

# The Second Annual **WORLD'S FAIR USE DAY**

January 13th,  
2011

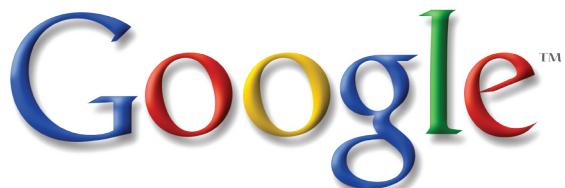
 Public Knowledge

Google



Neil  
Numberman  
Illustrations

**Many thanks  
to our event sponsors:**



**Future of Music Coalition**  
Education, Research and Advocacy for Musicians



★ Neil  
Numberman  
Illustrations

**The Second Annual  
World's Fair Use Day  
January 13th, 2011**

# Welcome to World's Fair Use Day,

an all-day celebration of the doctrine of fair use: the legal right that allows innovators and creators to reuse and remix copyrighted materials. Over the course of the day, you'll hear from creators, innovators, policymakers, educators and advocates and will learn how fair use encourages creativity, enables innovation and contributes to our culture. World's Fair Use Day is organized and produced by Public Knowledge, a Washington D.C.-based non-profit, consumer-advocacy group.

To learn more about our work, visit **PublicKnowledge.org**.

**WFUD on the web:**

Visit **wfud.info**.

**WiFi:**

WiFi Internet access will be available throughout the day at the event. We'll be announcing the SSID and password for the WiFi network during the conference and will have handouts available at the check-in table.

**For the latest updates on the event:**

Please follow **@wfud** on Twitter.

**Twitter hashtag:**

When tweeting about today's event, please use the hashtag **#WFUD**.

**Flickr tag:**

Please tag your WFUD Flickr photos with **WFUD**.

**After the event:**

Visit **wfud.info** for video interviews, recaps and other content from World's Fair Use Day. For information on WFUD 2012, stay tuned to **@wfud**.



**Public Knowledge**

**9:00am - 9:45am | On-Site Registration, Breakfast****9:45am - 10am | Welcome: Gigi B. Sohn, Public Knowledge**

Gigi B. Sohn is the president and co-founder of Public Knowledge, a Washington D.C.-based, non-profit consumer advocacy group that works to preserve the openness of the Internet and the public's access to knowledge, promotes creativity through balanced copyright and upholds and protects the rights of consumers to use innovative technology lawfully. To learn more about our work, visit [PublicKnowledge.org](http://PublicKnowledge.org).

**10am - 10:30am | Keynote: Maria Pallante**

Maria Pallante was appointed Acting Register of Copyrights for the United States effective January 1, 2011. She will serve on an interim basis until the next Register is named and assumes the duties of the position. Maria is on leave from the Office of the Librarian of Congress, where she has served as Senior Advisor to the Librarian since October 2010. She previously held two senior positions in the U.S. Copyright Office, serving as Associate Register (policy and international affairs) and Deputy General Counsel, respectively, from January 2007 to October 2010. From 1999-2007, Maria was intellectual property counsel and director of licensing for the worldwide Guggenheim Museums. Maria has chaired and served on numerous professional committees, has testified before Congress, and delivered numerous lectures and presentations in the United States and abroad.

**10:30am to 11:30am | Playing Fair: Remix in the Gaming Community**

When we talk about remix culture, all too often we focus exclusively on music and film. And yet, for years, remixing has thrived in the gaming community, sometimes encouraged and sometimes opposed by videogame developers and publishers. In this panel, we'll take a close look at videogame remixes of all types and the fans who create, curate and distribute them.

**Moderator: Josephine Dorado**

Josephine Dorado is a social entrepreneur, educator, interactive events producer and skydiver. In her work, she explores the extension of the performance environment with technology and the process of cultural exchange through creative interplay in virtual spaces. She was a Fulbright scholarship recipient and initiated the Kidz Connect program, which connects youth internationally via creative collaboration and theatrical performance in virtual worlds. Josephine also received a MacArthur Foundation award to co-found Fractor.org, which matches news with opportunities for activism. She currently teaches at the New School and is the live events producer for This Spartan Life, a talk show inside the video game Halo. Josephine's experience ranges from theater for at-risk children to technology and design, and brings perspectives on theater-inspired collaborative methodologies as well as the issues of working within a virtual context.

