

COPYRIGHT CLEARANCE CENTER PRESENTS



Thank you for joining us at *OnCopyright 2014* where we bring together the people who create, publish, re-purpose and re-invent to answer the question that's on everyone's mind: **What's next?** From innovation in culture, education and business to legislative evolution and licensing models, the copyright story is getting very interesting.

### PROGRAM

- 9:00am **Welcome and Introductions**  
Tracey Armstrong, Copyright Clearance Center  
Robert Levine, Author
- 9:15am **Opening Speaker:** Mike Perlis, Forbes Media
- 9:30am **Panel: Innovations That Work**  
Moderator: Justin Hendrix, NYC Media Lab  
- Jeff Jarvis, BuzzMachine, CUNY  
- James McQuivey, Forrester Research  
- Fred Seibert, Frederator Studios  
- Katharine Zaleski, NowThis News
- 10:30am *Coffee break*



THE NEW YORK ACADEMY OF SCIENCES  
WEDNESDAY, APRIL 2, 2014

#oncopyright



### HOST

Robert Levine is the author of *Free Ride*, which the *New York Times Book Review* called "a book that should change the debate about the future of culture." The book, his first, was also praised by *Businessweek*, *Fortune*, and the *Financial Times*. He has been the executive editor of *Billboard* and a features editor at *Wired* and *New York*, and he has contributed to *Vanity Fair*, *Rolling Stone*, and the *New York Times*, as well as *Die Zeit* and *Zeit Wissen*. He covers the culture business from New York and Berlin.

- 10:45am **Debate: Boys vs. Girls - Parody or Property?**  
Roy Kaufman, Copyright Clearance Center  
- Christopher Sprigman, NYU School of Law  
- John Strohm, Loeb & Loeb LLP
- 11:15am **Conversation with Creators**  
- Tift Merritt, Musician  
- Marc Ribot, Musician  
- Chris Ruen, Author
- 12:00pm **Interview: Songs in the Key of ©**  
Christopher Kenneally, Copyright Clearance Center  
- Matt Farley, Motern Media
- 12:15pm *Lunch, NYAS lobby*
- 1:15pm **Video Presentation: Pirate Copy - Palestine**  
- Trisha Ziff, 212BERLIN
- 1:30pm **Keynote Interview: Copyright Education & Enforcement**  
Robert Levine, Author  
- Rick Cotton, U.S. Chamber of Commerce CACP
- 2:00pm **Presentation: Protection & Partnership**  
- Michael Healy, Copyright Clearance Center  
- Lucinda Longcroft, WIPO
- 2:15pm **Panel: Paying Up, Paying In, Paying Out**  
Moderator: PJ Kuyper, Motion Picture Licensing Corporation  
- Wayne Josel, ASCAP  
- Debra LaKind, Museum of Fine Arts, Boston  
- Joel Schoenfeld, Mitchell Silberberg & Knupp LLP
- 3:00pm **Speaker: What Price Content?**  
- Frank Luby, Pricing Consultant, Author
- 3:15pm *Coffee break*
- 3:30pm **Featured Speaker: Reinvention**  
- Brian Kibby, McGraw-Hill Higher Education
- 3:45pm **Conversation: The Future is Already Here**  
- Tomoko Hosaka, Plympton/Rooster  
- Christopher Kenneally, Copyright Clearance Center  
- Jeff Sharp, Story Mining & Supply  
- Patrick Sullivan, Google
- 4:30pm *Closing Remarks and Cocktail Reception*  
*Featuring 3D Printing Demonstrations by MakerBot*

## COPYRIGHT CLEARANCE CENTER PARTICIPANTS

**Tracey Armstrong**, President and CEO

**Michael Healy**, Executive Director, International Relations

**Roy Kaufman**, Managing Director, New Ventures

**Christopher Kenneally**, Director, Business Development



Copyright Clearance Center (CCC), the rights licensing expert, is a global rights broker for the world's most sought-after books, journals, blogs, movies and more. Founded in 1978 as a not-for-profit organization, CCC provides smart solutions that simplify the access and licensing of content that lets businesses and academic institutions quickly get permission to share copyright-protected materials, while compensating publishers and creators for the use of their works.

We make copyright work. For more information, visit  
[www.copyright.com](http://www.copyright.com)

**Rick Cotton** has served as Chairman of the U.S. Chamber of Commerce Coalition Against Counterfeiting and Piracy (CACP) since 2007. Until 2013, he was executive vice president and general counsel of NBCUniversal.

