

Staff of the House of Representatives
Legislative Resource Center
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Washington, DC 20515

Secretary of the Senate
Office of Public Records
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Washington, DC 20510

SECRETARY OF THE SENATE

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LOBBYING REPORT

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

1. Registrant Name DLA Piper Rudnick Gray Cary US 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 John H. Zentay	Telephone (202) 861-6449	E-mail (optional) john.zentay@dlapiper.com	5. Senate ID # 76855-36
7. Client Name <input type="checkbox"/> Self Direct Marketing Association			6. House ID # 32113005

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TYPE OF REPORT 8. Year 2005 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

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13	
12. Lobbying Firms INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input checked="" type="checkbox"/> >> \$ <u>\$120,000.00</u> Income (nearest \$20,000)	13. Organizations EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input type="checkbox"/> \$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 reporting accounting method. See instructions for description of options: <input type="checkbox"/> Method A. Reporting amounts using LDA definitions <input type="checkbox"/> Method B. Reporting amounts under section 6033(b) of the Internal Revenue Code <input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Signature _____ Date 8/14/2005

Name: DLA Piper Rudnick Gray Cary US 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.1069, Notification of Risk to Personal Data Act,

H.R.1080, Information Protection and Security Act,

H.R.1263, Consumer Privacy Protection Act of 2005,

H.R.29, Securely Protect Yourself Against Cyber Trespass Act

SPY ACT,

H.R.3140, To expand the protections for sensitive personal information in Federal law to cover the information and sharing practices of unregulated information brokers, to enhance information security requirements for con reporting agencies and info,

H.R.744, Internet Spyware (I-SPY) Prevention Act of 2005,

S.1004, Enhanced Consumer Protection Against Spyware Act of 2005,

S.115, Notification of Risk to Personal Data Act,

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

Check if None

Federal Trade Commission

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.	
Civitanes, Emilio W.	
Halpert, James J.	
Ingis, Stuart P.	
Pauley, Katharine A.	
Phillips, Steven R.	

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

Check if None

Signature _____

Date 8/14/2005

Name: DLA Piper Rudnick Gray Cary US LLP

Client Name: Direct Marketing Association

Item	Description	Data
16	Lobbying Issues	S.116, Privacy Act of 2005,
16	Lobbying Issues	S.1216, Financial Privacy Breach Notification Act of 2005,
16	Lobbying Issues	S.1326, Notification of Risk to Personal Data Act,
16	Lobbying Issues	S.1332, A bill to prevent and mitigate identity theft; to ensure privacy; and to enhance criminal penalties, law enforcement assistance, and other protections against security breaches, fraudulent access, and misuse of personally identifiable information,
16	Lobbying Issues	S.1336, A bill to establish procedures for the protection of consumers from misuse of, and unauthorized access to, sensitive personal information contained in private information files maintained by commercial entities engaged in, or affecting, interstate commerce,
16	Lobbying Issues	S.500, Information Protection and Security Act,
16	Lobbying Issues	S.687, Software Principles Yielding Better Levels of Consumer Knowledge Act SPY BLOCK Act,
16	Lobbying Issues	S.714, Junk Fax Prevention Act of 2005,
16	Lobbying Issues	S.751, Notification of Risk to Personal Data Act,
16	Lobbying Issues	S.768, Comprehensive Identity Theft Prevention Act,
16	Lobbying Issues	House Energy and Commerce Committee Draft on Data Security and Security Breach Notification.
		Castle-Pryce draft of Data Security Bill.
		Smith Draft Security Breach Bill.

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Name: DLA Piper Rudnick Gray Cary US 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
Civdanes, Emilio W.

ISSUE UPDATE

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

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

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Name	Address	Principal Place of Busine (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	Owr in

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

Signature  Date 8/14/2005

