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**Owned**  
**Property, Privacy, and the New Digital Serfdom**  
**Joshua A. T. Fairfield**

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*With every new push of software into everyday life, the owners of intellectual property assert more control over the daily lives of people who use their products*

We live in a digital age, relying on our smartphones, iPods, and tablets to keep up with the rest of society. With **Owned: Property, Privacy, and the New Digital Serfdom** (available in July from Cambridge University Press, \$24.99), Joshua A. T. Fairfield argues that we do not own anything, but instead we are the ones being owned.

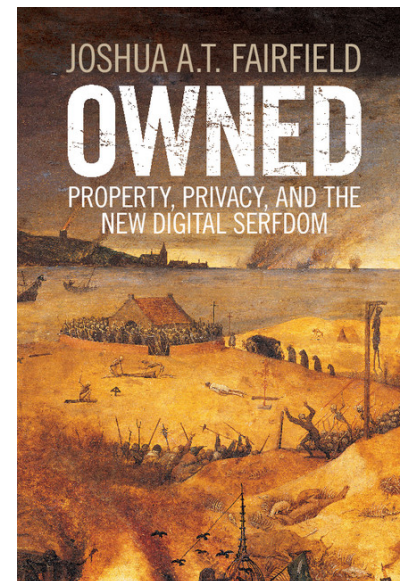
As a society, we risk becoming digital peasants, owned by software and advertising companies, not to mention overreaching governments. With the promise of ‘smart’ televisions, self-driving cars, and software-enabled homes, Fairfield has developed a new theory of property-as-information, showing how to make traditional property rules work online. By doing this, society can regain control of their technology.

With exhaustively researched, clear and copious examples explaining complex legal problems through accessible stories, **Owned: Property, Privacy, and the New Digital Serfdom** by Joshua A. T. Fairfield should be read by those wanting to know more about the loss of our property rights, the implications for our privacy rights and how we can regain control of both.

**About the Author**

Joshua A. T. Fairfield is a Professor of Law at Washington and Lee University, Virginia. He is an internationally recognized law and technology scholar of digital property, electronic contract, big data privacy, and virtual communities. He has published articles in top law journals, as well as *The New York Times*, *Forbes* and the *Financial Times*. In 2012–13 he was awarded a Fulbright Grant to study trans-Atlantic privacy law.

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## Advanced Praise for **Owned: Property, Privacy, and the New Digital Serfdom**

'Property in the digital age is getting strange. You can own things you can't see or touch, like Bitcoins. But your ownership of things you can, like your car and your phone, has never been less secure. *Owned* is an essential guide to how not to get owned by the things you think you own.'

JAMES GRIMMELMANN, *Cornell University, New York*

'The transition from an economy built around physical goods to one premised on the exchange of information presents profound challenges for traditional notions of personal property. Nothing less than our autonomy, security, and privacy are at stake. In *Owned*, Fairfield illuminates the path forward for property. He offers a powerful theoretical vision and a set of practical reforms that could help us restore control over our digital futures.'

AARON PERZANOWSKI, *co-author of 'The End of Ownership: Personal Property in the Digital Economy'*

'The Internet of Things presents new threats to liberty. You don't own your front door; the company running its software does. Fairfield tells us how law needs to change to protect our ancient rights of ownership over the things we buy.'

EDWARD CASTRONOVA, *Indiana University*

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