

Keynote:

Stanley Pierre-Louis

Stanley Pierre-Louis is Vice President and Associate General Counsel for Intellectual Property and Content Protection at Viacom Inc. He is responsible for managing major intellectual property litigation, developing strategies for protecting digital content, and leading other IP-related legal initiatives for Viacom and its brands, which include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, Country Music Television, Spike TV, TV Land, Logo and more than 130 networks around the world), MTV Games, BET Networks, and Paramount Pictures.

Prior to joining Viacom, Mr. Pierre-Louis served as Co-Chair of the Entertainment and Media Law Group at Kaye Scholer LLP (New York, NY), concentrating on intellectual property counseling and litigation. Mr. Pierre-Louis previously served as Senior Vice President for Legal Affairs at the Recording Industry Association of America (Washington, DC), where he led several important strategic copyright litigations, including the entertainment industry's litigations against MP3.com, Napster and Aimster as well as the landmark U.S. Supreme Court case MGM Studios v. Grokster, which resulted in a unanimous decision in favor of the film and music industries. Before joining the RIAA, Mr. Pierre-Louis clerked for Judge David A. Nelson of the U.S. Court of Appeals for the Sixth Circuit, and was an associate at Shea & Gardener (Washington, DC).

Panel 1:

Bruce Davis

Mr. Davis has been Chief Executive Officer of Digimarc since 1997 and Chairman of the Board of Directors since 2002. Mr. Davis has spent more than 25 years establishing and managing new businesses to foster development of major new technology markets and drive early adoption of novel digital technologies ranging from video games and computer entertainment, to electronic TV program guides, and, most recently, digital watermarking and secure identity management systems. Through these experiences, he has developed a keen understanding of the possibilities and pitfalls associated with fostering the diffusion of innovative technologies into emerging markets.

At the start of his career, he established the intellectual property practice at Orrick Herrington and Sutcliffe, a major international law firm. He later played

an important role in the development of the video game industry as Chairman and CEO of Activision, now the largest video game company in the world; and for five years he served as a member of the Software Publishers Association board of directors, which evolved into the Software & Information Industry Association, the principal trade association for the software and digital content industry. From there he founded TV Guide On Screen, a joint venture of TCI, then the leading cable television operator, and News Corporation; where his team developed the leading electronic program guide for cable television. TV Guide On Screen is now a part of Macrovision.

A prolific inventor, Mr. Davis has been awarded more than 50 patents on television user interface improvements and other innovations in media management and security. In 2003, Mr. Davis was named Pacific Northwest Ernst & Young Entrepreneur Of The Year® for the technology category.

He has a law degree from Columbia University, and a B.S. in accounting and psychology and an M.A. in criminal justice from the State University of New York at Albany.

Tom Miller

Tom Miller is VP North America at Thomson STS. He has an extensive background in the Television industry spanning more than 25 years with expertise in sales and business development. Regarded as a leader in the digital media industry with deep and vast knowledge of the digital distribution of content and the digital media ecosystem, he has been instrumental in helping media companies establish optimal strategies to distribute and monetize their content. Tom understands the need to protect content and has held key positions with NDS Americas, Entriq and Thomson.

John F. Utley

John Utley is Vice President of Civolution's US operations, Product Manager of Civolution's Teletrax product line and Chairman and President of the Digital Watermarking Alliance.

John oversees the implementation of Civolution's forensic tracking and broadcast monitoring solutions to U.S. clients in the advertising, news, entertainment, rights management, corporate television, sports and government sectors. He also directs product development for the company's Teletrax broadcast and online monitoring solutions.

Civolution was formed in October 2008 as a spin-out of Royal Philips Electronics and is a world leading technology and services provider for

identifying, managing and monetizing media content. Civolution offers cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, pay-TV, and Online. Via its Teletrax and Mediahedge service portfolio, the company offers world-class broadcast and online monitoring services.

John was a founding member of the Digital Watermarking Alliance and currently serves as Chairman of the alliance which promotes the use and adoption of digital watermarking solutions in audio, video, print, image and mobile technologies.

Prior to joining what has evolved into Civolution in 2002, John was Senior Launch Project Manager with Internet Broadcasting Systems where he was instrumental in expanding the company's client base, revenue and staff via the launch of multiple broadcast journalism websites. He also counseled several traditional media companies in creating new online business models as a Senior New Media Consultant at Frank N. Magid Associates. At the start of his career, John gained substantial television technology and journalism experience during six years with NBC.

John holds dual Bachelor's degrees in Economics and Radio, TV & Film from the University of Maryland as well as an MBA with specializations in strategy and information systems from the University of Minnesota. He lives in Charlotte, North Carolina with his wife and daughter.

Panel 2:

Paul Jessop

Paul Jessop is an independent consultant doing business as County Analytics, named for his 400 year old home and office in rural England – County Cottage.

Paul has a diverse range of clients in the media, entertainment and electronics industries, to whom he gives advice on strategy, market positioning and exploitation of industry standards. He is known for facilitation and consensus building and has a tight drafting style widely exploited in specification writing.

