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Berkeley Center for Law & Technology

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Moderator

Webcast viewers: send your questions to chris@law.berkeley.edu or tweet w/ #mobilepay

Feedom
Doesn't Come
Free
McCAIN
PALIN

Potential benefits

Initial RFID claims:

- Tech was invulnerable to hackers
- Walk-through checkouts

How to address these problems?

Rename the technology: "near-field communications"

With lock-in, digital products may increase in price

2 E-Books Cost More Than Amazon Hardcovers

By JULIE BOSMAN
Published: October 4, 2010

Readers of e-books may not be able to turn paper pages, lend their copies to friends or file them away on living room bookshelves. But they do have the comfort of knowing that they paid less for them than for hardcovers.

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127 HOURS NOVEMBER 5

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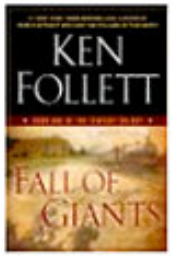

Kindle Edition
$19.99
Available for download now.
Publisher: DUTTON ADULT
Published: September 28, 2010

The e-book price for Ken Follett's new novel exceeds that of the hardcover version.

Unless they bought "Fall of Giants" by Ken Follett, which was published by Dutton, an imprint of Penguin Group USA, last week. On Amazon.com, the price for the e-book was $19.99; the hardcover edition was $19.39.

Or "Don't Blink," by James Patterson and Howard Roughan, whose publisher, Little, Brown & Company, charged $14.99 for the e-book. Amazon priced the hardcover at $14.

Customers, unaccustomed to seeing a digital edition more expensive than the hardcover, howled at the price discrepancy, and promptly voiced their outrage with

WARNING!!
ONCE YOU'RE INSIDE....
YOU "R" LOCKED IN
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ATM open
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Marriage of two lock-in experts

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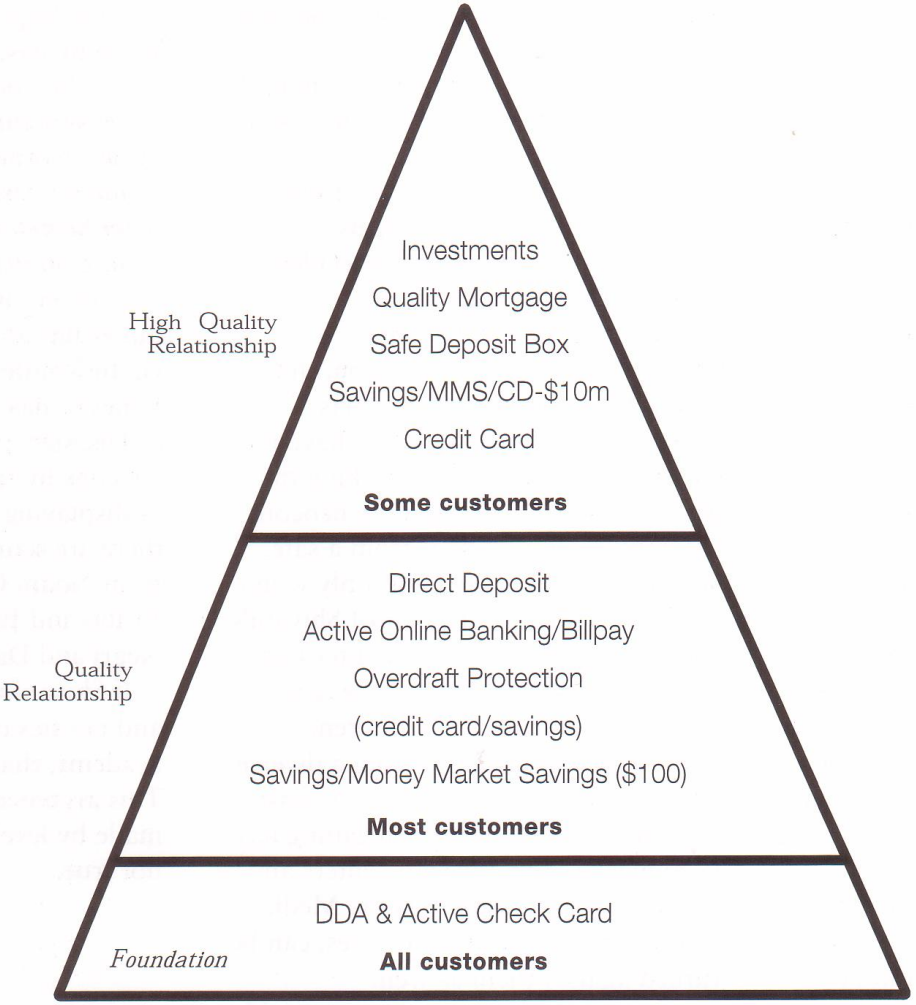
Quality Relationship Pyramid



NOTE: The term ***"Quality Relationships"*** should not be used with customers. Be sure to position the concept without using the specific term.

Subscription & negative option billing

STEP 1 **Choose an offer**

- (●) **BEST DEAL!** 141 issues (three years) of The New Yorker for just $99.95
- ( ) 94 issues (two years) of The New Yorker for just $69.95
- ( ) 47 issues (one year) of The New Yorker for just $39.95

* Plus applicable sales tax

These include the elements of the Condé Nast (the publisher of The New Yorker) Automatic Renewal Feature

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Get ConsumerReports.org with the convenience of automatic renewal. If you are 100% satisfied, do nothing and your subscription will continue uninterrupted. We will send you an email reminder before your subscription renews. By clicking submit you authorize us to charge the card you provide today annually at our current rate then in effect until you tell us to stop. Of course you can cancel at any time and get a refund of any unused months*. To modify your account or cancel, go to www.ConsumerReports.org, click on My Account and follow the instructions or call 1-866-923-1142. *Partial months will not be refunded.

Speed versus security

Internalizing Identity Theft, 2010 UCLA L. & Tech 1

Evidence of picture ID & credit card not provided to victim

Basic accountability metadata missing

Last name misspelled; in first name field

Signature not consistent with victim's

KOHL'S
expect great things

Store #

Associate # 1 7 2 4 7 7 9

Date

You MUST have a state issued picture ID and a current charge card to apply.

I/we have read and agree to the terms stated under the authorization on the back of this form. The creditor may verify any information, check my/our credit history and secure follow-up credit reports on me/us. I/we agree that use of the account constitutes my/our agreement with the terms and conditions of the Cardmember Agreement which I/we will receive when my/our Credit Application is processed.

First Name (please print) GRIMMIAM | M.I. | Last Name

Signature

Co-Applicant First Name (please print) | M.I. | Co-Applicant Last Name

Co-Applicant's Signature

Provide your e-mail address and receive:

E-Mail Address (optional)