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A Newsletter for Lawyers Using Personal Computers

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E-PUBLISHING POPULARITY *DISTRIBUTORS CITE RISING SALES OF E-READERS & BOOKS*

By Daniel E. Harmon, Editor

Our last newsletter reported on the rising stature of electronic publications in the overall realm of publishing. Thanks to the Internet (via Web sites, blogs, “white papers,” etc.), anyone can pose as an “author.” The quality of Net authors, including lawyers, who disseminate information ranges from dismal (some can’t spell or put together a grammatically correct sentence, and they offer no content worth reading) to brilliant (those who publish serious, useful e-books and e-booklets for existing and potential clients and present the material in a professional, thoughtful, well-edited manner).

The underlying issue, though, hasn’t to do with how impressively you present your written masterpiece, or how dismal or brilliant it may be. The root question is this: What’s the likelihood of your intended audience *reading* your product online, onscreen?

Is the printed book becoming archaic? New publishing industry indicators suggest electronic reading devices and e-books are catching on.

Many readers have told me they’re uncomfortable reading onscreen. As I discussed in our October 1 article “E-Booklet Publishing,” most insist on holding a printed book or periodical (or pages) in their hands. In my own e-publishing ventures, I’ve heard this emphasized by readers of all ages. They say they like my product but they refuse to read it onscreen.

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DANIEL E. HARMON
Editor

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Editorial office: *The Lawyer's PC*, P.O. Box 143, Converse, SC 29329; (864) 597-1247; lpc@hornpipe.com.

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That mind-set may be changing, according to recent reports from the publishing industry. They suggest electronic reading devices, slow to catch on, have become fashionable. As a result, publishers are making substantial investments in e-book production, offering new and old titles electronically as well as in print.

The forthcoming holiday gift-giving season may be pivotal for electronic publishing. How many people already have put e-readers on their wish lists? If the trend broadens and accelerates—if e-readers are widely perceived to be “cool,” like cell phones and iPods—it can affect lawyers as readers and as information providers.

INTERESTING E-READING STATS

Amazon.com says it now is selling more e-books than print books. (This is in stunning contrast to fairly recent articles describing an anemic e-publishing industry.) *The New Yorker* magazine now is available for iPad subscribers. In the United Kingdom, according to a survey of the U.K. Association of Online Publishers, “members confirm what many had already suspected on both sides of the pond—publishers are looking toward off-Web opportunities to establish a paid content model in digital media.” Forty percent of publishers in the United Kingdom reportedly are offering “some kind of paid mobile app, up from 12 percent last year. . . . Interestingly, many of the publishers see the future app model involving free apps that offer paid features.”

An even more compelling item comes from Reginald F. Davis in his “Law Hits the Road” article in the September issue of the *ABA Journal*. He notes an interesting feature in the “2010 ABA Legal Technology Survey Report”: “From e-readers and netbooks to remote access software and virtual offices, the annual survey shows more lawyers are using more technology to do their work outside the confines of the law office.” Lawyers’ ability to work outside the office hinges, of course, on the availability of legal material online. Periodicals such as *Law Library Journal* regularly chronicle the growth in digital library collections.

(Incidentally, just 15 percent of participants in the ABA’s annual technology survey two years ago reported having joined a social network; that zoomed to 43 percent in 2009, 56 percent currently—and 10 percent of the surveyed legal professionals now say they’ve *retained new clients* through social networks or similar online communities.)

The publishing project Minonline.com reports that “publishers worldwide are betting big on mobile and device-based products driving future revenue growth.” In essence, e-publishing is becoming mainstream.

That would seem anomalous, considering the widespread resistance to onscreen reading. It could be that while many individuals claim they don’t

like reading online material, they're beginning to do it anyway, either because they find it convenient or they sense that it's now "the thing to do."

The ABA technology survey results, published in July, indicate legal professionals steadily are becoming more mobile. They're employing netbooks, e-book readers and other devices that enable them to perform their work away from their offices. Even within brick-and-mortar office space, law practices are increasingly virtual.

E-READERS OFFER NEW INCENTIVES IN PRICE, CONVENIENCE

When Amazon.com introduced its Kindle e-reader three years ago, we whined that it was too large to be practical—and too expensive ("It's Too Bloody Big," December 15, 2007). It cost \$399 and measured 7.5 by 5.3 inches. Amazon.com boasted that it could contain 200 average-size books at once, plus newspaper and blog content. Most books in Kindle format cost \$9.99. We decided to pass on purchasing, waiting until it shrank in size and price.

Since the Kindle made its splashy debut three years ago, e-book readers have come down in size and price. They're also easier on the eyes and can contain several thousand books at once.

The company still sells a pricey clunker, the Kindle DX (10.4 by 7.2 inches, \$379). But it also markets a slimmer model, the new Kindle Wi-Fi (7.5 by 4.8 inches, approximately the thickness of a pencil, \$139). At 8.5 ounces, the Kindle Wi-Fi weighs less than a typical paperback book. Both Kindles now can contain, on average, 3,500 e-books.

