PERSONAL JURISDICTION AND THE INTERNET: AN INTRODUCTION

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Over 35,000,000 consumers and 190,000 businesses presently use the Internet. This concentration of consumers and producers in cyberspace has led to the phenomenal growth of electronic commerce, including electronic data interchange, on-line retailing, and electronic financial services such as home banking, electronic funds transfer, and payment processing. With the growth of electronic commerce also came a rising tide of litigation arising out of these transactions. One of the primary issues in many of these cases is whether the defendant has sufficient minimum contacts with the forum state such that the court can exercise personal jurisdiction over the distant defendant. At the present time, it is difficult for busi-

2. See id. at 10. In 1996, 220 billion dollars in transactions took place over the Internet. See id. at 9. Investment bankers estimate that by the year 2000, over $500 billion in transactions will occur over the Internet. See id. Indeed, the Supreme Court of the United States has observed that "[t]he Web is thus comparable ... to ... a sprawling mall offering goods and services." Reno v. American Civil Liberties Union, ___ U.S. ___, 117 S. Ct. 2329, 2335 (1997). The nature of the transactions occurring over the Internet continues to evolve. For example, in the past year, at least two Internet-based broker-dealers, IPO.Net and Wit Capital, have experimented with initial public offerings of securities directly to the public from the underwriter. See Internet IPOs: Hip or Hype?, AMERICAN BANKER, Nov. 10, 1997, at 40. At the present time, credit cards are used to pay for the vast majority of electronic transactions. See Harding, supra note 1, at 20. However, the potential development of electronic cash (e-cash) should reduce the transaction costs for merchants associated with the use of credit cards for purchases under $10. See id. at 20-21. E-cash is the name given to the process through which "[c]urrency is downloaded (or withdrawn) from a user's bank account and stored on the user's hard drive as encrypted digital information.... When the user goes to pay for something, the digital currency is sent to the merchant, which passes it on to the bank for validation." Id. at 21. The development of e-cash should further accelerate the rapid growth of electronic commerce.
nesses conducting commerce over the Internet to assess their risks of exposure to suit in a distant forum. Until personal jurisdiction analysis is consistently applied to contacts arising from transactions over the Internet, the threat of defending suits in any state where the defendant’s web site is accessible may serve to slow the rise of electronic commerce.

A court cannot assert personal jurisdiction over a defendant unless there is statutory authorization for the exercise of that jurisdiction. In general, a federal district court must comply with the personal jurisdiction statute of the state in which the district court sits. Despite this necessity for statutory authorization, the due process clause of the Fourteenth Amendment constrains a court’s ability to assert personal jurisdiction.


4. See cases and holdings cited supra note 3.
7. U.S. CONST. amend. XIV, § 1 ("nor shall any State deprive any person of life, liberty, or property, without due process of law.").
over a defendant. Because states and nations are defined as political and legal entities in terms of their geographical boundaries, presence of the person or thing within the state has always been important to personal jurisdiction analysis. Indeed, in the landmark case of Pennoyer v. Neff, the Supreme Court of the United States held that "no State can exercise direct jurisdiction and authority over persons or property without its territory." However, personal jurisdiction analysis has proven sensitive to technological advancements. Subsequent to the Court's holding in Pennoyer, the increasing use of the train and the inventions of the automobile and the airplane, created more opportunities for potential defendants to have effects in multiple states and reduced the burden upon these defendants to defend the suits.

In response to these new circumstances, the Supreme Court abandoned the rigid formulation of personal jurisdiction espoused in Pennoyer. Instead, the Court held that

due process requires only that in order to subject a defendant to a judgment in personam, if he be not present within the territory of the forum, he have certain minimum contacts with it such that the maintenance of the suit does not offend 'traditional notions of fair play and substantial justice.'

