**DEPARTMENT OF COMMERCE PUBLIC MEETING ON**

**DEVELOPING THE DIGITAL MARKETPLACE FOR COPYRIGHTED WORKS**

**PUBLIC MEETING**

December 9, 2016, 8:30 a.m. – 4:00 p.m.

United States Patent and Trademark Office – Madison Auditorium

**PARTICIPANT BIOGRAPHIES**

(in order of appearance)

| **PARTICIPANT** | **BIOGRAPHY** |
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| Paul Sweeting | Paul Sweeting is a veteran business journalist and industry analyst specializing in the intersecting worlds of media, technology and public policy. He is a co-founder of the RightsTech Project and editor of RightsTech blog. He is also the founder and principal of Concurrent Media Strategies, LLC, a Washington, DC-based consulting and editorial services firm launched in 2010.  Prior to launching Concurrent Media Strategies, Sweeting spent 20 years as a media business journalist, writing for such leading publications as Billboard, Publishers Weekly, Broadcasting & Cable, Video Business and Variety. He was a co-author of the Movie Business Book edited by Jason E. Squire and published in 2004. From 2009 to 2015 Sweeting was chief digital media analyst for GigaOM Research and a contributor to the GigaOM website. |
| Paul Jessop | Paul Jessop is an independent consultant who provides advice through his company, County Analytics Ltd. He runs the US National Agency for the International Standard Recording Code (ISRC) on behalf of RIAA, acts as Technology Advisor to the Registration Authority for the Digital Object Identifier (DOI) and sits on the board of the International Standard Name Identifier (ISNI). He heads the UK’s delegation to the ISO committee (TC46) responsible for these and other projects. He works with start-up and early stage companies seeking to operate in the field and volunteers with the British Gliding Association to develop clubs and safeguard airfields and airspace for recreational use. |
| George Howard  George Howard  (cont.) | George Howard is an Associate Professor of Management at Berklee College of Music and Brown University and the founder of GHS, a strategic consulting firm which advises a wide-range of clients on how to integrate technology with strategy in order to increase brand awareness and revenue through innovation, social media, digital platforms, and strategic partnerships. A partial list of clients includes: Intel, National Public Radio, CVS/pharmacy, Alticor/Amway, Brown University, Paste Magazine, SpokenLayer, SingFit, bigchainDB, Wolfgang’s Vault, and The Townsend Group.  Additionally, George is the co-founder of Music Audience Exchange, which is comprised of a team of digital marketers, engineers, and music lovers, using technology to redefine the fundamental structure of brand-artist relationships. George is the former president of Rykodisc (the world’s largest independent record label), and co-founder of TuneCore (the world’s largest independent digital music distributor).  George is a columnist for Forbes, and a frequent contributor to the New York Times and numerous other publications. He is a JD/MBA |
| Mark Isherwood | Mark spent 18 years working for the MCPS-PRS Alliance. Mark was a founder of Rightscom, consulting on IPR management issues, commercial rights negotiations and the design of business, technology and process solutions for trading rights and content in the network. He has worked on European Commission projects examining the IPR consequences of using Creative Commons and an investigation of the economic and social impact of the public domain in the information society. Rightscom acts as the secretariat to DDEX ([www.ddex.net](http://www.ddex.net)) developing digital supply chain standards for the exchange of information relating to the management of rights and content. Mark was the Chair of the GRD Working Group set up to develop a single, comprehensive and authoritative representation of the global ownership of musical works. |
| Giridhar Manepalli | Giridhar Manepalli is Director of Information Management Technology at Corporation for National Research Initiatives (CNRI). He collaborates with government, industry, and academia to foster research and development in activities that focus on the management of information on networks.  He currently runs the CNRI identifier and resolution services as part of the Handle System. He is currently working with the financial industry to provide a financial product registry for the international market, and with the scientific community for registering data type information about scientific datasets. He has been coordinating with the EIDR Association for several years in making a scalable registry available to the entertainment industry.  Unique and resolvable identifiers, personalized recommendation algorithms, security, and scalability are the technical areas he focuses his research on currently. |
| Stuart Myles | Stuart Myles is the Director of Information Management at The Associated Press. He directs metadata strategy throughout AP's global news operations. He oversees the AP's bespoke taxonomy and categorization rules and the use of XML and JSON to structure and model the news that AP creates and distributes. Recent projects include designing AP's API services for news content and elections data and architecting AP's Digital News Archive for over 300 million items dating back to 1985. He is Chairman of the Board of the IPTC, where he has co-authored standards for the news industry, including rNews for embedding publishing metadata into HTML and RightsML for representing permissions and restrictions for news content. |
