



# DIGITAL RIGHTS MANAGEMENT Bios

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**Crossan R. (Bo) Andersen** is President and CEO of the Entertainment Merchants Association (EMA), the trade association dedicated to advancing the interests of the home entertainment industry. EMA's members operate approximately 27,000 retail outlets in the U.S. that sell and/or rent DVDs and computer and console video games. Mr. Andersen has led EMA and its predecessor organization, the Video Software Dealers Association (VSDA), since 1999 and served as General Counsel of VSDA from 1995 to 1999. For the past 14 years, he has directed the efforts of EMA and VSDA to protect the vitality of the First Sale Doctrine, advocate for strong anti-piracy protection, and protect retailer and consumer rights under the First Amendment. Mr. Andersen has also worked for the Motion Picture Association of America and the Antitrust Division of the U.S. Department of Justice and served as an Assistant U.S. Attorney.

**Fritz Attaway** is Executive Vice President, Special Policy Advisor of the Motion Picture Association of America, Inc. (MPAA), providing legal advice and direction for all federal public policy activities of the association. Mr. Attaway also participates in the management of worldwide public policy interests for the association and its member companies. He participated in building a broad, cross-industry consensus in the Content Scramble System DRM used on DVDs, and has been an active player in subsequent DRM legal developments. MPAA is an assembly of six of the world's largest producers and distributors of theatrical films, TV programs, and home video entertainment. They are Sony Pictures Entertainment Inc., Walt Disney Studios Motion Pictures, Paramount Pictures Corporation, Twentieth Century Fox Film Corp., NBC Universal, and Warner Bros.

**Bruce Benson** is a senior managing director in FTI's Economic Consulting practice. He has more than 20 years of professional experience in all aspects of media and technology. Mr. Benson is a recognized expert in media and advertising and has helped some of the world's leading companies achieve their strategic goals. Mr. Benson has submitted various patents on electronic book delivery, the Internet delivery of ad-supported video content over peer-to-peer networks, and the anonymous financial settlement of virally distributed content. Prior to joining FTI, Mr. Benson managed SAP's entertainment and media industry. Prior to SAP, Mr. Benson was CEO of iWeb, a global internet advertising company. Before iWeb he was Executive Vice President of Corporate Strategy at Young & Rubicam, Senior Vice President at Sony Music, and a partner at Price Waterhouse leading their entertainment and media practice in New York. Mr. Benson has served on the boards of various technology startups helping them devise and execute their go-to-market strategies. Mr. Benson has his BS in mathematics from the University of Houston. Mr. Benson is also Chairman of the Board of Ziff Davis Media in New York.

**Mary K. Engle** is Acting Deputy Director, Bureau of Consumer Protection, Federal Trade Commission (FTC). Among its many responsibilities, the FTC is responsible for regulating national advertising matters, including claims about food, OTC drugs, dietary supplements, alcohol, tobacco, and Internet services. The FTC also enforces the Children's Online Privacy Protection Act, a statute regulating the online collection of personal information from children. Ms. Engle joined the FTC as a staff attorney in 1990, has held a number of management positions in the FTC's Bureau of Consumer Protection, and has served as an advisor

to a Commissioner. She also served as the Project Director of the FTC's study of the Marketing of Violent Entertainment Media to Children. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, D.C. She received an AB from Harvard University in 1983 and a JD from the University of Virginia School of Law in 1986.

**John Gunn** is General Manager and Vice President of Global Marketing at Aladdin USA and brings more than two decades of industry experience in senior marketing and sales management positions for leading technology companies. Mr. Gunn's diverse background includes key contributor roles at firms that specialize in hosted enterprise solutions, ASIC development, computer peripheral and software engineering, and various consumer electronics applications. He has created and executed successful programs for leading manufacturers, distributors, and resellers including Packard Bell, 3dfx, and VisionTek. Mr. Gunn joined the Aladdin management team in March of 2005. He holds a BA degree in economics and business from the University of California at Los Angeles.

