



2nd Annual "SPAM AND THE LAW" Conference
Friday, January 28, 2005
San Francisco, CA

AGENDA

Time	Topic
8:25 – 8:30am	<i>Opening Remarks</i> <i>Anne P. Mitchell, Esq.</i> <i>President, Institute for Spam and Internet Public Policy</i>
8:30am – 9:05am	<i>Lisa Rosenthal, Esq.</i> <i>Attorney, Federal Trade Commission</i> <i>"CAN-SPAM at the FTC: Past, Present and Future"</i>
9:05am – 9:40am	<i>Michael Osterman</i> <i>President, Osterman Research</i> <i>"2004, Spam, the Law, and 2005: An Analysis"</i>
9:40am – 10:15am	<i>Dr. Phyllis Schneck</i> <i>Vice President, Strategic Development, CipherTrust</i> <i>"Email Security, the Law and Government Agencies"</i>
10:15am – 10:25am	BREAK
10:25am – 11:00am	<i>Matthew Prince, Esq.</i> <i>Professor, John Marshall School of Law; CEO and co-Founder,</i> <i>Unspam, LLC</i> <i>"Gathering Evidence Through a Targetted Spam Honeypot System"</i>
11:00am – 11:35am	<i>Osbourne Shaw</i> <i>Vice President, ICG, Inc.</i> <i>"Developing Evidence for the Legal Case Against Spammers"</i>
11:35am – 12:10pm	<i>Tom Kulzer</i> <i>CEO, Aweber Communications</i> <i>"Doing it Right: Commercial Email Can be Both Legal and Profitable"</i>
12:10pm – 1:15pm Lunch	
1:15pm – 1:50pm	<i>Danny Goodman</i> <i>Author, "Spam Wars"</i> <i>"Spam Wars: Our Last Best Chance to Defeat Spammers, Scammers and Hackers"</i>
1:50pm – 2:25pm	<i>Ian, Sweedler, Esq.,</i> <i>Deputy Attorney General, California Attorney General's Office</i> <i>"Spam and Spyware Enforcement in California"</i>



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2:25pm – 3:00pm	<i>Joseph Tyler CEO, Informz Email Marketing Solutions "Keeping Your Customers and Their Client Lists on the Straight, Narrow and Legal"</i>
3:00pm – 3:35pm	<i>Aaron Kornblum, Esq. Internet Safety Enforcement Attorney, Law & Corporate Affairs, Microsoft Corporation "Internet Safety Enforcement: An ISP Perspective"</i>
3:35pm – 3:45pm	<i>BREAK</i>
3:45pm – 4:20pm	<i>David Jones Co-Founder, SpamMATTERS, Australia "Following the Evidence Trail from Here to There"</i>
4:20pm – 4:55pm	<i>Michael Grow, Esq. Chair, Intellectual Property Department, Arent Fox PLLC "Why Email Senders Should Follow the Law, and What That Means"</i>
4:55pm – 5:10pm	<i>Lynn Siverd, Chief Privacy Officer, Harris Interactive "Moving to a Confirmed Opt-In Model"</i>
5:10pm – 5:30pm	<i>Panel Q&A Closing Remarks</i>