Press 2003)

A Faculty Member's Perspective on the Golden Leagle, GOLDEN LEAGLE, Aug. 2003, at 2