**J. Alex Halderman** is an assistant professor of electrical engineering and computer science at the University of Michigan. His research spans applied computer security and tech-centric public policy. He has studied topics ranging from passwords, data privacy, electronic voting, digital rights management, and cybercrime to technological aspects of intellectual property law and government regulation. Professor Halderman is the author of several scholarly articles about DRM security and about risks DRM poses to consumers' PCs, including a 2006 study of the Sony CD DRM "rootkit."

**Hal Halpin** is President and founder of the Entertainment Consumers Association (ECA), and has been a pioneer in the interactive entertainment industry for over 15 years as an executive, advocate, and entrepreneur. The founder of numerous influential publications, services and organizations, he is often called upon by members of the media and government officials to represent the interactive entertainment sector as an ambassador. As President of the ECA, Mr. Halpin runs the day-to-day business of the association, acts as the public face for consumer advocacy, and represents gamers' interests to the business, media, and general public. He speaks extensively at trade and consumer events, pens guest editorials for some of the leading endemic media outlets, and testifies before legislators regarding consumer rights.

**Justin Hughes** teaches intellectual property (IP) and international trade at Cardozo School of Law in New York. Formerly a policy expert in the U.S. Department of Commerce (USPTO), his areas of expertise include domestic and international copyright, trade and IP issues at WTO, database protection, trademarks, geographical indications, and intellectual property in developing countries. During his time in the administration, Professor Hughes was very involved in the development of the section 1201 provisions of the Digital Millennium Copyright Act. Educated at Oberlin College and Harvard University, Professor Hughes practiced international arbitration in Paris and, as a Henry Luce Scholar, clerked for the Lord President of the Supreme Court of Malaysia. He has been a visiting professor at University of California at Los Angeles and DePaul University. He also serves as Chairman of the Thomson Foundation for Film and Television Heritage, based in Paris.

**Nicolas Jondet** is a PhD candidate in copyright law at the University of Edinburgh where he recently completed a five-year contract as a research assistant with the AHRC Research Centre in Intellectual Property and Technology Law (SCRIPT). Prior to undertaking doctoral studies, he obtained a LLM from the University of Edinburgh, a Masters in business law from the Paris XI University, and a Masters in legal translation in French, English, and Spanish from the ISIT in Paris. Mr. Jondet is copyright editor with SCRIPTed, the online technology law journal of the research centre. His research interests center on the interactions between technology and

intellectual property law, with particular focus on copyright issues and their international dimension. He has published papers about the latest developments in French copyright law both in peer-reviewed publications and on his blog, French-law.net.

**Robert Kasunic** is a principal legal advisor at the U.S. Copyright Office where he provides on counsel on litigation, regulatory, and legislative matters before the Office. Mr. Kasunic has been involved in most domestic Internet, technology, and Digital Millennium Copyright Act issues before the Office, including acting as the primary attorney for the triennial Anticircumvention Rulemaking proceedings since its inception. In addition to his role at the U.S. Copyright Office, Mr. Kasunic is an adjunct professor of law at the Georgetown Law Center, American University's Washington College of Law, and the University of Baltimore School of Law. Mr. Kasunic is the author of several published scholarly journal articles and is a frequent speaker on a broad array of copyright issues.

**Lee Knife** is General Counsel and Director of Legal and Business Affairs for the Digital Media Association (DiMA), the trade organization that represents digital media companies and counts Apple's iTunes, YouTube, Microsoft, AOL, Pandora, Live 365, and many others as its members. At DiMA, Mr. Knife focuses on the negotiations and arbitrations associated with sound recording and musical composition royalty rates in the U.S. and internationally. He is also involved in lobbying and public relations efforts. Prior to joining DiMA, and over the last 10 years, Mr. Knife served as a business and legal affairs executive at several major record companies including EMI, BMG, and Polygram – and most recently was Vice President of Legal and Business Affairs at Sanctuary Records. A graduate of St. John's University and Brooklyn Law School, he is admitted to practice law in both the State of New York and New Jersey.

