

Developing the Digital Marketplace for Copyrighted Works

SECOND PUBLIC MEETING

United States Patent and Trademark Office • Madison Auditorium

January 25, 2016 • 9:00 a.m. – 5:00 p.m.

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

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

Rasty Turek, CEO, PEX

10:30 a.m. – 10:35 a.m.

Presentation

PEX: **Rasty Turek**, CEO, PEX

10:35 a.m. – 10:45 a.m.

Coffee Break

Department of Commerce Internet Policy Task Force
Developing the Digital Marketplace for Copyrighted Works (Second Public Meeting)

10:45 a.m. – 11:45 p.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, Founding Managing Director, OMI

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: **Olga Egorseva**, Co-founder & CEO, 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: **Jeff Sedlik**, President, PLUS Coalition

Thomas Minkus, Managing Director, IPR License

Olga Egorseva, Co-founder & CEO, Lobster

Bill Colitre, Vice President & General Counsel, Music Reports

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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: **Anna Lionetti**, Metadata Manager, mEDRA (ARDITO)
 Paolo Lanteri, Legal Officer, Copyright Law Division, WIPO
 Peter Jenner, Founder, Sincere Management (Music 2025)
 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)
- 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**
Topic 2: **The Role of Government**
Topic 3: **Social and User Needs in the Online Marketplace**
Topic 4: **Metadata: Embedding, Deleting, Locating, Optimizing**
Topic 5: **Rights and Permissions**
Topic 6: **The Future of Collective Rights Management**
- 4:00 p.m. – 4:45 p.m. **Afternoon Plenary Discussion**
Short reports on breakout sessions and a discussion of possible ways forward.
Facilitator: **Susan Allen**, 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