The Kindle and other e-readers have been notably improved. Amazon.com boasts that the Kindle's "E Ink" screen now offers 50-percent better contrast than the original; has darker, more readable fonts; can be read in sunlight with no glare; and can turn pages 20 percent faster than before. The Kindle Wi-Fi includes a .pdf reader with a dictionary function. With wireless mode turned off, it reportedly can be used for a month on a battery charge (three weeks, with wireless on). More than 700,000 modern e-books are available for it, including most best-sellers. They typically cost \$9.99 or less. In addition, customers can obtain almost two million classics and other public domain books free. Kindle e-books are transportable to PCs, Macs, Blackberries, iPhones and iPads. The company says the Kindle has been its best-selling item for the past two years and is "the most-wished-for, most-gifted, and has the most 5-star reviews of any product on Amazon."

Amazon.com has lots of competition: almost 50 e-book models. Prices have been declining—especially this year, thanks to the serious marketing threat posed by Apple's iPad, which, among other functions, is an e-book reader. Apple claimed sales of three million units within the first three months of the iPad's release, prompting Amazon.com and Barnes & Noble to reduce their reader prices (even though the iPad, at \$500, is in a price range of its own).

The Barnes & Noble Nook (7.7 by 4.9 inches, \$199) is a popular alternative, although it offers less capacity and shorter battery charge times than Kindles. Sony has been in the market for a long time; its current model is the Reader Touch Edition PRS-600 (6.9 by 4.8 inches, \$169). At its online store earlier this month, Borders.com advertised a wide range of reader selections including the Velocity Micro Cruz Reader (\$199.99), Kobo eReader (\$129.99) and Aluratek Libre (\$119.99); the latter has 100 e-books pre-installed. Borders featured specials on two 2009 Sony units: the Touch Reader (\$129.99) and

Pocket Reader (\$109.99). It was taking pre-orders on the forthcoming iterations of Sony's Pocket Reader (\$179.99) and Touch Reader (\$229.99), the Velocity Micro Cruz Tablet (\$299.99) and the Kobo Wireless eReader (\$139.99).

In a recent e-reader comparison feature, TopTenReviews.com noted factors to consider when choosing a device: design (including touchscreens and LED backlights), file formats and available content, memory, battery life, the number of grayscale levels, audio and image formats, and text-to-speech capability.

Many lawyers and other consumers eschew the thought of packing along another gadget when traveling. Electronic books in various formats can be read on a laptop, netbook, tablet PC or PDA; a dedicated e-reader is unnecessary (although screen readability is superior). Whatever device we choose, e-reading appears to be coming in, and publishers are ratcheting up the production of e-books. ❖

BELLEFIELD SYSTEMS JOINS PROLAW ALLIANCE PROGRAM

The ProLaw Alliance Program has added Bellefield Systems LLC as its latest member to improve practice efficiencies in the areas of collaboration and compliance. The program is for small and mid-sized law firms, corporate legal departments and government law offices using ProLaw software. ProLaw is a suite of financial and practice management applications from Thomson Reuters.

From the founders of eBillingHub, Bellefield has launched a suite of tools including a smart e-mail profiler, a document organization tool and an application interface for integrators specially designed to work with the ProLaw financial and practice management software.

The Bellefield team has a combined decade of ProLaw integration experience and two decades of developing legal software applications. The company offers innovative and targeted solutions that enhance the capabilities of ProLaw, an integrated software solution designed to automate the practice and manage the business of law.

“Our partners at Bellefield bring a unique set of talents to ProLaw,” said Matthew DeVoll, vice president and general manager, ProLaw. “They have significant user experience serving ProLaw clients and we are fortunate to have them on board.”

John Kuntz, principal at Bellefield Systems, noted, “Our mission is to help ProLaw users operate their practices in the most efficient manner possible. By listening to ProLaw users and understanding how they use the system, we have developed advanced yet practical solutions that enhance their ProLaw experience.”

The ProLaw Alliance Program creates new growth opportunities for businesses with services and applications that complement ProLaw. The ideal partner provides technical and business support and/or software add-on modules that can be provided directly to ProLaw users. Once an approved member, partners have access to a variety of marketing, technical and training resources. For more information on the ProLaw Alliance Program, visit www.elite.com/prolaw/partners.

Bellefield Systems enables ProLaw law firms to improve practice efficiencies. Its software products integrate seamlessly with ProLaw for greater speed and productivity. More information is available at <http://bellefield.com>.

Elite provides integrated information solutions to professional services firms worldwide. For more information, visit <http://elite.com>.

TR ACQUIRES SERENGETI LAW

Popular Matter Management System Will Expand Thomson Reuters' Offerings to Legal Departments

Thomson Reuters has announced its acquisition of Serengeti Law, a widely used, highly rated matter management system for corporate legal departments. The business will be aligned with the Corporate, Government & Academic business unit within Thomson Reuters Legal under the direction of Mike Suchsland, president.