**Christopher Levy** is regarded as one of the world's experts in Digital Rights Management technologies and the use of DRM to market, monetize, and monitor digital media content. As a high-profile DRM evangelist, Mr. Levy regularly speaks and writes about the technology and was recently nominated by Microsoft to be a Digital Media Microsoft Valued Professional (MVP), with a specific focus on DRM. He is currently the CEO and founder of BuyDRM, a pay-media services provider whose flagship product KeyOS is in use by a wide variety of content owners and licensees. Levy is a featured industry writer and speaker and has been featured in print and online with ABCNews.com, StreamingMedia.com, *eContent Magazine*, *Klixxx Magazine*, and others and has spoken at DRM Strategies, Jupiter's Plug.In, NAB, NATPE, CES, Streaming Media East and West, Digital Hollywood, Content World, Interxnet/IA2000, EAT'M, South By Southwest, and the iHollywood Forum.

**Andrea M. Matwyshyn** is an assistant professor of legal studies and business ethics at the Wharton School at the University of Pennsylvania. Her research focuses on the intersection of information technology, information security, and corporate behavior. She regularly lectures to academic audiences and consults for companies on issues of corporate proprietary information and information security. Prior to joining the University of Pennsylvania, she taught at Northwestern University School of Law and University of Florida School of Law, where she was the executive director of the Center for Information Research, and practiced law as a corporate technology transactions attorney in Chicago during the internet boom. Professor Matwyshyn holds a JD and PhD from Northwestern University.

**Corynne McSherry** is an attorney at the Electronic Frontier Foundation (EFF) specializing in intellectual property and free speech litigation, with representative cases including *Lenz v. Universal* (copyright misuse), *MoveOn.org et al. v. Viacom* (copyright misuse), and *In re Sony BMG CD Technologies Litigation* (aka the "rootkit" case), as well as numerous amicus briefs on trademark, copyright and patent issues. She has appeared on radio and television, including NPR, CNBC, CBS, and Fox News' O'Reilly Factor, and has been quoted in news publications

such as *The Wall Street Journal*, *The Los Angeles Times*, *Rolling Stone Magazine*, *CNET News*, and *Wired News*. Prior to joining EFF, Ms. McSherry was a civil litigator at Bingham McCutchen, LLP, and wrote *Who Owns Academic Work?: Battling for Control of Intellectual Property* (Harvard University Press, 2001). She received her JD from Stanford Law School and her PhD from the University of California at San Diego.

**Salil K. Mehra** is a professor at Temple University's Beasley School of Law. Professor Mehra's research interests focus on intellectual property, cyberlaw and antitrust, especially in comparative perspective. His comparative research involving Japan's legal and social interaction with the Internet has been published in the *Colorado*, *Rutgers*, and *Tulane Law Reviews*. Professor Mehra currently teaches antitrust, contracts, and Japanese law. He received a JD with honors, Order of the Coif, from the University of Chicago, where he was on the law review, an MA from the University of California at Berkeley, and an AB, *magna cum laude*, from Harvard College. He is a past chair of the Association of American Law Schools' Section on Antitrust and Economic Regulation, and is the current academic liaison to the ABA's Section on Antitrust. He has also been awarded an Abe Fellowship by the Social Science Research Council and the Japan Foundation Center for Global Partnership to support further comparative research.

**Steven J. Metalitz** is a partner at Mitchell, Silberberg & Knupp LLP, specializing in intellectual property, privacy, e-commerce and information law, and policy advocacy. As counsel to the Creative Incentive Coalition, he was instrumental in the drafting of the Digital Millennium Copyright Act of 1998 (DMCA), and has represented copyright industry groups in each of the triennial DMCA rulemaking proceedings. He also serves as counsel to the International Intellectual Property Alliance, a private sector coalition of seven U.S. trade associations. His prior work includes serving as Vice President and General Counsel of the Information Industry Association, and holding several senior staff positions with the U.S. Senate Judiciary Committee. He also served as Legislative Director to Senator Charles McC. Mathias, Jr. (R-MD). Legislative achievements include the Electronic Communications Privacy Act of 1986, the Berne Convention Implementation Act of 1988, and other information-related legislation. He has taught copyright law as a professorial lecturer in law at the George Washington University Law School in Washington, DC and has published widely on copyright topics, particularly in relation to the Internet. He is a *Phi Beta Kappa* graduate of the University of Chicago (BA 1972) and earned his law degree at Georgetown University Law Center (JD 1977).