After a career in engineering and strategy with British Telecom, Paul was for 13 years CTO at the International Federation of the Phonographic Industry and subsequently at the Recording Industry Association of America. He continues his work as Executive Director of the Registration Authorities for the

International Standard Recording Code (ISRC) and the Global Release Identifier (GRid) under contract to RIAA.

Paul is a Chartered Engineer, a Fellow of the Institution of Engineering and Technology and a Member of both the Audio Engineering Society and the Royal Institution of Great Britain. He obtained a degree in Engineering and Computer Science at Cambridge and a post-graduate Diploma in Management Studies at Oxford.

Paul enjoys travelling with his wife and two sons, who are all qualified scuba divers. Paul is a Divemaster and has held an amateur radio licence since 1975. He is a US commercial pilot and flight instructor for gliders and also flies light aircraft. He owns a vintage single seat glider with one of his sons and they try to avoid fighting over who gets to fly it when the sun is shining.

Jason Kramer

Jason Kramer is Chief Strategy Officer at Interpret LLC. Jason is widely recognized as one of the top global consumer research analysts in the entertainment industry and has 12+ years of analysis and management experience. His expertise is in taking the best techniques in traditional consumer research and innovating to apply these techniques to new media verticals. At Interpret, he leads the company's home entertainment and digital video practice, testing everything from Blu-ray to streaming video. Jason's deep experience and expertise with consumer market research data and methodologies has provided high quality, uniquely actionable results for many clients, including many of the top global film studios, online portals, game publishers, and mobile networks. As EVP, Research & Analysis at Nielsen NRG, Jason was responsible for turning around NRG's global home entertainment division, bringing the unit to profitability and transitioning it into a global consulting-based practice. Prior to joining NRG, Jason was Assistant General Manager of Lieberman Research Worldwide's entertainment division, overseeing projects in home entertainment and television. During his career he has also led the TIME/CNN political poll at Yankelovich Partners, and established the market research function as Director of Research at videogame publisher Activision. A cum laude graduate of Yale University, his senior year Jason was awarded Yale's annual public speaking prize, the DeForest Prize.

Bill Rosenblatt

Bill Rosenblatt is President of GiantSteps Media Technology Strategies (www.giantstepsmts.com), a consulting firm whose clients include content

providers and digital media tech companies, from startups to Global 500s. Bill is a leading independent authority on digital rights management (DRM) and other content rights technologies. He has served as a litigation expert witness and consulted on digital copyright issues to public policy entities in the US and Europe. Bill is editor of the blog Copyright and Technology (copyrightandtechnology.com) and author of the book Digital Rights Management: Business and Technology (John Wiley, 2001), Digital Rights and Digital Television in Television Goes Digital (Springer, 2009), and several white papers on rights and content technologies. Bill has a BSE in Electrical Engineering and Computer Science from Princeton, an MS in Computer Science from UMass-Amherst, and executive education from Harvard and USC Business Schools.

Dan Schnapp

Dan Schnapp is Chair of the New Media, Entertainment and Technology Law Practice at Hughes Hubbard & Reed LLP (New York, NY). Mr. Schnapp specializes in the law and policy issues arising out of the convergence of media, entertainment and technology, assisting clients with the development, implementation and exploitation of their respective digital media, entertainment and technology initiatives and related unique business models, including the distribution, protection and monetization of their digital assets and intellectual property.

Pauline Wen

Pauline Wen is a Senior Vice President, Business and Legal Affairs, with MTV Networks, a division of Viacom International Inc. Pauline specializes in the legal and policy aspects of digital media initiatives, such as social networking, technology that assists in digital content protection and identification, digital ad sales and operations and related privacy and intellectual property issues.

Before joining MTV Networks, Ms. Wen was an associate and a special counsel at Fried Frank Harris Shriver and Jacobson LLP, where she specialized in intellectual property and technology law, handling a wide variety of matters for individuals and corporations, including technology and intellectual property licenses and agreements, intellectual property counseling in connection with investments, mergers, acquisitions, sales, initial public offerings, and other transactions, client counseling on trademark and copyright issues, trademark enforcement and trademark prosecution and patent, trademark and copyright litigation.

Matthew Williams

Matt Williams is an attorney in the Washington office of Mitchell Silberberg & Knupp LLP. His practice is primarily focused on copyright policy work and copyright litigation. Matt has been involved in several high profile matters related to protecting copyrights in the digital environment, including representing nine associations of copyright owners in recent Copyright Office hearings regarding exemptions to the DMCA's anti-circumvention prohibition and filing two amicus briefs for ASCAP and the Copyright Alliance in support of the certiorari petition in the pending Cablevision case. He was also involved in the process that led to passage of the PRO IP Act last year, and recently published an article in the Berkeley Technology Law Journal entitled "Congress Should Amend the Copyright Act to Protect Transactional Watermarks."