**David Lloyd (djpretzel)**

David W. Lloyd is a software engineer, musician, producer, and graphic designer residing in the Metro/DC area of the United States of America. Mr. Lloyd is the president and founder of OverClocked ReMix, an organization dedicated to the appreciation and preservation of video game music. He has popularized unofficial arrangements of this music by encouraging fans to submit mixes to the website he developed and maintains at <http://ocremix.org>. He has composed and produced numerous such arrangements himself, under the name of "djpretzel".

**Larry Oji**

Larry "Liontamer" Oji has been a judge at OverClocked ReMix since July 2004, having evaluated more than 3,000 submissions. Reporting to site founder David "djpretzel" Lloyd, Larry is responsible for primary submissions evaluations, informational database maintenance, community management and other otherwise sundry & unsexy tasks at OCR, becoming head submissions evaluator in June 2006. Oji worked through OC ReMix as assistant soundtrack director for the remixed soundtrack of Capcom's Super Street Fighter II Turbo HD Remix, developed by Backbone Entertainment. Larry currently resides in Atlanta, GA with The Lady, Paige.

**The Second Annual  
World's Fair Use Day  
January 13th, 2011**

**Jay Pavlina**

Jay Pavlina is an all-around creative-minded individual who dabbles in various art forms and has a great appreciation for comedy. He is mostly known for his popular flash game, Super Mario Bros. Crossover, but he's also an independent filmmaker and has made over 100 short films. Jay loves most of all to laugh and to make others laugh, and he likes to inspire people to enjoy their lives as much as possible. He's always working on something new and looks forward to sharing his next creation with you.

**11:30am - 12:30pm | Katz Rules Everything Around Me: Visual Art and Fair Use**

While remix culture is generally perceived as something "new," artists have been reusing, recontextualizing and riffing on existing works since before the dawn of the digital era. From Warhol's silk screens to Picasso's collages, countless visual artists have helped lay the groundwork for the video and audio remixer's of today. In this panel, we'll discuss the importance of fair use to the visual arts and will highlight the work of some of today's most promising young artists.

**Moderator: Ben Sisto**

Ben Sisto is an artist and event producer living in Brooklyn. His works range from monochrome paintings to posters, word games to Powerpoint-presentations - and have been exhibited at Harvard, Mass MoCA, Artists Space, Printed Matter,etc. Sisto has previously organized events for the likes of Susan Blackmore, Fugazi, Silver Apples, Miho Hatori, and Oneohtrix Point Never, and will be speaking at this years Art Basel, Miami.

**Lauren Cornell**

In her joint position as Executive Director of Rhizome and Adjunct Curator at the New Museum, Cornell tracks developments in contemporary art and emerging technology. She oversees and develops Rhizome's programs, all of which are support the creation, presentation and preservation of art engaged with technology. Cornell recently curated "Free," her first major exhibition for the New Museum, which opened in October 2010. At the New Museum, she has co-curated exhibitions including "The Generational: Younger Than Jesus"; the Museum's inaugural exhibition "Unmonumental"; and has also curated a solo show of works by Young-Hae Chang Heavy Industries. In addition to her curatorial work at the New Museum, Cornell organizes the monthly New Silent Series, featuring screenings, events and performances by emerging artists.

**Jon Rafman**

Jon Rafman is an artist, filmmaker, and essayist. He holds a B.A. in Philosophy and Literature from McGill University and a M.F.A. from the School of the Art Institute of Chicago. His work has gained international attention and has been exhibited at Fotofest Gallery in Houston, FutureEverything in Manchester, the Woodmill in London, Ars Electronica Festival in Linz, Future Gallery in Berlin, the Museum of Contemporary Art of Rome, and the New Museum in NYC. Rafman's "Nine Eyes of Google Street View" project has been featured in Modern Painter, Der Speigel,Wired, NPR, Libération, and Harper's Magazine.

**Joshua Caleb Weibley**

Joshua Caleb Weibley was born in 1986 in Peabody, Massachusetts and studied at the Cooper Union for the Advancement of Science and Art in New York. Since graduation, his work has been exhibited in a variety of venues in New York including Charlie Horse Gallery, The Elizabeth Foundation for the Arts, Art Production Fund, The Drawing Center and NP Contemporary Art Center (where he is scheduled to present an on-going project series in the coming months). Joshua Caleb Weibley lives and works on the east coast of America.