“Corporate legal departments around the world are rapidly adopting software and services that solve legal workflow needs more simply and more efficiently,” said Suchsland. “The acquisition of Serengeti Law provides us with the bedrock for building a leading suite of offerings for the corporate general counsel. Serengeti brings to Thomson Reuters a broad and rapidly growing client base, as well as the profession’s most widely used legal project management workflow tools for corporate legal departments.”

The deal will further Thomson Reuters’ vision to become a leading provider of legal workflow solutions to corporate legal departments worldwide, while expanding the Serengeti platform. Serengeti Tracker reportedly is the top-ranked matter management and electronic billing system among corporations and firms, providing data and analytic tools to enable legal departments to efficiently track, control, manage, analyze and report on legal activities worldwide.

Tom Melling, former vice president of Product Management at Serengeti, has been named president of the business within the new organization. “Joining Thomson Reuters is a natural next step in growing the Serengeti platform and expanding its international network of users,” Melling said. “With the experience and support of the Thomson Reuters organization, we can ensure that the legal profession will benefit from the rapid evolution of the Serengeti platform, the expansion of practical data-driven functionality and the growth of networking opportunities for our international user community.”

All 50 Serengeti employees will join Thomson Reuters and will remain based in the Seattle and Chicago metropolitan areas. For more information, visit www.serengetilaw.com. ❖

IE DISCOVERY VOLUNTEER PROGRAM BENEFITS CHARITIES

IE Discovery (www.iediscovery.com), a provider of discovery management and litigation support services, says its BRIDGE program for Fiscal 2010 contributed more than 2,000 volunteer hours of service and donated some \$7,500 to charity organizations. Beneficiaries ranged from the Washington Legal Clinic to Love a Child to flood relief in Hungary.

The BRIDGE program encourages IE Discovery employees to support whatever charitable organization they wish by volunteering; it also provides a company-sponsored pool of money for various community needs. The program has resulted in 3,702 contributed hours and \$14,260 in donations since its inception in 2008.

New Book Discusses Strategies, Dangers

PITFALLS TO AVOID WHEN GOING “SOCIAL” IN THE BUSINESS REALM

Any list of up-and-coming business trends probably would place social media strategies near the top. Thousands of companies and professional firms are rushing headlong into the profile-creating, news-tweeting, blog-posting frenzy . . . only to find that their efforts fail to obtain the results they hoped. If you're looking for fans, followers and friends to build a “social nation” around your business, corporate executive Barry Libert offers simple advice to avoid the pitfalls and make a strong online impact.

“There are countless benefits to joining what I call the Social Nation revolution—but just like any strategy for growth, social media aren't foolproof,” points out Libert, author of *Social Nation: How to Harness the Power of Social Media to Attract Customers, Motivate Employees, and Grow Your Business* (Wiley; www.socialnationbook.com). “If you don't want your company's social strategy to fall flat, there are some guidelines you'll need to follow.”

Libert is chairman and CEO of Mzinga, a company that provides social software to businesses. He is adamant that before you start building your social nation, you need a well-researched game plan. “You need to understand that there's a lot of prep work to be done. You can't just set up a Facebook profile for your company, tweet once or twice a day and expect public interest in your company to shoot through the roof.”

He observes that if your firm has a table or booth at a conference, “you wouldn't just slap your company's logo onto a piece of poster board, place your business cards on the table, and hope for the best, would you? Of course not. Yet, that's exactly how some companies approach social media.”

In order to become a meaningful part of social conversations and interactions, Libert explains, “you've got to know who your target ‘fan base’ is, where they spend their time online, and what sorts of content and programming are valuable and relevant to them and will foster their continued interest and participation. You also need to make sure you have the wherewithal to commit to growing and sustaining your Social Nation, and you've got to make sure you have buy-in from within your company.”

Half the battle is knowing which mistakes to avoid, he says. In his book, he shares “the top 10 social media pitfalls” for organizations to avoid.

#1: *Running a Social Nation like a traditional business.* If you want to run a “social” company, you need to understand that almost everything you do is a two-way street. You won't prosper if your services are designed solely by folks on the inside. You need to embrace the perspectives and contributions of your firm's employees as well as those of clients and partners.

#2: *Under-investing in social initiatives and abandoning them too soon.* “Understand that a Social Nation is organic—it won't materialize with a proverbial snap of the fingers.” Early on, you should invest time, thought and money in attracting “fans” and followers, then sustain your efforts. Only after you've built a firm foundation will the network begin to sustain itself through participant contributions and recommendations. Successful strategies include posting quality content that people want to consume, letting visitors tell their stories and post grievances, and responding to their criticisms. Also, make sure that prospects are able to

learn about your business through client/customer and employee testimonials. Also remember that using multiple approaches—a blog, Facebook profile, interactive Web site—will reach more people.

#3: *Neglecting to find ways to encourage and inspire your social followers.* Followers “are essentially volunteering their time and energy to serve as developers, sounding boards and advertisements for your company,” Libert notes.