| Carlyn Staudt | As Senior Vice President, Global Content Partnerships and Strategic Development for National Geographic Partners, Carlyn Staudt is responsible for managing National Geographic’s relationship with Fox Home Entertainment and Fox Network Groups Content Distribution. In addition, Staudt manages Cinema Ventures, National Geographic’s large-format film business, and other content syndication opportunities.  Previously, as Senior Vice President of Global Programming and Managing Director for National Geographic Channels International’s operations in Washington DC, Staudt managed the supply of content internationally, across National Geographic Channel, Nat Geo Wild, and Nat Geo People, taking into account cross-channel synergies, specific regional needs and the growing demand for expanded media rights, while also monitoring branded content opportunities. Additionally, Staudt served as Channel Manager for Nat Geo Wild internationally, charged with increasing the network’s footprint and managing all content, both commissioned and acquired.  In her capacity as Managing Director, Staudt was responsible for overseeing all NGCI business functions in Washington, DC as they related to programming. This included legal, program finance, production and operations. |
| Jim Griffin | Jim Griffin is managing director of Hazen LLC, focused on the digital delivery of art and its monetization. He's worked as an executive at Geffen Records (where he delivered the first online sound recording, Aerosmith's Head First in 1994), Cherry Lane and Warner Music. He served as an advisor to the head of copyrights at WIPO and has consulted many companies and artists in the digital space. |
| Greg Cram  Greg Cram  (cont.) | Greg Cram is the Associate Director of Copyright and Information Policy at The New York Public Library. Greg endeavors to make the Library’s collections broadly available to researchers and the public. He is responsible for developing and implementing policies and practices around the use of the Library’s collections, both online and in the Library’s physical spaces. Greg has helped steer projects through a maze of complex intellectual property issues, including the release of more than 200,000 high-resolution images of public domain collection items. Greg has represented the Library in advocating for better copyright policy and has testified before Congress and the United States Copyright Office. He is a graduate of Boston University and The Benjamin N. Cardozo School of Law. He is a licensed attorney in New York and Massachusetts. |
| Greg Fioravanti | Greg Fioravanti is Vice President, Global Rights in Discovery Communication’s Business and Legal Affairs department. Fioravanti has 25 years of experience at Discovery. Part of his responsibilities include managing the operations of the Business Affairs department, providing content rights information to staff supporting its TV Networks and various other business efforts globally.   He has provided business guidance for a number of internal systems to coordinate deal and production management of DCI’s original programming, including the Producer’s Portal which allows Producers to collaborate with staff and was business lead in the development and management of Discovery’s rights system. |
| Nathan Lands | Nathan Lands is the CEO and Co-founder of Blockai, a San Francisco based company building the world's first copyright platform. Nathan began his entrepreneurial journey in 1999, selling virtual goods as one of the top players on the game EverQuest. He later coined the term gamify, sold [gamification.org](http://gamification.org) and raised $10M to build the game digital distribution platform, GameStreamer. |
| Ryan Merkley | Ryan Merkley is Chief Executive Officer of Creative Commons. He joined the organization to focus on defining a new strategy and to establish long-term sustainability for CC. Today, Creative Commons is implementing its renewed strategy to build a vibrant, usable commons powered by collaboration and gratitude. Since 2014, CC nearly tripled the number of individual donors, and the commons grew to over 1.1 billion licensed works. The organization is part of a global movement that includes CC affiliates in 105 countries, and continues to be a leader in open education, open access to research and data, and fostering communities of collaboration around the world. Prior to joining CC, Ryan was Chief Operating Officer of Mozilla, and senior advisor to Mayor David Miller in Toronto, where he led the city's open data project. |
| Jeff Sedlik  Jeff Sedlik  (cont.) | Jeff Sedlik is the President and CEO of the non-profit PLUS Coalition. A Professor at the Art Center College of Design, Sedlik serves as a Director of both the Linked Content Coalition and the American Society of Collective Rights Licensing, and is the former President of the Advertising Photographers of America. Sedlik also serves on the Creators Advisory Board and Academic Advisory Board of the Copyright Alliance.  An advertising photographer by trade, Sedlik also works as a forensic expert witness, and as a consultant on digital asset management, image metadata and intellectual property issues. |
| Ed Klaris | Ed Klaris is the Managing Partner of Klaris Law PLLC, a media and intellectual property law firm, and he is C.E.O. of KlarisIP LLC, a consulting and managed services firm specializing in intellectual property rights & royalty management and master data management.   Ed has been an adjunct professor of law at Columbia Law School where he teaches media and intellectual property law.   He is Senior Advisor to Desilva & Phillips, a premiere media investment bank.  He is an advisor to the board of YaBeam, and Vos Digital; and serves on the Communications Committee of Human Rights Watch.  For more than eight years, Ed was Senior Vice President of Assets & Rights at Condé Nast, where he led a group of about 50 people managing and monetizing all of the company’s media assets worldwide.  Ed was General Counsel of The New Yorker for more than six years; he was Media Counsel at ABC, Inc.; and he started his career defending media and entertainment companies against libel, privacy, newsgathering, copyright, and other claims in courts around the country.   Ed was the Chair of the Communications Law Committee of the NY State Bar, and was Chairman of the Board of Pilobolus Dance Theater for thirteen years. |
