



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. – 3:35 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

9:45 a.m. – 10:00 a.m.

Overview: Current and Future Initiatives

Paul Sweeting, Founder and Principal of Concurrent Media Strategies, Co-Founder of the RightsTech Project

10:00 a.m. – 11:00 a.m.

Morning Panel Session 1 – Unique Identifiers and Metadata: How is a work unambiguously identified and distinguished from other works; and how are attributes assigned to that work in a consistent manner?

Paul Jessop, County Analytics Ltd. [Moderator]

George Howard, Associate Professor, Berklee College of Music and Brown University; Founder, George Howard Strategic

Mark Isherwood, DDEX Secretariat, Digital Data Exchange, LLC

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

Stuart Myles, Director of Information Management, Associated Press

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

11:00 a.m. – 12:00 p.m.

Morning Panel Session 2 – Registries and Rights Expression Languages:

Once works are identified and described consistently, how is information about rights ownership organized into usable registries, and how is that rights information expressed in a standardized way? Jim Griffin, Managing Director, Hazen LLC [Moderator]

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

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

Greg Fioravanti, Vice President, Business Affairs, Discovery Communications

Nathan Lands, CEO, Blockai

Ryan Merkeley, CEO, Creative Commons

Jeff Sedlik, President, PLUS Coalition

12:00 p.m. – 12:10 p.m.

Break

12:10 p.m. – 1:10 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]

Robert Barbieri, President and COO, Dubset Media

Caroline Boyd, COO, The Copyright Hub

Sam Gilchrist, Founder and CEO, Plura Vida

Kristin Kliemann, President, Kliemann & Co.

Trent McConaghy, CTO, BigchainDB GmbH

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

1:10 p.m. – 1:45 p.m.

Technology “Current Initiatives”

Short “rapid fire” overviews of current technologies and initiatives, followed by opening of Exhibition Hall showcasing additional initiatives.

Danny Anders, Founder and CEO, Clear Tracks

Lee Greer, Founder and President, NPREX (National Performing Rights Exchange)

Peter Guglielmino, Media & Entertainment CTO, IBM

Eugene Mopsik, American Society for Collective Rights Licensing (ASCRL)

Chris Tse, Chief Technology Officer, Monegraph

1:45 p.m. – 2:15 p.m.

Lunch Break

[Sessions not viewable]

Breakout Sessions

Facilitated discussions on the following topics, Chatham House rules (not webcast):

What are the practical steps to adopting standards for identifying and controlling copyrighted works?

Stuart Myles, Director of Information Management, Associated Press

What standards for rights metadata are in development now, and what is their potential?

Bill Rosenblatt, President, GiantSteps Media Technology Strategies

Turning contracts to code

Ed Klaris, Chief Executive Officer, KlarisIP

Who writes the checks? Monetizing registry efforts

Jim Griffin, Managing Director, Hazen LLC

Blockchain technology

Lance Koonce, Partner, Davis Wright Tremaine, LLP

Interoperability among centralized/proprietary registries vs. open source registries

Paul Jessop, County Analytics Ltd.

What social/user needs need to be addressed and/or supported to advance the online marketplace for copyrighted works?

Brian Scarpelli, Senior Policy Counsel, ACT | App Association

2:15 p.m. – 3:20 p.m.

Afternoon Session – Plenary Discussion

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

3:20 p.m. – 3:35 p.m.

Closing Remarks

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