#4: *Relying on a “build-it-and-they-will-come” mentality.* Simply launching a Web site and firing off posts at various online networking hotspots won’t bring followers. “To some extent—usually a large one—you’ll

“Social media and community collaboration bring many benefits, including brand building, customer loyalty and retention, cost reductions, improved productivity and revenue growth.”

need to purposefully reach out to potential community members and make it worth their while to accept your invitation. Rolling out a community and just expecting people to join as friends or followers is a flawed philosophy. Marketing 101 principles still apply. That means you need compelling incentives to have people join your community. You also need an aggressive programing strategy, one that includes defining your key audiences and targeting them through all available channels.”

#5: *Delaying the process of going social.* Your firm doesn’t have the luxury of waiting until it’s “convenient” to go social, because you have competitors. If you don’t start gathering loyal followers, Libert emphasizes, there’s a good chance other firms will woo them away. “One of the best strategies for going social as quickly and effectively as possible is to designate employees and subject matter experts to act as community success managers focused on fostering community growth and member satisfaction.”

#6: *Underestimating the power of a “social nation.”* “If you believe social networking is just a window dressing that your company ‘needs’ (but not really), then think again. Social media and community collaboration bring many benefits, including brand building, customer loyalty and retention, cost reductions, improved productivity and revenue growth.”

#7: *Neglecting employees, partners, investors or clients when building your network.* Set up a “focus group” of employees to serve as community leaders who will shepherd your firm into the social networking world—but don’t put all of the power in their hands. Social networks are organic organizations; the more people who are empowered to influence the network, the better. “You’ll find that leaders will emerge from your community population, whether they are employees, partners, customers or prospects,” Libert promises. “Future leaders will come from places you never expected. Empower every member of your community with the resources they need, then listen and be responsive to their insights, needs, and ideas.”

#8: *Relying on traditional approaches when designing your network.* A decade ago, business professionals were horrified at the thought of releasing ideas and products into the hands of customers and clients prematurely. With social networking, that “monolithic approach” is becoming obsolete, Libert says.

#9: *Developing your own social software and analytics solutions.* “You wouldn’t dream of placing ‘remodeling the office’ or ‘handling legal issues’ in the do-it-yourself category, would you? Instead, you’d hire someone skilled in those areas. . . . Do what you do best and outsource the software and community building to the experts. Various vendors provide ready-made, complete solutions to help you build your fans, followers and friends.”

#10: *Getting caught without partners to help you succeed.* “Make sure that you truly treat your community members as partners, not just as fans or numbers. Yes, integrating into the social web (Facebook, Twitter, and other social networks) is key to your company’s future success, but being connected to the social web is only a part of what you need to do. Shifting your business strategically, culturally, and operationally are key components to the equation.” ❖

INNOVATION IN THE FAR EAST

Thomson Reuters IP Analysis Projects China's Annual Patent Volume to Surpass That of U.S.

China is projected to lead in patent activity by 2011, according to a detailed intellectual property analysis recently published by the IP Solutions business of Thomson Reuters. The projected growth in Chinese patent activity is based on analysis of the total volume of first-patent filings in China, Europe, Japan, Korea and the United States. China experienced an annual growth rate of 26.1 percent in total patent volume from 2003 to 2009; its closest rival during that period, the United States, evidenced a 5.5-percent growth rate.

This second edition of the Thomson Reuters study suggests that patent filings in China will outpace those in Japan and the U.S. in 2011—one year earlier than was forecast when the first edition of the study was published in 2008. The study, “Patented in China II: The Present and Future State of Innovation in China,” tracks global patent activity as a barometer for innovation across dozens of metrics to provide a view into China’s innovation economy.

China appears to be committed to an “innovation-centered economy.” Unique patent types are helping accelerate the country to the “top innovator spot” among international rivals.

Beyond projected patent growth, the study further examines the composition of patents from China relative to its peer group globally, domestic versus foreign patent applications, patent technology areas, government/policy implications, and patent quality versus quantity. Following are some of the key observations in the analysis:

** Expansion Through Patents:* While innovation by domestic entities is driving China’s patent boom, China is also expanding its international property protection overseas. From 2007 to 2008, the growth rate of China’s overseas patent filings in Europe, Japan and the United States were 33.5 percent, 15.9 percent and 14.1 percent, respectively.

** Chinese Government Is Driving Innovation:* Government innovation incentives, R&D tax deductions, Chinese Premier Wen Jiabao’s commitment to make China an innovation-centered economy, and unique patent types (such as utility models) contribute to China’s acceleration to the top innovator spot.

** Shift From Agriculture to High Tech:* As the Chinese economic landscape changes, a major shift is occurring in patent filings: agri-centered innovation related to food production is growing much slower than high-technology innovation. There was a 4,861-percent increase in domestic Chinese patent applications in digital computers in the decade from 1998 to 2008, compared to an increase of 552 percent in natural products and polymers for the same period.

** Alternative IP Rights in China—Utility Model Patents:* Approximately half of all Chinese patents filed in 2009 were utility models. These are less rigorous, more affordable forms of patents that provide 10 years of protection (contrasted with 20 years for invention patents). The use of utility model patents in China has grown at a rate of 18 percent per annum since 2001. Utility models also are a potentially valuable strategy for foreign filings in China.