| Robert Barbiere | Bob is a recognized media executive having successfully launched and operated four successive digital marketplaces and registries spanning advertising, music, sports, and communications. Bob currently serves as COO and President of Dubset Media Holdings, a New York based rights-tech company. Dubset has completed a four-year build of music’s first global derivative rights registry fully integrated to a real-time licensing, clearance, and distribution platform, MixBANK. Commencing in January 2017 Dubset will begin unlocking million of hours of previously un-monetized rights-challenged derivative musical works with the opportunity to create over $1B in new royalties. |
| Caroline Boyd | Caroline Boyd - COO of the Copyright Hub Foundation. Caroline started in research and then ran a software company for 15 years, specializing in music, publishing and education systems. She joined the Copyright Hub in summer 2014 and works with the partners and the organizations who are implementing or planning to implement the Hub services. |
| Sam Gilchrist  Sam Gilchrist  (cont.) | Sam founded PluraVida to help digital media companies realize their full potential in reaching their audiences, managing their partners, and effectively monetizing content and engagement. He has over 20 years of media and telecoms technology and business experience. At PluraVida, he leads a team of product specialists, engineers and market experts, to develop and deliver scalable solutions to meet the challenges of digital content distribution and resulting settlement needs. Previously he served as President of Tradescape, where he managed all facets of the daily operations, while delivering $30MM in new business and a pipeline of $50MM in sales. Prior to joining Tradescape, he was Chief Information Officer at The Harry Fox Agency, and held leadership positions at SoundExchange and British Telecom. |
| Kristin Kliemann | Kris Kliemann is a rights licensing expert and publishing consultant.  Her most recent in-house position was Vice President, Director of Global Rights, with Wiley Inc., where she led a large team with sales, marketing and operations members located in US, UK, Singapore and China. Prior to Wiley, Kris spent many years in varied publisher positions with responsibility for managing editorial, creative and marketing teams, in addition to licensing.    From Random House/Fodor’s Travel to Hyperion/Disney, to Farrar, Straus & Giroux, her copyright and licensing experience includes a wide variety of deals over an extensive range of markets and content types. |
| Trent McConaghy | Trent is co-creator of the shared planetary database network+software IPDB + BigchainDB, and the blockchain-ready IP protocol Coala IP. These spawned from co-creating ascribe, for IP on the blockchain (since 2013). Previously, he co-founded Solido Design Automation, which uses large-scale machine learning to help drive Moore's Law. Solido is now used by most major chip designers. Trent has written two critically-acclaimed books on machine learning, circuits, and creativity, in addition to 50 papers + patents. He has given keynotes & invited talks at MIT, Columbia, Berkeley, JPL, Nvidia, and more. Trent's long-term goal is to help ensure that humanity has a role in an increasingly automated world. |
| Benji Rogers  Benji Rogers  (cont.) | Benji Rogers is a British-born, New York-based entrepreneur, technologist, musician, and the founder of Pledge Music. An early pioneer of the direct artist-to-fan model of distributing music, Rogers founded Pledge Music based on the belief that artists should share the process of their artistic output, not just the finished product. Straddling the worlds of technology and music, Rogers uses his dual background to advise a range of tech and music companies on how to bridge the divide between their industries. To address the unique challenges facing artists releasing their work in the digital economy, Rogers also co-founded the Dot Blockchain Music Project, an attempt to create a decentralized global registry of music rights using blockchain technology that will overhaul the commercialization and movement of music online. In addition to these projects and his ongoing role with Pledge, Rogers is also an instructor at Berklee College of Music on digital trends and strategies in the industry. A dedicated patron of arts and creativity in all its forms, Rogers’ work is rooted in a belief in the democratizing power of the internet; he will always be “loving your work.” |
| Danny Anders | Danny has been working with media technology for over 20 years.  Starting his tech career in IT at Zomba/Jive, he soon moved to the tech side of the business during the first dot com boom  where he worked at major infrastructure providers and CDN’s to deliver streaming content.  The past 10 years he has worked with a number of media platforms including thePlatform, Kaltura, Verizon Digital Media, and IBM Video .  There he worked to architect and integrate carrier grade media platforms  for major content providers such as NBC, Comcast, Time Warner, Cox, and Verizon.  Danny is now the founder of ClearTracks, a marketplace platform  for managing and clearing music rights.  ClearTracks is trying to create a new level of efficiency in the music value chain by enabling licensors to monetize their  content in new ways and maximize licensing opportunities.  In his spare time, Danny dabbles as an amateur DJ and house music producer. |