**Jean-Henry Morin** is a senior scientist at the University of Geneva in Switzerland, Department of Information Systems. He was an associate professor at Korea University Business School in Seoul until 2008. He is co-founder of PebbleAge, a Geneva-based company specializing in corporate performance management solutions, where he was director of research and development and led an Enterprise DRM business unit until 2004. He holds a PhD and a degree in information systems from the University of Geneva. He has published in international conferences and journals and has worked on many European research projects. His research interests include Digital Rights and Policy Management (DRM/DPM), exception management in DRM environments, IS security, green security (socially responsible and sustainable security), corporate information asset management, compliance, corporate governance, electronic commerce and services, peer-to-peer computing, mobile objects (agents), electronic publishing, and information services over open networks.

**George Ou** is a senior analyst at the Information Technology and Innovation Foundation (ITIF) and works out of Silicon Valley. Outside of ITIF, Mr. Ou is an Information Technology and CISSP Security Consultant who was the founder of ForMortals.com. He recently served two years as technical director and editor at large for TechRepublic and ZDNet (both property of CNET Networks) doing in-depth coverage on IT and technology topics. Before entering journalism, he worked as an IT professional who designed and built wired network, wireless network, Internet, storage, security, and server infrastructure for various Fortune 100 companies.

**Rashmi Rangnath** is a staff attorney at Public Knowledge, a non-profit organization dedicated to protecting consumers' rights in the emerging digital culture. Ms. Rangnath's main focus is copyright law and policy. Among other matters, she has worked on bringing about legislation to solve the problem of orphan works. She has also worked on educating musicians about how copyright laws and policies affect them. Ms. Rangnath received her LLB (JD equivalent) in 2000 from Mysore University, Mysore, India. She received her LLM degree in international legal studies with a specialization in international and comparative protection of intellectual property from American University Washington College of Law in 2006.

**Thierry Rayna** is a senior lecturer (assistant professor) in industrial and business economics at London Metropolitan University. He holds a PhD (*suma cum laude*) in economics and was, for three years, a doctoral research fellow at the French École Polytechnique. His research experience includes working as a research associate at Imperial College London and being a research fellow at University of Cambridge, as well as working for some other leading universities (London School of Economics, University College London). He also has ties with the French Ministry of Culture and has been an advisor for major stakeholders in the music industry. Dr. Rayna's research investigates the economic consequences of the nature and characteristics of digital goods such as films, music, software, and information. In particular, he is interested in the economics of piracy and anti-piracy countermeasures. His research has been published in several international journals and has been used in various European Union reports.

**Debbie Rose** is an intellectual property fellow for the Association for Competitive Technology (ACT), an international grassroots advocacy and education organization representing more than 3000 small and mid-size information technology firms from around the world. Prior to joining ACT, Ms. Rose served as counsel for the House of Representatives, Committee on the Judiciary, Subcommittee on Courts, the Internet, and Intellectual Property from 1997 - 2003 where she worked on legislation such as the Digital Millennium Copyright Act, Copyright Term Extension, and the NET Act. From 2004 - 2006, she was Senior Legislative Counsel for the Entertainment Software Association. Ms. Rose graduated from Drake University Law School in 1996 and from the University of California at Los Angeles in 1992 with a BA in political science.