**Matt Farley** is a songwriter who has released more than 15,000 songs. Recently his prolific approach to music production has been covered by *The Boston Globe*, NPR's *On The Media* and *The Guardian*. @MoternMedia

**Brian Kibby** is president of McGraw-Hill Higher Education, a leading innovator in the development of 21st century teaching and learning solutions for higher education markets worldwide. @BrianKibby

**Justin Hendrix** is the Executive Director of the NYC Media Lab. He works with universities and corporations to further establish the organization as a center for leading-edge innovation in the media industry. @justinhendrix

**Tomoko Hosaka** is a journalist-turned-digital media entrepreneur. At Plympton, she oversees business operations and strategy, as well as management of DailyLit. @TomokoHosaka

**Jeff Jarvis**, author of *Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live*, blogs about media at BuzzMachine.com. He is an associate professor at the City University of New York. @jeffjarvis

**Wayne Josel** is Senior Vice President, Business and Legal Affairs at the American Society for Composers, Authors and Publishers (ASCAP), the nation's leading performing rights organization. @ASCAP

**PJ Kuyper** is President and CEO of Motion Picture Licensing Corporation, a non-theatrical licensing agency representing the Hollywood Studios and over 700 independent film and television producers.

**Debra LaKind** is Director of Business Development and Strategic Partnerships for the Museum of Fine Arts, Boston and is focused on the rights, commercial licensing and marketing for its digital archive. @MFABoston

**Lucinda Longcroft** is Head of the NY Office of the World Intellectual Property Organization (WIPO). Lucinda's work focuses on the management and use of IP for economic, social and cultural development. @WIPO

**Frank Luby** has over 20 years' experience in business strategy and pricing consulting. He is an experienced journalist and co-authored the book *Manage for Profit, Not for Market Share*. @FrankLuby

**James McQuivey** is a vice president and principal analyst at Forrester Research and the leading analyst tracking the development of digital disruption. He is the author of the book *Digital Disruption*. @jmcquivey

## PARTICIPANTS

**Tift Merritt** recently released her fifth album, *Traveling Alone*, with a "dream cast" of fellow travelers. She dialogues with artists of all disciplines on her broadcasts and podcasts *The Spark With Tift Merritt*. @tiftmerritt

**Mike Perlis** is President and CEO of Forbes Media. He was previously General Partner at SoftBank Capital, President and CEO of Ziff-Davis Publishing and President of the Playboy Publishing Group. @Mike\_Perlis

**Marc Ribot** is currently touring with several projects including the *Marc Ribot Trio*, his group *Ceramic Dog*, and a collaboration with *Los Lobos* guitarist David Hidalgo called *Border Music*. @marcribotmusic

**Chris Ruen** is the author of *FreeLoading: How Our Insatiable Appetite for Free Content is Starving Creativity*. His essays and criticism have appeared in *The New York Times*, *Slate* and *Stereogum*. @fakeChrisRuen

**Joel Schoenfeld** is a partner with the firm Mitchell Silberberg & Knupp LLP with expertise in licensing, protecting digital rights globally and drafting music industry label, artist, publishing and songwriter contracts.

**Fred Seibert** is a serial media entrepreneur. He is the founder of Next New Networks, Cartoon Hangover and Channel Frederator, one of the first online animation networks. @fredseibert

**Jeff Sharp**, an award-winning producer and publishing entrepreneur, is President/CEO of multi-platform premium content production company Story Mining & Supply and co-founder of Open Road Integrated Media.

**Christopher Sprigman** teaches intellectual property, antitrust, and comparative constitutional law, and competition policy. His work focuses on how legal rules affect innovation and new technologies. @CJSprigman

**John Strohm** is an entertainment and intellectual property attorney in the Nashville office of Loeb & Loeb LLP. Prior to becoming an attorney he was a professional musician and producer/engineer. @johnpstrohm

**Patrick Sullivan** is a technology entrepreneur and investor. He is currently Strategic Partner Development Manager at Google since its acquisition of his licensing and royalty service provider RightsFlow. @RightsFlowCEO

**Katharine Zaleski** is the Managing Editor of NowThis News, the video news network for the social and mobile generation. Since launching in 2012 it has seen its viewership grow by the millions. @kzaleski

**Trisha Ziff** is a curator and filmmaker through her company 212BERLIN. Her work focuses on the area of photography, film and cultural hybridism.