



## DEPARTMENT OF COMMERCE PUBLIC MEETING ON DEVELOPING THE DIGITAL MARKETPLACE FOR COPYRIGHTED WORKS

### Delayed Webcast from the Silicon Valley USPTO

December 9, 2016

9:30 a.m. – 3:00 p.m. PT

United States Patent and Trademark Office

Live webcast available at: <https://livestream.com/uspto/DigitalMarketplace16>

### Silicon Valley USPTO Agenda as of December 8, 2016

The U.S. Department of Commerce's Internet Policy Task Force (IPTF) is hosting this public meeting to facilitate constructive, cross-industry dialogue among stakeholders about ways to promote a more robust and collaborative online marketplace for copyrighted works. In previous public comments and meetings, the Task Force heard from stakeholders that the government can play a useful role by facilitating dialogues between and among industry sectors and by convening stakeholder groups to make recommendations on specific issues. We will discuss the potential for interoperability across digital registries and standards work in this field, and consider the relevant emerging technologies (e.g., blockchain technology, open source platforms). We will also explore potential approaches to guide their adoption and integration into the online marketplace.

9:15 a.m. – 9:30 a.m.

#### **Check-in**

9:30 a.m. – 9:45 a.m.

#### **Opening Remarks**

Shira Perlmutter, Chief Policy Officer and Director for International Affairs, USPTO

John Morris, Associate Administrator and Director of Internet Policy, NTIA

9:45 a.m. – 10:00 a.m.

#### **Overview: Current and Future Initiatives**

Paul Sweeting, Co-Founder of the RightsTech Project

10:00 a.m. – 10:45 a.m.

**Morning Panel Session 1** – Unique Identifiers and Metadata: How do you unambiguously identify a work and distinguish it from other works; and how do you assign attributes to that work in a consistent manner (What is it? Who created it or contributed to its creation? Where and when was it created? Who owns it?)

Paul Jessop, County Analytics Ltd. [Moderator]

Mark Isherwood, DDEX Secretariat

Panos Panay, Founding Managing Director, BerkleeICE: Institute for Creative Entrepreneurship

Stuart Myles, Director of Information Management, Associated Press

Carlyn Staudt, Senior Vice President Global Content Partnerships & Strategic Development, National Geographic

Giridhar Manepalli, Director of Information Management Technology, Corporation for National Research Initiatives (CNRI)

10:45 a.m. – 11:30 a.m.

**Morning Panel Session 2** – Registries and Rights Expression Languages: Once you've identified and described works consistently, how do you organize information about rights ownership into usable registries (public vs. private, centralized vs. distributed [blockchain], privileged vs. open, etc.); and how do you express that rights information in a standardized way?

Jim Griffin, Managing Director, Hazen LLC [Moderator]

Nathan Lands, CEO, Blockai

Bill Colitre, Vice President and General Counsel, Music Reports, Inc.

Ryan Merkeley, CEO, Creative Commons

Greg Cram, Associate Director, Copyright and Information Policy, The New York Public Library

Jeff Sedlik, President, PLUS Coalition

Greg Fioravanti, Vice President, Business Affairs, Discovery Communications

11:30 a.m. – 11:45 a.m.

**Break**

11:45 a.m. – 12:30 p.m.

**Morning Panel Session 3** - Marketplaces: How do you use the information in the registries to enable commerce?

Ed Klaris, Chief Executive Officer, KlarisIP [Moderator]

Benji Rogers, Co-Founder of the dotBlockchain Music Project; Founder & Chief Strategy Officer, PledgeMusic

Trent McConaghy, CTO, BigchainDB GmbH

Caroline Boyd, The Copyright Hub

Robert Barbieri, President and COO, Dubset Media

Sam Gilchrist, Founder and CEO, Plura Vida

Kristin Kliemann, President, Kliemann & Co.

- 12:30 p.m. – 1:00 p.m.      **Technology “Current Initiatives”**  
Short “rapid fire” overviews of current technologies and initiatives, followed by opening of Exhibition Hall showcasing additional initiatives.
- 1:00 p.m. – 1:30 p.m.      **Lunch Break**
- [Sessions not recorded]**      **Breakout Sessions**  
Facilitated discussions on topics, Chatham house rules, to include:
- Standards to identify ownership and control of copyrighted works
  - Smart contracts, Metadata and Standardizing rights language
  - Government initiatives to facilitate online licensing
  - Blockchain technology
  - Developing registries, Interoperability among centralized/proprietary registries vs. open source registries?
  - What social/user needs to be addressed and/or supported to advance the online marketplace for copyrighted works
- 1:30 p.m. – 2:45 p.m.      **Afternoon Session – Plenary Discussion**  
Attendees and panelists to report back on breakout sessions, discuss possible future ways forward.
- 2:45 p.m. – 3:00 p.m.      **Closing Remarks**