



# DIGITAL RIGHTS MANAGEMENT AGENDA

MARCH 25, 2009  
SEATTLE, WASHINGTON

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8:30 – 8:45 am

Introduction: **William Covington**, *Director*, Technology Law & Public Policy Clinic,  
*Assistant Professor*, University of Washington School of Law

Opening Remarks: **Mary K. Engle**, *Acting Deputy Director*, Bureau of  
Consumer Protection, Federal Trade Commission (FTC)

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8:45 – 9:15 am

## Panel 1: Overview

This panel will introduce how DRM technologies impact consumers.

**MODERATOR:** **Mary K. Engle**, *Acting Deputy Director*, Bureau of Consumer Protection, FTC

**PANELISTS:** **Fritz Attaway**  
*Executive Vice President,*  
*Special Policy Advisor*  
Motion Picture Association of  
America, Inc.

**Jason Schultz**  
*Acting Director*  
Samuelson Law, Technology & Public  
Policy Clinic  
Berkeley School of Law, University of  
California

**Bill Rosenblatt**  
*President*  
GiantSteps Media Technology Strategies

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9:15 – 10:30 am

## Panel 2: The Legal Landscape

This panel will discuss how copyright, contract, and consumer protection laws converge  
when consumers buy and use DRM-protected content.

**MODERATOR:** **Carl Settlemeyer**, *Attorney*, Division of Advertising Practices, FTC

**PANELISTS:** **Rob Kasunic**  
*Principal Legal Advisor*  
U.S. Copyright Office

**Steven J. Metalitz**  
*Attorney*  
Mitchell Silberberg & Knupp LLP  
Counsel to the American Association  
of Publishers, the Business  
Software Alliance, the  
Entertainment Software  
Association, the Motion Picture  
Association of America, and the  
Recording Industry Association of  
America

**Corynne McSherry**  
*Attorney*  
Electronic Frontier Foundation

**Justin Hughes**  
*Professor*  
Cardozo School of Law, Yeshiva  
University

**Salil Mehra**  
*Professor*  
Beasley School of Law, Temple University

**Nicolas Jondet**  
*PhD candidate*  
Edinburgh Law School

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10:30 — 10:45 am Morning Break

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10:45 am — 12:00 pm **Panel 3: DRM in Action**

This panel will discuss the potential benefits to and burdens on consumers and commerce that arise from the use of DRM technologies.

**MODERATORS:** **Stacey Ferguson**, *Attorney*, Division of Advertising Practices and  
**Julie K. Mayer**, *Attorney*, Northwest Regional Office, FTC

**PANELISTS:**

<b>J. Alexander Halderman</b> <i>Assistant Professor of electrical engineering and computer science</i> University of Michigan	<b>Debbie Rose</b> <i>Intellectual Property Fellow</i> Association for Competitive Technology
<b>Patrick Ross</b> <i>Executive Director</i> Copyright Alliance	<b>Rashmi Rangnath</b> <i>Staff Attorney</i> Public Knowledge
<b>Christopher Soghoian</b> <i>Student Fellow</i> Berkman Center for Internet & Society at Harvard University PhD Student, Indiana University	<b>Crossan R. (Bo) Andersen</b> <i>President and CEO</i> Entertainment Merchants Association

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12:00 — 1:15 pm Lunch Break

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1:15 — 2:30 pm **Panel 4: Informing Consumers**

This panel will discuss how companies communicate the existence and effects of DRM protections on products and services to consumers. It will explore ways of providing consumers with better notice.

**MODERATOR:** **Richard A. Quaresima**, *Assistant Director*, Division of Advertising Practices, FTC

**PANELISTS:**

<b>David Sohn</b> <i>Senior Policy Counsel</i> Center for Democracy & Technology	<b>Hal Halpin</b> <i>President</i> Entertainment Consumers Association
<b>Andrea Matwyshyn</b> <i>Assistant Professor of legal studies and business ethics</i> The Wharton School of the University of Pennsylvania	<b>John Gunn</b> <i>General Manager</i> Aladdin Knowledge Systems
<b>Lee Knife</b> <i>General Counsel</i> Digital Media Association	<b>Matthew Schruers</b> <i>Senior Counsel for Litigation &amp; Legislative Affairs</i> Computer & Communications Industry Association

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2:30 – 2:45 pm      Afternoon Break

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2:45 – 4:00 pm

**Panel 5: The Future of DRM**

This panel will discuss technological developments, marketplace evolution, and new business models involving DRM, and how they may impact consumers.

**MODERATOR:** Charles A. Harwood, *Director*, Northwest Regional Office, FTC

**PANELISTS:**

**Bruce Benson**  
*Senior Managing Director*  
FTI Consulting

**Christopher Levy**  
*CEO and founder*  
BuyDRM

**Jean-Henry Morin**  
*Senior Scientist*  
University of Geneva – CUI

**George Ou**  
*Senior Analyst*  
Information Technology and  
Innovation Foundation

**Dr. Thierry Rayna**  
*Senior Lecturer*  
London Metropolitan University

**Jan Samzelius**  
*CEO*  
ByteShield, Inc.

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4:00 – 4:45 pm

**Reactions from the “Town”**

Attendees of the event and viewers of the webcast will have the opportunity to explain what they think the FTC should take away from this event, and what considerations and concerns they have that might not have been addressed.

**PANELISTS:** FTC Staff

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