**Dan Lynch**

Dan studied architectural design at the California College of Arts and Crafts. Thereafter, he worked in architecture and became immersed in the arcane computer graphics programs of the 1980s that were used within the profession. He eventually put architecture aside and has been an art director since 1991. Dan is an avid photographer, but sees it as a means to an end. Before digital image editing, he would manipulate his photos any way he could. His work consists of digital montages and paintings that are printed on canvas, which are further painted to completion. Dan has been a satellite member of Negativland



**Public Knowledge**

since 1993. He has collaborated with them on the visual side of their work, including book cover art, package design, illustration, photography and creative brainstorming.

**12:30 - 1:30pm | Lunch**

A selection of lunch boxes, including vegetarian options, will be available.

**1:30pm - 2pm | Keynote: Aram Sinnreich**

Aram Sinnreich is an assistant professor at Rutgers University's School of Communication and Information, and the author of the recent book *Mashed Up: Music, Technology and the Rise of Configurable Culture*. He has written about music and technology for The New York Times, Billboard, and Wired, has testified as an expert witness in several cases including the Supreme Court file sharing suit MGM vs. Grokster, and has offered his expertise as an analyst and consultant to hundreds of companies, from major labels to fledgling startups, since 1997. He is also a working musician, playing bass and composing with bands and artists including Brave New Girl, Agent 99, and the late, great Ari-Up.

**2pm - 3pm | This is the Remix: Fair Use in Hip-Hop Culture**

Do free mixtapes translate into real sales? Are unsolicited remixes acts of infringement or free publicity? Does allowing fans to create their own music videos increase their engagement with the artist? DJ, activist and USC Doctoral student Kevin Driscoll asks our panel of artists, producers and academics whether fair use is integral not only to the art of hip-hop but to the business as well.

**Moderator: Kevin Driscoll**

Kevin Driscoll is a PhD student in the Annenberg School for Communication and Journalism at University of Southern California. His recent research addresses the historicization of internet protocols, the ethnographic experience of writing software, and the technical history of hip-hop mixtapes. Kevin is also a member of the Students for Free Culture board of directors.

**Larisa Mann (DJ Ripley)**

Larisa Kingston Mann is a legal anthropologist, public speaker and award-winning DJ. A PhD Candidate in Jurisprudence & Social Policy at Berkeley Law, she does ethnographic research on copyright law and local creative practices, focusing especially on Jamaica and the Jamaican diaspora. As DJ Ripley, she has also toured 19 countries across 9 continents over the past 14 years, also giving talks and workshops on law, technology, creativity and community, from Jackson, Mississippi to Ljubljana, Slovenia to Brisbane, Australia.

**Ashok Kondabolu, Himanshu Suri, Victor Vasquez (Das Racist)**

Das Racist is a NYC-based hip-hop trio. The band has cultivated a sizable following in underground hip-hop and indie-rock circles, on the strength of two critically-acclaimed mixtapes (both of which are available for free download on their website). They've been featured in The New Yorker, Pitchfork, Stereogum, Spin and countless other publications. The New York Times duly noted that "Das Racist's lack of piety has become an aesthetic of its own, with songs that are as much commentary on hip-hop as rigorous practice of it." Also, don't miss Das Racist live: tonight (1/13) at the Talking Head in Baltimore and tomorrow night (1/14) at the Rock and Roll Hotel in Washington D.C.!

**3 - 3:30 pm | Coffee Break**

Grab some coffee, chat with attendees and panelists and enjoy some of the interactive art pieces on display in the WFUD lobby.

**The Second Annual  
World's Fair Use Day  
January 13th, 2011**

**3:30 - 4pm | Keynote | DJ /rupture**

Jace Clayton is an interdisciplinary artist living in Brooklyn. His interests include music, technology usage in low-income communities, and public space, with an emphasis on Latin America, Africa, and the Arab world. Performing as DJ /rupture, Clayton has toured internationally, DJ'ed in a band with Norah Jones, done two John Peel Sessions, and was turntable soloist with the 80-member Barcelona Symphony Orchestra. Recent collaborators include guitarist Andy Moor (The Ex) and filmmaker Jem Cohen. He has lectured at Harvard University and other cultural/educational institutions in Europe and South America. Clayton's essays have appeared in The Washington Post, Abitare, and n+1, and he contributes regularly to Frieze and The Fader. He maintains a blog, Mudd Up!, and hosts a weekly radio show on WFMU, which is re-broadcast on several European stations.