** Patent Quality Improving:* Despite the growing use of utility model patents, Chinese patent quality is slowly improving, based on the Thomson Reuters analysis. By tracking the ratio of patent applications to granted patents among full invention patents in China, the analysis finds that patent quality is trending up.

The data in this report were compiled using the Thomson Reuters Derwent World Patents Index (DWPIISM) database, the trusted source of global patent information with expertly indexed records, enhanced titles and comprehensive abstracts, enabling deeper insight into patent research. To view the full report, go to <http://ip.thomsonreuters.com/chinapatents2010/index.html>.

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IT LEGAL PROFESSIONALS WILL STUDY TECH TRENDS AT AN UPCOMING BERLIN EDUCATIONAL CONFERENCE

The International Technology Law Association (ITechLaw, www.itechlaw.org) will hold its 2010 Annual European Conference in Berlin, Germany, October 28-29. The two days of educational programming will feature sessions on new law-related technology topics, including cloud computing, social media and the impact of the global economy on law practices.

With members from more than 50 countries, ITechLaw involves lawyers practicing in the global technology sector. The 2010 European Conference (www.itechlaw.org/berlin2010) reflects the caliber of its global membership. More than 50 international industry providers will discuss critical issues in today's technological law space.

"Global technology law is a constantly evolving area," says Sandra Jeskie, president of ITechLaw and a partner at Duane Morris LLP. "Attending this event is a way for legal advisors, ICT professionals, corporate counsel, academics and anyone involved in the technology industry to not only gain valuable insight on up-and-coming issues, but to network with fellow leaders in the global technology law community."

International speakers will address such issues as advertising and promotion of drugs via the Internet and social media, cloud computing business models, cross-border discovery and data protection, digital advertising licensing, liability and practical differences between countries, Internet piracy, health data management and privacy, healthcare and IT outsourcing, ISP liability, mock financing for EU start-ups searching for financing in the U.S., monitoring of employees and data protection, online gambling developments in Europe as new markets open, and translating new methodologies of project management into enforceable contracts. Details are at www.itechlaw.org/berlin2010/program.

ITechLaw represents lawyers in the technology sector. Its membership spans six continents and embodies a broad spectrum of expertise. For more information, visit www.itechlaw.org.

LPC NEWSROOM

GLOBAL EXCHANGE GROUP & ELITE STREAMLINE PAYMENT SERVICES TO TRANSNATIONAL LAW FIRMS

Elite, a Thomson Reuters business, and Global Exchange Group, a division of Fulton Bank, N.A., have renewed their long-standing agreement to help transnational law firms. The continuing partnership streamlines and expedites the full cycle of international payment processing via EnhancedFX Elite Bridge, which securely merges the complex process of international cost recovery and bank payment processing.

The international payment processing capabilities of Global Exchange Group, paired with the efficiency of Elite Enterprise and ELITE 3E practice and financial management systems, offer mid- to large-size law firms the ability to integrate financial data into the Elite system. This integration saves

EOS.WEB NOW STORES DIGITAL & HYBRID LIBRARY CONTENT

EOS.Web Digital is designed for libraries where collections are stored in digital, electronic formats. The application and digital content may be stored on a local network server or accessed remotely from one of the EOS global data centers.

In addition to traditional library features, EOS.Web Digital has options specifically designed for electronic libraries, including electronic resource management, electronic content management, a content aggregator, reference tracking, IP authentication, classification management and a KnowledgeBuilder.

One-hundred-percent digital libraries are increasing in number each day. The term “hybrid library” often is used for libraries that have both physical and digital collections. Digital libraries have no specific vertical market; they include academic, legal, corporate, medical, association, government and other types of libraries.

Library patrons today need to quickly access multi-source electronic information from many locations, including office, home, airport and hotel. Large digitization projects are underway at Google, the Million Book Project, Internet Archive and other developers. Amazon.com, the world’s largest bookseller, reports that it now sells nearly twice as many e-books as printed ones.

Digital libraries offer many advantages over traditional libraries: no physical library boundaries or space limitations, 24/7 access, multiple access to the same information, fast and easy retrieval, historic preservation of older material, improved image quality of older documents, increased access to patrons through e-mail and social networks, and reduced overall operational costs.

EOS International is a library information and knowledge management software and services provider with client libraries spanning the globe. It can be found online at www.eosintl.com.

on manual entry and multiple keystrokes, eliminates duplicate payments, improves cash flow/management via immediate international invoice payment, and reduces risk.

“One of the biggest growth areas for our clients is increasing international business,” said Kim Massana, Elite president. “We are able to support their complex global payment needs through our partnership with Global Exchange Group. Our integrated solution has proven to provide tangible benefits for our clients and we are happy to continue our long-standing agreement, which was first established in 1998.”

“We’ve built an intuitive and manageable workflow that enables firms to see tangible time-saving results throughout the international payment process,” said Anthony Loiacono, president of sales and marketing, Global Exchange Group. “As a result, when coupled with the Elite integration, we will give Elite users a business edge over other firms.”