| Lee Greer | Lee Greer is President and Founder of NPREX, LLC.  Lee was Corporate Economist for BMI from 2007 to 2014.  Before that, Lee was Assistant Vice President at PNC Financial Services Group where he served from 2003 to 2005 as a financial economist and econometrician.  Lee has a Ph.D. in economics from the Univ. Of Tennessee at Knoxville, J.D. from the Univ. Of Louisville, and a B.A. in economics from the University of Virginia in Charlottesville.  Lee has been a member of the Tennessee bar since 2006. |
| Peter Guglielmino  Peter Guglielmino  (cont.) | Peter Guglielmino is an IBM Distinguished Engineer and has worldwide responsibility as CTO for IBM’s Media & Entertainment Industry. In this capacity, he is responsible for developing the architectures that will serve as the basis for the IBM media offerings relating to media enabled Services Oriented Architecture (SOA) infrastructures, digital media archives, rich media utilities, media on demand, and secure content distribution networks.  Peter has chosen to focus on the Media and Entertainment Industry which allowed him to cultivate his passion for working with recording media. He gives back to the community by running a recording studio in his spare time working with emerging artists. That passion became his area of expertise as he has worked to develop solutions for key industry players, represented IBM on standard bodies and been at the nexus as "video" has become a new data type. Peter works with IBM customers across the globe to drive business value from the application of technology to business issues. Peter also works with IBM Research, the IBM Academy, and standards groups inside and outside IBM to better understand how these technologies can be applied to solve customer business challenges and drive innovation across all industries. |
| Eugene Mopsik | Eugene Mopsik has a long and distinguished record as an advocate for photographers and other visual artists and served as the Executive Director of the American Society of Media Photographers (ASMP) from 2003 to 2014. He is a passionate supporter of artists’ rights, earning him a high level of respect from artists’ organizations, publishers, industry partners, lawmakers and government agencies in the US and globally. Mopsik has participated in US Patent and Trademark Office hearings on Copyright Policy, Creativity, and Innovation in the Information Economyand delivered papers on Copyright and Collective Licensing at the Columbia University Kernochan Center. He has presented testimony to the House Committee on the Judiciary regarding the Role of Copyright, and participated in a symposium at the Berkeley Center for Law and Technology on the Future of Copyright. Currently, Mopsik advises American Photographic Artists (APA) on advocacy issues and serves on the boards of ASCRL (American Society for Collective Rights Licensing), The Fabric Workshop and Museum, the Copyright Alliance and the PLUS Coalition (Picture Licensing Universal System). Prior to his position at ASMP, his career was as a successful Philadelphia corporate/industrial photographer having graduated from the Wharton School of the University of Pennsylvania |
| Lance Koonce | Lance Koonce specializes in intellectual property litigation and counseling for clients in the advertising, publishing, music, television/film, fashion, and consumer products fields, and has extensive experience analyzing the implications of emerging technologies. As a litigator, he has 20 years of experience trying complex commercial cases in state and federal court, including jury trials. Lance writes and speaks frequently on IP and technology issues, and is the founder of the [CreativeBlockchain.com](http://creativeblockchain.com/) blog, which focuses on how blockchain technology intersects with the creative industries. |
| Bill Rosenblatt | Bill Rosenblatt is a globally recognized authority on technology issues pertaining to intellectual property in the digital age.  He has contributed to standards initiatives related to content identification, metadata, and rights.  Bill has served as an expert witness in litigations related to copyright, digital content and security technologies, in federal court and before the Copyright Royalty Board and the PTO.  He has testified before and advised public policy entities on digital copyright and technology issues on three continents.  Bill is author of the book [Digital Rights Management: Business and Technology](http://www.amazon.com/exec/obidos/ASIN/0764548891/giantstepsmediat)(Wiley), [technical books published by O’Reilly](http://www.oreilly.com/pub/au/305), and several [whitepapers](http://copyrightandtechnology.com/documents/), book chapters and journal articles on technologies related to digital media and copyright. He writes the blog [Copyright and Technology](http://www.copyrightandtechnology.com/) and is a media and entertainment contributor to [Forbes](http://www.giantstepsmts.com/forbes.com/sites/billrosenblatt/). |
| Brian Scarpelli | Brian Scarpelli is Senior Policy Counsel at ACT | The App Association, where he works on a diversity of legal and policy issues impacting mobile app development companies, such as privacy, cybersecurity, intellectual property rights, accessibility, and connected health. Previous to joining ACT, Brian worked for over five years at the Telecommunications Industry Association, a trade association representing telecommunications equipment manufacturers and vendors. He has also spent time with the Federal Communications Commission, the District of Columbia Public Service Commission, and the Alliance for Telecommunications Industry Solutions. |