**Bill Rosenblatt** is President of GiantSteps Media Technology Strategies, a consulting firm he founded in 2000. He has done projects and provided advice on digital rights technologies and related issues for a variety of technology, media, and public policy entities worldwide, and he has served as an expert in litigation concerned with this subject matter. He is author of the book *Digital Rights Management: Business and Technology*, *Digital Rights* and "Digital Television" (in *Television Goes Digital*), and various white papers and articles on related subjects. From 2001 - 2009 he was editor of the newsletter *DRM Watch* and currently publishes the blog Copyright and Technology. Mr. Rosenblatt was previously a technology and new media executive at McGraw-Hill and Times Mirror Company, the CTO of an e-learning startup at Columbia University, and manager of strategic marketing for media and publishing at Sun Microsystems. He has a BSE degree in electrical engineering and computer science from Princeton University and an MS in computer science from the University of Massachusetts.

**Patrick Ross** is co-founder and Executive Director of the Copyright Alliance, a federation of unions, corporations, trade associations, and individual artists from creative industries including motion pictures; music; publishing; business and videogame software; photography and illustrations; and amateur and professional sports leagues. Previously he was a senior fellow and vice president with The Progress & Freedom Foundation think tank, performing scholarship on artists' rights. For 10 years he covered Capitol Hill, the White House, and independent regulatory agencies as a writer and editor of *Communications Daily* and *Washington Internet Daily* and as the first Washington Bureau Chief of CNET News.com. He began his career in Washington, D.C., 20 years



ago as a staffer for Senator Harry Reid (D-NV), and also spent several years as a freelance writer and editor. He studied international relations as an undergraduate at Pomona College and as a graduate student at Oxford University's St. Antony's College.

**Jan Samzelius** founded ByteShield in 2003 and has been its CEO since. Mr. Samzelius has previously led a number of technology startups. In the 1990s, he invented a completely new way of measuring customer satisfaction in service companies, leading to a number of industry firsts. Earlier in his career, Mr. Samzelius was a consultant in consumer marketing and pricing, focusing on consumer foods and consumer services. He has an undergraduate degree in economics and earned his MBA at the Harvard Business School in 1979.

**Matthew Schruers** is Senior Counsel for Litigation and Legislative Affairs at the Computer & Communications Industry Association (CCIA). He is also an adjunct to the Georgetown University Law Center and Georgetown Graduate School Program on Communication, Culture, and Technology (CCT). He joined CCIA from Morrison & Foerster LLP, where he practiced intellectual property, antitrust, and administrative law. He has written or co-written various articles on intellectual property and secondary liability. He was notes advisor for the *Virginia Law Review*, and received the John M. Olin Prize in Law and Economics for his research on Internet service provider liability. He earned his BA, *cum laude*, from Duke University and his JD from the University of Virginia.

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**Christopher Soghoian** is currently a student fellow at the Berkman Center for Internet & Society at Harvard University, and a PhD candidate at Indiana University's School of Informatics. His research interests include data security and privacy, cyber law and policy, as well as phishing and other forms of applied deception. He enjoys working at the intersection of applied computer security, law, and policy. As a security researcher, he has discovered and disclosed vulnerabilities in software applications made by Google, Yahoo, Facebook, and Apple. His activism has resulted in the successful passage of an amendment to Indiana's data breach laws and a Congressional investigation into security flaws at the Transportation Security Administration. He is the co-inventor of six pending patents in the areas of authentication, mobile based payments, and phishing defense.

**David Sohn** is Senior Policy Counsel for the nonprofit Center for Democracy and Technology (CDT) and Director of CDT's Intellectual Property and Technology Project, which seeks to promote reasonable pro-consumer approaches to copyright and related policy issues raised by the emergence of the Internet and new digital media. Mr. Sohn also focuses on issues such as Internet neutrality and data security legislation. Prior to joining CDT in 2005, Mr. Sohn worked as Commerce Counsel for U.S. Senator Ron Wyden. In that capacity, Mr. Sohn worked on legislation relating to such matters as spyware, digital copyright, online privacy, and spam. Before joining Senator Wyden's office, Mr. Sohn practiced law in Washington, D.C., at Wilmer, Cutler & Pickering, with a focus on telecommunications law and regulation. He received his BA degree from Amherst College, his JD from Stanford Law School, and an MS degree from the London School of Economics.