

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name Piper Rudnick LLP			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address 1200 19th Street, N.W. City Washington State/Zip (or Country) DC 20036			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name Ronald L. Plessner	Telephone (202) 861-3969	E-mail (optional) ron.plessner@piperrudnick.com	5. Senate ID # 76855-36
7. Client Name <input type="checkbox"/> Self Direct Marketing Association			6. House ID # 32113005

TYPE OF REPORT 8. Year 2003 Midyear (January 1-June 30) **OR** Year End (July 1-December 31)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report >> Termination Date _____ 11. No Lobbying Activities

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying activities for this reporting period were:
Less than \$10,000 <input type="checkbox"/>	Less than \$10,000 <input type="checkbox"/>
\$10,000 or more <input checked="" type="checkbox"/> >> \$ <u>\$200,000.00</u> Income (nearest \$20,000)	\$10,000 or more <input type="checkbox"/> >> \$ _____ Expenses (nearest \$20,000)
Provide a good faith estimate, rounded to the nearest \$20,000 of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	14. REPORTING METHOD. Check box to indicate the accounting method. See instructions for description of method.
	<input type="checkbox"/> Method A. Reporting amounts using LDA definition
	<input type="checkbox"/> Method B. Reporting amounts under section 6033 of the Internal Revenue Code
	<input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Signature _____ Date 2/14/2004

Printed Name and Title Ronald L. Plessner - Partner Page _____

Registrant Name: Piper Rudnick LLP

Client Name: Direct Marketing Association

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code CSP (one per page)

16. Specific Lobbying issues

**H.R.122 , Wireless Telephone Spam Protection Act,
H.R.1636 , Consumer Privacy Protection Act of 2003,
H.R.1933 , REDUCE Spam Act of 2003**

Restrict and Eliminate the Delivery of Unsolicited Commercial Electronic Mail or Spam Act of 2003,

H.R.2214 , Reduction in Distribution of Spam Act of 2003,

H.R.2515 , Anti-Spam Act of 2003,

H.R.2929 , Safeguard Against Privacy Invasions Act,

H.R.3161 , To ratify the authority of the Federal Trade Commission to establish a do-not-call registry.,

H.R.395 , Do-Not-Call Implementation Act,

S.1052 , Ban on Deceptive Unsolicited Bulk Electronic Mail Act of 2003,

17. House(s) of Congress and Federal agencies contacted

Check if None

**Department of Justice
House of Representatives
Senate**

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Bergman, Alisa M.	
Civdanes, Emilio W.	
Halpert, James J.	
Ingis, Stuart P.	
Kneuer, John M.R.	
Levy, Roger	
Pauley, Katharine A.	

19. Interest of each foreign entity in the specific issues listed on line 16 above

Check if None

Signature _____ Date 2/14/2004

Printed Name and Title Ronald L. Plessner - Partner Page _____

Registrant Name: Piper Rudnick LLP

Client Name: Direct Marketing Association

Item	Description	Data
16	Lobbying Issues	S.1231 , SPAM Act Stop Pornography and Abusive Marketing Act,
16	Lobbying Issues	S.1293 , Criminal Spam Act of 2003,
16	Lobbying Issues	S.153 , Identify Theft Penalty Enhancement Act,
16	Lobbying Issues	S.1652 , A bill to ratify the do-not-call registry provision of the Telemarketing Sales Rule, as amended by the Federal Trade Commission, effective March 31, 2003.,
16	Lobbying Issues	S.1654 , A bill to ratify the authority of the Federal Trade Commission to estab a do-not-call registry.,
16	Lobbying Issues	S.1655 , A bill to ratify the authority of the Federal Trade Commission to estab the do-not-call registry.,
16	Lobbying Issues	S.1661 , Telemarketing Intrusive Practices Act of 2003,
16	Lobbying Issues	S.563 , Computer Owners' Bill of Rights,
16	Lobbying Issues	S.877 , CAN-SPAM Act of 2003 Controlling the Assault of Non-Solicited Pornography and Marketing Act of 20
18a	Lobbyist Name	Phillips, Steven R.
18b	Covered Official Position	
18c	New Lobbyist	No
18a	Lobbyist Name	Plessner, Ronald L.
18b	Covered Official Position	
18c	New Lobbyist	No

Registrant Name: Piper Rudnick LLP

Client Name: Direct Marketing Association

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

- 15. General issue area code GOV (one per page)
- 16. Specific Lobbying issues
S.1234 , Federal Trade Commission Reauthorization Act of 2003,

- 17. House(s) of Congress and Federal agencies contacted Check if None
House of Representatives
Senate

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Ingis, Stuart P.	
Pauley, Katharine A.	
Plessner, Ronald L.	

- 19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature _____ Date 2/14/2004

Printed Name and Title Ronald L. Plessner - Partner Page _____

Registrant Name: Piper Rudnick LLP

Client Name: Direct Marketing Association

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different from line 20)

City _____ State/Zip (or Country) _____

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client
Kneuer, John M.R.

ISSUE UPDATE

24. General lobbying issues previously reported that **no longer** pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal Place of Business (city and state or country)

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities	C

28. Name of each previously reported foreign entity that **no longer** owns, or controls, or is affiliated with the registrant or affiliated organization

Signature  Date 2/14/2004

Printed Name and Title Ronald L. Plesser - Partner Pag