Fulton Bank, N.A., is the flagship bank of Fulton Financial Corporation. Founded in 1994, Global Exchange provides interchangeable solutions to improve the time and cost to transfer funds internationally. Global Exchange offers any size organization an alternative to the traditional bank or third-party relationship. For more information, visit www.gexchange.com.

Elite provides integrated information solutions to professional services firms worldwide. Part of Thomson Reuters, it is a premier provider of financial and practice management systems to the legal industry and other professional services markets including accounting, marketing services, and management and IT consulting. For more information, visit <http://elite.com>.

WHITE PAPER DISCUSSES DOCUMENT MANAGEMENT IN PI FIRMS

Personal injury law firms deal with certain document management issues unlike those at other types of firms. The efficiency requirement is paramount, since the number of cases taken to closure affects the firm’s bottom line fiscally. To be efficient at closing cases requires a strict, repeatable document management process, from the initial intake of client forms and documentation to processing all of the requested medical and accident records.

Cabinet NG, Inc., a document management software/services company in Madison, AL, has published a white paper on the subject: “Document Management in the Personal Injury Law Firm” by company president Andrew Bailey. He cites a U.S. Bureau of Labor Statistics report that while lawyers still use print law libraries in case preparation, they also use legal databases and various Internet resources increasingly. “A critical key to the ultimate success of a personal injury firm,” Bailey writes, “is its ability to improve efficiency in such a way that additional caseloads can be sustained and case matter is better managed. Electronic Document Management (EDM) is the weapon of choice when it comes to efficiently managing and automating the flow of information across the firm.”

Bailey explains the basics of EDM and the “paperless office promise.” He outlines ways an effective EDM system can result in improved profitability for the firm. They include instant access to documents and records, the ability to put documents and cases through an electronic workflow process, the ability to search old case records, document sharing and collaboration, integration with other software used by the firm, quick disaster recovery and contributions to the “green” environmental concept.

The white paper is accessible online at www.cabinetng.com/white-papers/personal_injury_law_firm.php. For general information about the company, visit www.cabinetng.com. ❖

PRODUCT BRIEFS

The purpose of this column is to provide brief descriptions of products we recently have received for review or products we've learned of that may interest lawyers. We mention these items for informational purposes only, without endorsement. It's possible some products mentioned here have been announced but not released yet. We urge readers to contact the vendors for full details, availability information and customer references before placing orders.

SKOUT FORENSICS ANNOUNCES NEW SUITE OF TOOLS

Skout Forensics, headquartered in McLean, VA, has launched a new suite of computer forensic tools. The company's products and related solutions offer companies, law firms, governmental entities and individuals leading-edge technology to assist in:

- * internal and external investigations;
- * electronic discovery, data recovery, preservation and analysis;
- * court-ready reporting of digital evidence.

Skout Forensics' patent-pending flagship product, the Skout Forensics Data Collection Kit, allows customers to acquire electronic data in a forensically sound manner from any standard desktop or laptop computer. It reportedly can enumerate all attached devices and image them separately, just as a trained examiner would. The Skout Forensics Data

Collection Kit integrates all required forensic standards in a manner that can be executed by anyone. It seamlessly can collect data from a computer while powered on or off.

The forensic image is secured by 256-bit AES encryption, meaning that once the device is disconnected from the target machine it can be transported safely, ensuring the data are secure. To automatically detect when the need to output two copies is required, there is built-in mirrored disk writing support. All this is done with a single keystroke by the user.

Skout Forensics' approach to computer forensics reputedly provides customers with fast, less intrusive and more cost-effective electronic evidence collections and analysis.

"We created the Skout Forensics Data Collections Kit and our other solutions in order to make computer forensic technology available to a variety of users at an affordable price," observed Chris Coulter, Skout Forensics cofounder.

Skout Forensics is a privately held developer of streamlined digital forensic systems that enable customers to use digital forensic best practices in a manner that is affordable, simple to use and easy to scale. The company's management team consists of professionals with more than 40 years of industry and legal experience. For additional information, visit www.skoutforensics.com.

LAPLINK RELEASES "GOLD" UPGRADE FOR WINDOWS 7

Laplink Software has released its updated version of Laplink Gold, improving the classic software for Windows 7 and 64-bit users and including the ability to remotely control and interact with PCs through firewalls and proxy settings automatically.

Now compatible with any 64-bit Windows operating system, Laplink Gold for Windows 7 features an updated version of the Remote Control option for

improved connections with versions of Windows that do not support remote connectivity. The updated version also features a new Laplink Remote Desktop that allows screen sharing between PCs for improved interactive remote sessions.

A new feature, Laplink Remote Desktop, enables the connection to PCs running Laplink Gold and Windows (XP and later) with screen sharing. Users still have the choice of a previously existing remote control option.

The updated software uses Laplink patented SpeedSync and SmartXChange technologies to synchronize files and folders quickly and easily. After initial synchronization, SpeedSync will transfer only the changed portion of a file for each future sync, making the transfer as fast as possible. SmartXChange provides fast and easy bidirectional syncs between folders where only the newest file is transferred, so that each PC has the most current version of the file.