**4pm - 5pm | I Did it for the Lulz: Fair Use and Internet Humor**

Internet humor is no joke--as iCanHasCheezburger and "The Bed Intruder Song" have demonstrated, soliciting laughs on the Internet can be a viable business model. But given the highly referential, parody-centric nature of Internet humor, seeking laughs often means repurposing existing content. In this panel, we'll discuss what happens when remix culture, copyright and business collide.

**Moderator: Tim Hwang**

Tim Hwang is an internet culture expert, legal hacker and law student at UC Berkeley. Tim co-founded/curated the legendary internet culture conference ROFLcon, The Awesome Foundation for the Arts and Sciences and The Web Ecology Project. He was formerly a researcher at The Berkman Center for Internet and Society at Harvard University.

**Ben Huh**

Ben Huh is the CEO and founder of Cheezburger Network. He's a former journalist turned dot com entrepreneur who has a knack for nailing the zeitgeist and has been credited with bringing Internet memes to the mainstream and popularizing Internet culture. The success of Cheezburger Network is attributed to Ben's knowledge of memes, viral content, and crowd sourcing. Ben graduated with a BSJ from Northwestern University's Medill School of Journalism.

**Kenyatta Cheese**

Kenyatta Cheese creates, studies and fosters media, culture, and technology. He creates projects that help decentralize media and understand culture. He became an early evangelist of online video and helped shape the aesthetics of online video with early web projects like BrowseTV, WiFiTV, and vogbrowser. In 2007, he co-created the web series and internet meme database Know Your Meme for the internet video content studio Rocketboom. Time Magazine selected Know Your Meme as one of their top websites of 2009. He also advises several NGOs in the arts and media technology and sits on the Advisory Board of the Eyebeam Center for Art and Technology.

**5pm - 7pm | Happy Hour Presented by Public Knowledge and the Cheezburger Network**

Enjoy drinks, mini "cheezburgers" and other light snacks in the lobby. Play around with interactive art pieces by Dan Lynch and Jon Rafman. Get a book signed by Cheezburger Network founder Ben Huh. And walk away with some sweet giveaways, courtesy of LOLMart.com.



**Public Knowledge**

# **WFUD 2011 is dedicated to the memory of W. Adam Thomas**

## **Special Thanks to:**

Maria Pallante  
Kevin Driscoll  
Ben Sisto  
Tim Hwang  
Jay Pavlina

## **WFUD staff:**

Event organizers: Mehan Jayasuriya,  
Katy Tasker, Whitney Tompkins

## **PK staff:**

PK President and Co-Founder: Gigi B. Sohn, John Bergmayer,  
Art Brodsky, Alex Curtis, Ben Doernberg, Ernesto Falcon, Harold Feld,  
Jodie Graham, Tim Ingerick, Andrew Lomeli, Brooke Rae-Hunter,  
Rashmi Rangnath, Sherwin Siy, Michael Weinberg

## **Logo and cover design:**

Neil Numberman | NeilNumberman.com

## **Program design:**

Latiffa Kerbal

## **Webstreaming by:**

Mazzo Reporting and Videography

Public Knowledge aims to keep events like World's Fair Use Day free and open to the public. But in order to do so, we need your support. Please visit **PublicKnowledge.org** or stop by the WFUD merchandise booth to learn how you can help support our work.

If you donate \$25 or more, you'll receive your choice of either a limited-edition WFUD poster or Public Knowledge T-shirt.

**The Second Annual  
World's Fair Use Day  
January 13th, 2011**

# Related Upcoming Events



## OPEN VIDEO CONFERENCE

will return! follow @openvideo  
and be the first to hear about the next OVC.



## Students for Free Culture Conference

February 19-20, 2011

<http://conference.freeculture.org/>

**...And stay tuned to @PublicKnowledge on Twitter for an announcement regarding Public Knowledge's 10th Anniversary IP3 Awards and Roast, taking place on October 13th, 2011!**



**Public Knowledge**

Page 7

# Thanks for attending... see you in 2012!

<http://wfud.info>



**Public Knowledge**

1818 N Street, NW Ste 410  
Washington, DC 20036

T 202.861.0020  
F 202.861.0040

pk@publicknowledge.org  
[www.publicknowledge.org](http://www.publicknowledge.org)