

# Developing the Digital Marketplace for Copyrighted Works

SECOND PUBLIC MEETING

United States Patent and Trademark Office • Madison Auditorium

January 25, 2018 • 9:00 a.m. – 5:00 p.m.

Live webcast available at: <http://bit.ly/2qW1TV7>

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- 8:30 a.m. – 9:00 a.m.      **Registration**
- 9:00 a.m. – 9:10 a.m.      **Welcome Remarks**
- Speaker:      **Karin Ferriter**, Deputy Chief Policy Officer,  
   Office of Policy and International Affairs, USPTO
- 9:10 a.m. – 9:30 a.m.      **Keynote:**      Enabling Efficient and Fair Markets for Content
- Speaker:      **Bill Rosenblatt**, President, GiantSteps Media Technology Strategies
- 9:30 a.m. – 10:30 a.m.      **Morning Panel Session 1 – Identification: Capturing Content, People, Permissions**
- A panel of experts discuss developments in the identification of content, people, and permissions, including: tools for capturing minimum viable data today and in the future; tools for embedding metadata into content; when to remove or add identifying metadata; how to help ensure accuracy in identification throughout the distribution chain.
- Moderator:      **Evan Sandhaus**, Executive Director, Knowledge and Metadata Management,  
   The New York Times
- Panelists:      **Darren Briggs**, SVP Data & Product Strategy, SongSpace, Inc.
- Greg Cram**, Associate Director, Copyright and Information Policy,  
   The New York Public Library
- Mark Isherwood**, DDEX Secretariat, Digital Data Exchange, LLC
- Stuart Myles**, Director of Information Management, Associated Press
- 10:30 a.m. – 10:35 a.m.      **Presentation**
- PEX:      **Rasty Turek**, CEO, PEX
- 10:35 a.m. – 10:45 a.m.      **Coffee Break**

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10:45 a.m. – 11:45 a.m. **Morning Panel Session 2 – The Role of Registries in Commerce**

A marketplace cannot operate unless the buyers can find the sellers. In the marketplace for copyrighted works, registries help solve that problem by providing information on who has the authority to license the use of particular works. A panel of experts gives us a peek at the future of copyright registries.

Moderator: **Jim Griffin**, Managing Director, Hazen LLC

Panelists: **Shawn Gallagher**, Management and Program Analyst, US Copyright Office

**David Holtzman**, Technology Advisor, BigchainDB

**Panos Panay**, Vice President for Innovation and Strategy at Berklee and co-founder of Open Music

**Mario Pena**, Chief Business Development Officer, Safe Creative

**Brad Prendergast**, Senior Counsel, Licensing & Enforcement, SoundExchange

11:45 a.m. – 12:00 p.m. **Presentations**

Lobster: **Sacha Berkman**, Head of US Sales, Lobster

UK Copyright Hub Foundation: **Mark Isherwood**, DDEX Secretariat

12:00 p.m. – 1:00 p.m. **LUNCH BREAK**

1:00 p.m. – 2:00 p.m. **Afternoon Panel Session 1 – Licensing and Monetization**

As changes take place in data, standards, technologies and consumer expectations, how does the licensing and monetization of copyrights works need to evolve? A panel of experts discuss the changing relationship between licensees and licensors, consumers and content creators, and the value chains that connect the marketplace.

Moderator: **Vickie Nauman**, Founder and Owner, CrossBorder Works

Panelists: **Bill Colitre**, Vice President & General Counsel, Music Reports

**Thomas Minkus**, Managing Director, IPR License

**Jeff Sedlik**, President, PLUS Coalition

**Rasty Turek**, CEO, PEX

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2:00 p.m. – 3:00 p.m.

**Afternoon Panel Session 2 – Global Perspectives**

A discussion of digital marketplace initiatives in other countries, and the role of government.

Moderator: **Paul Sweeting**, Co-Founder of the RightsTech Project

Panelists: **Ian Dahlman**, Manager of Legislation and Parliamentary Affairs, Creative Marketplace and Innovation Branch at the Department of Canadian Heritage, Government of Canada (Digital Licensing Camps)

**Peter Jenner**, Founder, Sincere Management (Music 2025)

**Paolo Lanteri**, Legal Officer, Copyright Law Division, WIPO

**Anna Lionetti**, Metadata Manager, mEDRA (ARDITO)

3:00 p.m. – 3:15 p.m.

**Coffee Break**

3:15 p.m. – 4:00 p.m.

**Afternoon Breakout Sessions** – Facilitated discussions on the following topics, Chatham House rules (not webcast):

Topics:

Topic 1: **Artificial Intelligence, Machine Learning, and other Emerging Technologies**

- Facilitator: **Jim Griffin**, Managing Director, Hazen LLC

Topic 2: **The Role of US and other Governments in Facilitating Online Licensing**

- Facilitator: **John Morris**, Associate Administrator and Director of Internet Policy, NTIA

Topic 3: **Metadata: Embedding, Deleting, Locating, Optimizing**

- Facilitator: **Stuart Myles**, Director of Information Management, Associated Press

Topic 4: **Licensing Rights & Permissions: What Works and What Doesn't when the 'Content' Resists Being a Commodity**

- Facilitator: **Kris Kleimann**, President, Kliemann & Company LLC

Topic 5: **The Future of Collective Rights Management**

- Facilitator: **Bill Colitre**, Vice President & General Counsel, Music Reports

4:00 p.m. – 4:45 p.m.

**Afternoon Plenary Discussion**

Short reports on breakout sessions and a discussion of possible ways forward.

Facilitator: **Steve Ruwe**, Attorney-Advisor, OPIA, USPTO

4:45 p.m. – 5:00 p.m.

**Closing Remarks**

Speaker: **John Morris**, Associate Administrator and Director of Internet Policy, NTIA