With Laplink Gold, users automatically can back

up or synchronize files and folders; quickly transfer files of any size from one PC to another; and remotely control, support and maintain their PCs from anywhere, or remotely restart them. Laplink Gold reportedly works “no matter where you are or where your PCs are.”

Laplink Gold for Windows 7 costs \$89.95. Users of older versions are eligible to buy an upgrade for \$69.95.

Laplink Software, Inc., is a privately held company headquartered in Bellevue, WA. For more information, visit www.laplink.com.

***ESQUIRECONNECT
NOW FEATURES
ONLINE PAYMENTS***

Esquire Solutions has announced new capabilities for its online deposition management system, EsquireConnect (www.esquireconnect.net). The program extends its deposition scheduling functionality by enabling clients to manage invoice review and payment online; it also integrates tedious deposition calendars with Microsoft Outlook.

Leslie Blair, executive vice president of marketing for Esquire Solutions, says the new functionalities “drastically reduce the time spent on the administrative aspects of the deposition management process.” During the scheduling process,

the new Outlook Calendar synchronization tool allows consistent, up-to-date agenda setting, letting users instantly synchronize deposition scheduling, postponement or cancellation.

Once a deposition is completed, the new invoice management feature allows billing managers to review and pay invoices online for an individual litigator or the entire firm.

Atlanta-based Esquire Solutions, an Alexander Gallo Holdings company, offers litigation support at offices in 60 cities, anchored in Los Angeles, New York, Chicago and Atlanta. Esquire Solutions delivers end-to-end litigation solutions in court reporting, legal video, hosted review, electronic discovery, trial software and trial consultation. It supports AmLaw 100 law firms, global corporations and their outside counsel with the convenience and efficiency of a single source for comprehensive litigation solutions.

For details, visit www.esquiresolutions.com.

***ONLINE SYSTEM
FOR PERSONAL
INFO MANAGEMENT***

CommXTech has released Communication Station, an online system that makes it easy for lawyers to manage messages, maintain calendars, manage to-do lists and build contact

lists. Without investing in expensive software or worrying about keeping it current, lawyers reportedly can keep their firms organized and manage their communications with clients, colleagues and all interested parties.

Communication Station boasts a simple, intuitive interface that lets attorneys become productive immediately. There is no learning curve. Simply create an Internet account and begin using all of the built-in functions needed to take control of your business.

Everyone in the office can access Communication Station securely from their computers at home, in the office, in a hotel room or halfway around the world. Because Communication Station works with ordinary Web browsers, it can be accessed from Windows, Macs and UNIX/Linux computers as well as PDAs and smart phones.

Communication Station turns piles of phone messages into an orderly, easy-to-manage list. It’s simple for anybody in the law office to answer the phone and post a message on the electronic message board. Communication Station helps avert lost messages and dropped communications.

Communication Station also helps manage meetings. Add a meeting to the schedule and add a list of attendees, and the software will reserve a room, notify the people who need to

know and remind everyone about the meeting. It’s easy to schedule people, meeting rooms, cars or company resources.

Communication Station’s built-in to-do list and reminder systems work together to ensure that a user never forgets an appointment or event. All of the software’s functions work together in an intuitive system that makes sense even for those who are uncomfortable using computers.

A team of two to five users can use Communication Station for \$19.95 per month. Groups as large as 15 users pay \$29.95 per month. A single user’s cost is \$9.95 monthly. There are no start-up costs, long-term contracts or hidden fees.

Communication Station can be useful to the manager of a large case who needs to ensure everybody on the team has access to the latest news and status information, a law office manager who needs to maintain a single set of contact names and task lists that can be accessed across the enterprise, or a sole practitioner who needs a simple way to get organized. Visit www.com-mxstation.com for details.

***FILE TRANSFER
TECHNOLOGY
FROM BISCOM***

Biscom, provider of the Biscom Delivery Server (BDS) system for

secure file transfer, now offers BDS 4.0. The new version is intended to help law firms easily and securely transfer client files. It features new collaboration capabilities, folder uploads, automatic file compression, Outlook 2010 support and enhanced customization and security controls.

The release of BDS Version 4.0 follows the company's recent announcement of its integration with Autonomy iManage, which enables users to access a WorkSite library directly to upload documents for secure delivery via BDS.

Biscom Delivery Server is offered as a Cloud, on-premise and SaaS so-

lution to meet customers' diverse deployment requirements. For more details, visit the Web site at www.biscomdelivery-server.com.

OUTIM SERVER OFFERS IMPROVED MAIL PROCESSING

DocAuto, a provider of software solutions for Autonomy iManage WorkSite, has announced enhancements to its OutiM Server e-mail management application.

New features include the ability to simultaneously process messages that are distributed to multiple recipients. With this option

turned on, as messages from one user's mailbox are processed, copies of the same message with additional recipients can be processed from the mailboxes of those additional recipients.

Another enhancement is the ability to set security access on imported messages for the sender as well as To, CC and BCC recipients.

