

FOLIO:PLUS

Ideas! Ideas! Ideas! And More Ideas for Successful Magazine Management

■ **New Legal Land Mines: Framing and Linking**

You may be framing and linking on your Web site without any concern and no consequences. That could change. "Framing," as defined by Lawrence Savell, Counsel in the New York City law office of Chadbourne & Parke LLP, occurs when Web site window opens up to somebody else's site. The concern, he says, is that the person with the other site may claim you are invading their copyright by making their content appear as if it's yours. "The issue has not been settled yet, but it's just a matter of time," says Savell. "Bear in mind, if you are going to use multiple frames on your sites, taking information from someone else's site, you could have a problem." The other issue is free linking, which is fairly common among Web sites now. "You have to be careful where you link," he says. A case was settled recently between Microsoft and Ticketron, where Microsoft linked several levels below the Ticketron home page, passing a lot of advertising that Ticketron wanted people to see. "You can't assume that linking is completely free," he says. "There may be limitations to your right to link to somebody else's site. Again, the courts have not really focused on this yet, but they will soon." One thing to consider as a publisher, says Savell: If others want to link to your site, you may want to put together an agreement imposing certain limitations or charging a fee. □