

Comercio ELECTRÓNICO 2.0



Óscar Rodrigo González

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Manual jurídico de comercio electrónico y marketing on-line para la Empresa 2.0 Alberto José de Nova Labián, 2012-10-01 El mundo empresarial no ha sido ajeno a los cambios de hitos que hemos experimentado con la revolución tecnológica que vivimos y se ha producido una auténtica fiebre por parte de la mayoría de las empresas por adaptarse a los nuevos tiempos y no perder el tren de la vanguardia de las nuevas tecnologías. Para ello las empresas crean páginas webs que les permitan dar publicidad a sus productos o servicios al mismo tiempo que puedan funcionar como portales de compra. Online formalizan los contratos con los clientes captados por la web mediante formularios, emiten facturas electrónicas, realizan campañas publicitarias a través del envío masivo de emails, insertan banners publicitarios en otras webs, crean perfiles en redes sociales con el fin de crear comunidad con sus potenciales clientes, etc. Sin embargo, esta adaptación no está resultando sencilla en todos los casos, ya que además del desarrollo tecnológico necesario se plantean innumerables cuestiones de ámbito legal que generan incertidumbre e inseguridad a las empresas que quieren desarrollar estas actividades en un entorno como Internet. El presente manual pretende por tanto dotar al lector de una herramienta útil a la que poder acudir para consultar la legalidad de las prácticas más habituales en el Comercio Electrónico y Marketing Online, así como para conocer el marco legal dentro del cual poder desarrollar su actividad profesional sin incurrir en incumplimientos que le puedan acarrear eventuales sanciones.

Bibliografía española, 1999 **Comercio Electrónico 2.0 / E-Commerce 2.0** Óscar Rodrigo González López, 2014-06-30 *Derecho Internacional Privado Parte especial* Leonel Péreznieto y Jorge Alberto Silva, 2007-10-20 Obra completa que cubre la parte especial del Derecho internacional privado mexicano. Prólogo a cargo de Friedrich K. Juenger. Temario completo de la disciplina *Boletín judicial*, 1989 **Token como Derechos de Valor & Ofertas de Token y Centros de Comercio Descentralizados** Josef Bergt, 2020-05-28 Este libro fue traducido del alemán al español por medio de la inteligencia artificial. Traducción automática. This book was translated from German into Spanish by means of artificial intelligence machine translation. This academic paper deals with both civil securities law and regulatory securities law aspects. Thus a summary of the property law is provided which deals with the classification of tokens under Liechtenstein law. Furthermore dematerialized securities which have been known to the Liechtenstein legal system for almost 100 years will be discussed. The civil and corporate law focus is on Liechtenstein, while the Swiss corporate law and the general civil law of Austrian law are also taken into account. The supervisory part of the work is clearly in the focus of Union law but also takes into account national specialties of Liechtenstein, Austria and Germany in addition to European legal acts. Thus tokens and token-based business models are also examined in the light of European legal acts such as MiFIR, MiFID II, CRR, CRD IV, CSDR, EMIR, AIFMD, UCITS, D, E, Money Directive II, PSD II, MAD, MAR, Prospectus Regulation, 5th AML Directive and other regulations, directives as well as implementing regulations and delegated regulations. A special focus is placed on crypto exchanges and decentralized trading places, DEX. In addition, a focus will be placed on consumer law in terms of tokens.

and distance selling contracts taking into account the Consumer Rights Directives In this context tokens as data or software and thus as digital content and consequently merchandise are also dealt with in more detail and the parallels to tokens as tokens with intrinsic value or virtual currencies in contrast to fiat money are shown Furthermore the author aims at explaining deposit business e money transactions and financial instruments as communicating vessels in contrast to virtual currencies Although this is primarily a legal work technical aspects of Distributed Ledger Technologies such as the blockchain smart contracts agoric computing self sovereign identity etc as far as this is necessary for the legal assessment are also explained in more detail The present discussion is to be understood as scientific work with practical relevance for advice in connection with blockchain based business models

Prestashop 1.5 Didier MAZIER, **La protección de las patentes secretas y los secretos empresariales** Gorgonio Martínez Atienza, 2020-11-12 En relación con la patente de invención y la patente de inter s para la defensa nacional en el Derecho Español se aborda el régimen jurídico de la Patente de Invención aludiendo a su origen y regulaciones como a su normativa internacional europea comunitaria e interna b sica porque no olvidemos que la patente de inter s para la defensa nacional es una patente de invención que deber observar el régimen jurídico establecido para la misma Se propone como concepto de patente en general que constituye el objeto material del delito de divulgación intencionada de la invención objeto de patente secreta en perjuicio de la defensa nacional cuando observa determinadas especialidades el título por el que se reconoce oficialmente la invención de un producto o de un procedimiento industrial y el conjunto de derechos exclusivos con fines industriales reconocidos a su titular por un periodo de tiempo limitado para la divulgación y explotación en el territorio nacional europeo o internacional de una invención que sea novedosa implique una actividad inventiva y sea susceptible de aplicación industrial Se pone de manifiesto que las patentes secretas o de inter s para la defensa nacional reguladas en los arts 119 a 122 LP de 1986 y 111 a 115 LP de 2015 son una excepción al régimen general de patentes que no se limitan solo al campo armamentístico sino que también se comprenden otros campos relacionados con las industrias objeto de defensa nacional y que no están sujetas al pago de tasas de mantenimiento Las creaciones industriales de inter s para la defensa nacional como elemento material que delimita el ámbito de aplicación objetivo de las patentes secretas o de inter s para la defensa nacional no constituyen en sí mismas una nueva categoría de creaciones industriales sino tan sólo una especie dentro de las mismas cuya peculiaridad tiene alguna trascendencia jurídica debiendo cumplir todos los requisitos y exigencias establecidas en general para las patentes especialmente en lo referido a los requisitos de patentabilidad Se hace un estudio doctrinal y jurisprudencial de los requisitos de patentabilidad concretados a la novedad la actividad inventiva y la aplicación industrial se alude a los supuestos de no patentabilidad y al derecho a la obtención de la patente y a sus titulares que pueden ser personas físicas particulares y autoridades y funcionarios públicos y personas jurídicas así como a la transferencia y expropiación de la patente se pone de manifiesto la importancia del secreto empresarial que comprende el secreto industrial y el secreto comercial considerándose

desleal la divulgación de estos secretos sin autorización de su titular se concreta la protección de la patente de invención aludiendo a las invenciones a la competencia de los Tribunales Españoles y a las reivindicaciones además de a la vulneración literal y por equivalencia en el territorio español de la patente de invención se determina la protección administrativa y contencioso administrativa de la patente de invención se establecen como aspectos de la protección judicial civil de la patente de invención que deben tenerse en consideración las normas aplicables las medidas cautelares las acciones civiles las diligencias de comprobación el procedimiento la competencia la legitimación y la prescripción destacando la acción de indemnización de daños y perjuicios y la protección civil con cláusula de sometimiento a arbitraje y se configura la protección judicial penal de la propiedad industrial con referencia a la patente de invención *El libro en Ecuador 2002 ,2003*

Bibliografía boliviana ,2009

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