David Kiefer, DocAuto president, believes the improvements "will greatly assist our clients with the filing of e-mail that has been received by multiple recipients, thus improving the firm's overall ability to effectively manage e-mail. Simultaneous processing and the associated security enhancements will improve

responsiveness to users and eliminate security and e-mail duplication issues."


DocAuto provides a comprehensive suite of software for Autonomy iManage WorkSite. The programs are designed to reduce risk, improve the user experience and optimize performance. The system is used by law firms worldwide.

DocAuto also provides domain expertise and dedicated customer service. An iManage Developer partner since 1999, DocAuto works to develop enhancements for Autonomy iManage WorkSite for easy, secure and flexible matter-centricity.

For more information, visit the Web site at www.docauto.com. ❖

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SELECTED READING

Computer- and law-related periodicals contain thousands of pages of information each month—far too much for the average lawyer to digest. The purpose of this feature is to suggest selected recent articles of possible help in computerizing your office.

ABA JOURNAL

More than 400,000 lawyers—roughly half the attorneys in America—practice solo, and “there’s no one more ordinary—or more inventive—than a solo practitioner.” So surmise Terry Carter, Stephanie Francis Ward and Rachel M. Zahorsky in their September cover article “Legal Rebels: Riding Solo.” Despite the current recession, some solos have managed to compete with large firms in areas such as international transactions and energy-related and “green-building” law. “And they’re finding new ways of marketing their services, including virtual law practices or boosting their profiles through time-consuming bar association leadership posts that are normally filled by big-firm lawyers.” These “one-lawyer practice” builders (“Legal Rebels,” the authors credit) are a diverse lot. Ten are described here, from a rural practitioner to president-elect of the District of Columbia Bar. “We can all learn from these solos,” Carter and company advise, “because when you get right down to it, we all work in a Law Firm of One.”

Security software vendors promise to protect law firms and other customers from “the Web’s dark side”—but can they, really? Joe Dysart scrutinizes two security providers, InZero and Invincea, in his September “Business of Law” contribution, “Hack-Proof Dream?” InZero waxed so confident that it offered a prize (a Harley-Davidson bike) to any hacker who could break through; it reported that over a two-month period, more than 100,000 attempts were made and all were thwarted. Invincea boasts similar credentials. Legal technology advisers, however, warn that a “back door” exists in most law firm data systems that eventually may be identified and conquered. “As the debate rages,” Dysart writes, “the legal community has become an especially lucrative target for professional-grade hackers snooping the Web for high-value intellectual property and other business-critical information.”

In her September “Solos & Small Firms” feature, Deborah L. Cohen looks into the “Group Buy-In” trend. She describes Groupon, an online group discounting site based on social networks, and its work-alikes. GroupEsq, for example, “is offering cut-rate deals on bread-and-butter matters such as continuing legal education, merchant credit-card accounts and virtual receptionist services. Like Groupon, the deals must reach a tipping point in sign-up volume set by the vendor before they are accepted.” Groupon, meanwhile, says it’s sold “more than 6 million deals since its formation three years ago.”

In “Un-Google That,” Brendan L. Smith reports in the September magazine on the class action suit involving Google versus the Authors Guild and the Association of American Publishers. The case pertains to Google’s digitization of “snippets” from millions of books from university libraries. At issue, obviously, is the fair use component of the Copyright Act of 1976 and what percentage of material (new as well as out-of-print) is considered “fair” game.

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CONSUMER REPORTS

An especially interesting report (to me) in the November issue is “How to Tame Your Paper Files.” Foremost among them are pay stubs, ATM receipts and credit card statements. The editors observe, “Hanging on to every scrap of paper is not just a fire hazard. It could take you days instead of minutes to get the information you need for a tax preparer, a financial planner, or an attorney. If you’re the victim of a fire, flood, or theft, locating the data you need to file a claim will just

T H E L A W Y E R ' S P C

add to your stress.” Among other advice, they recommend using electronic transactions when feasible and, “to avoid identity theft, shred anything you throw away that contains personal information.” A valuable sidebar is “What to Save, Where to Store It, and When to Toss It.” Wills and estate plans, life insurance policies, motor vehicle titles, etc., should be kept in a safe deposit box; bank slips, credit card and investment account statements, pay stubs, etc., can be filed at the home or office.

The November magazine rounds up the “top products” of 2010 in multiple categories. Examples: basic digital cameras (the shirt pocket or purse side-pocket type) (the Nikon Coolpix S8000 scores highest), advanced cameras (the Canon EOS 7D Digital SLR wins), desktop PCs (go with the Dell Studio XPS SX8100-1408NBC or the HP Pavilion Elite HPE-240f), laptops (Apples or HPs, depending on display size), netbooks (Asus Eee PC 1015PEB-RD601), cell phones (three-way tie among Samsung and LG units) and GPS navigators (the Garmin Nuvi 376OT). The “Lab Tests” section of the November issue examines the newest smart phones on the market.

Practically useful in the November mag is “How to Clean a Computer.” The short feature points out things you need to do . . . and not do . . . to keep your machines in maximum operating condition for the long haul.

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