

Informational Hearing of the Joint Committee on the Arts

“The Ongoing Threat of Piracy to our Economy”

Friday, June 24, 2011

1:30 pm to 3:30 pm

Paramount Pictures in the Sherry Lansing Theatre
5555 Melrose Avenue, Hollywood, CA 90038

AGENDA

- I. **Welcoming Remarks and Introductions**
- II. **New York Marketing Campaign Video Public Service Announcement**
- III. **Panel 1: An Overview and Update: Piracy’s Impact on our Economy**
 - **Travis Johnson**, *Vice President and Director, Legislative Affairs and Policy/International Anti-Counterfeiting Coalition (IACC)*
 - **Ed Duffy**, *Trustee, Business Agent/Teamsters Local 399; Chairman and Executive Board Member/ FilmLA*
- IV. **Panel 2: The Battleground “In the Air”: Digital and Internet**
 - **Mark Hall**, *Vice President of Technology, Content Protection Operations and Strategy/Paramount Pictures*
 - **Kevin Suh**, *Senior Vice President, Content Protection, Internet/Motion Picture Association of America (MPAA)*
 - **Emery Simon**, *Counselor/Business Software Alliance (BSA)*
- V. **Panel 3: The Battleground “On the Streets”: Hard Goods**
 - **L. Carlos Linares, Jr.**, *Vice President, Anti-Piracy Legal Affairs/Recording Industry Association of America (RIAA)*
 - **Eric Mueller**, *Director, Global Anti-Counterfeiting/Levi Strauss & Co.*
 - **Sergeant Janice Munson**, *Directs COPS Bureau’s Counterfeit and Piracy Operations/Los Angeles County Sheriff’s Department (LASD)*
- VI. **Public Comment**
- VII. **Closing Remarks**
- VIII. **Adjourn**