These minimum contacts must be evaluated on a case-by-case basis. However, certain principles are clear. In order to comport with "traditional notions of fair play and substantial justice," the defendant must purposefully avail itself of the privileges of conducting activities within the

8. See, e.g., International Shoe Co. v. Washington, 326 U.S. 310, 316 (1945) (holding that the due process clause permitted the state of Washington to assert jurisdiction over a Delaware corporation conducting business in Washington); World-Wide Volkswagen Corp. v. Woodson, 444 U.S. 286, 291 (1980) (holding that the due process clause prohibited the state of Oklahoma from exercising personal jurisdiction over a non-resident automobile retailer and its wholesale distributor); Insurance Corp. of Ireland v. Compagnie des Bauxites de Guinee, 456 U.S. 694, 702 n.10 (1982) (explaining that the personal jurisdiction requirement serves to protect the individual liberty interest of the defendant against the burdens of litigating in a distant or inconvenient forum and is not concerned with principles of federalism).
10. 95 U.S. (5 Otto) 714 (1877).
11. Id. at 722.
Moreover, the unilateral activity of those who claim some relationship with a defendant and placing products in the stream-of-commerce with knowledge that they will reach the forum state cannot satisfy these minimum contacts.

With the rising globalization of the world economy, courts were granted even more flexibility to address additional factors beyond the defendant's minimum contacts, including the burden on the defendant of defending suit within the forum state, the forum state's interest in adjudicating the dispute, the plaintiff's interest in obtaining convenient and effective relief, the interest of the interstate judicial system in the efficient resolution of controversies, and the shared interests of the states in furthering fundamental substantive policies. After considering these factors, a court may assert jurisdiction upon a lesser showing of minimum contacts. Conversely, these factors may defeat jurisdiction even if a defendant has established minimum contacts with the forum state.

A major new technological innovation of the 1990s is the Internet. Because the Internet transcends territorial boundaries, courts have been confronted with difficult personal jurisdiction issues and the results have been far from consistent. Two of these cases have been selected for in-depth analysis: Bensusan Restaurant Corp. v. King and Zippo Manufacturing Co. v. Zippo Dot Com, Inc. In Bensusan, the Second Circuit held that the New York district court lacked jurisdiction over a Missouri

14. See, e.g., Denckla, 357 U.S. at 253.
15. See, e.g., id. (Florida courts did not have personal jurisdiction over a Delaware trustee despite the fact that the settlor of the trust moved to Florida and continued to conduct business with the trustee); see also World-Wide Volkswagen Corp. v. Woodson, 444 U.S. 286, 298 (1980) (Oklahoma courts did not have personal jurisdiction over a nonresident automobile retailer and its wholesale distributor when their only connection with Oklahoma was the fact that an automobile sold in New York to New York residents became involved in an accident in Oklahoma).
17. See, e.g., Burger King Corp. v. Rudzewicz, 471 U.S. 462, 476-78 (1985); Asahi, 480 U.S. at 113-16.
18. See Burger King, 471 U.S. at 476-78.
19. See Asahi, 480 U.S. at 113-16 (holding that California lacked jurisdiction over a Japanese manufacturer even if the manufacturer had established minimum contacts with California because these other factors revealed the unreasonableness of the assertion of jurisdiction).
21. See cases cited supra note 3.
22. 126 F.3d 25 (2d Cir. 1997).
resident whose only contact with New York was the placing of a web site on the Internet.\textsuperscript{24} In contrast, in \textit{Zippo Manufacturing}, the district court in Pennsylvania held that it could constitutionally assert jurisdiction over a California resident whose contacts with Pennsylvania occurred almost exclusively over the Internet.\textsuperscript{25} Specifically, three thousand Pennsylvania residents subscribed to the defendant's Internet news service and the defendant contracted with seven Pennsylvania Internet access providers to permit these subscribers to access the news service.\textsuperscript{26} The case comments explore how personal jurisdiction analysis should be tailored to accommodate this new technology.

\textsuperscript{24} See Bensusan, 126 F.3d at 27.
\textsuperscript{25} See \textit{Zippo Manufacturing}, 952 F. Supp. at 1127.
\textsuperscript{26} See \textit{id.} at 1121.