

## 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. Address:

1200 19TH STREET, N.W. SUITE 700, WASHINGTON, DC 20036

3. Principal place of business (if different from line 2):

Country: City: State/Zip(or Country):

4. Contact Name: JOHN ZENTAY

Telephone: (202) 861-6449

E-mail (optional): john.zentay@dlapiper.com

Senate ID #: 76855-36

House ID #: 32113005

7. Client Name:  Self

**DIRECT MARKETING ASSOCIATION**

### TYPE OF REPORT

8. Year 2006 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: Jun 20, 2006 11. No Lobbying Activity:

### 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:

\$10,000 or more:  => Income (nearest \$20,000): 160,000.00

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).

#### 13. Organizations

**EXPENSES** relating to lobbying activities for this reporting period were:

Less than \$10,000:

\$10,000 or more:  => Expenses (nearest \$20,000): \_\_\_\_\_

#### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

**Method A.** Reporting amounts using LDA definitions only

**Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

**Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant 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. 1090, 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 protection for sensitive personal information in Federal law to cover the information collection and sharing practices of unregulated information brokers, to enhance information security requirements for consumer reporting agencies and information; H.R. 3374, Consumer Notification and Financial Data Protection Act of 2005; H.R. 3375, Financial Data Security Act of 2005; H.R. 3501, Consumer Access Rights Defense Act (CARD) of 2005; H.R. 3997, Financial Data Protection Act of 2005; H.R. 4127, Data Accountability and Trust Act (DATA); S. 115, Notification of Risk to Personal Data Act; S. 116, Privacy Act of 2005; S. 1004, Enhanced Consumer Protection Against Spyware Act of 2005; S. 1216, Financial Privacy Breach Notification Act of 2005; S. 1326, Notification of Risk to Personal Data Act; 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; 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; S. 1408, Identity Theft Protection Act; S. 1461, Consumer Identity Protection and Security Act; S. 1594, Financial Privacy Protection Act of 2005; S. 1608, Undertaking Spam, Spyware, and Fraud Enforcement with Enforcers beyond Borders Act of 2005 (US SAFE WEB Act of 2005); S. 1789, Personal Data Privacy and Security Act of 2005; S. 500, Information Protection and Security Act; S. 687, Software Principles Yielding Better Level of Consumer Knowledge Act (SPY BLOCK Act); S. 714, Junk Fax Prevention Act of 2005; S. 751, Notification of Risk to Personal Data Act; S. 768, Comprehensive Identity Theft Prevention Act; H.R. 5252, Communications Opportunity, Promotion and Enhancement Act of 2006; H.R. 4709, Law Enforcement and Phone Privacy Protection Act of 2006; H.R. 4943, Prevention of Fraudulent Access to Phone Records Act; S. 2178, Consumer Telephone Records Protection Act of 2006; H.R. 5126, Truth in Caller ID Act of 2006; H.R. 5318, Cyber-Security Enhancement and Consumer Data Protection Act of 2006; S. 3568, Data Security Act of 2006; H.R. 5319, Deleting Online Predators Act of 2006

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

Federal Trade Commission  
US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: BERGMAN, ALISA  
Covered Official Position (if applicable):  
Name: HALPERT, JAMES  
Covered Official Position (if applicable):  
Name: INGIS, STUART  
Covered Official Position (if applicable):  
Name: PAULEY, KATHERINE  
Covered Official Position (if applicable):  
Name: RAYMOND, JOSHUA  
Covered Official Position (if applicable):

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

Signature: ON FILE Date: Aug 11, 2006

Printed Name and Title: William Minor, Partner -