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## LOBBYING REPORT

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

1. Registrant Name <b>DLA Piper Rudnick Gray Cary US LLP</b>			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address <b>1200 19th Street, N.W.</b> City <b>Washington</b> State/Zip (or Country) <b>DC 20036</b>			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name <b>John H. Zentay</b>	Telephone <b>(202) 861-6449</b>	E-mail (optional) <b>john.zentay@dlapiper.com</b>	5. Senate ID # <b>76855-36</b>
7. Client Name <input type="checkbox"/> Self <b>Direct Marketing Association</b>			6. House ID # <b>32113005</b>

**TYPE OF REPORT** 8. Year 2004 Midyear (January 1-June 30)  OR Year End (July 1-Dec

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	13. Organizations
<p><b>INCOME</b> relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> &gt;&gt; \$ <u>\$60,000.00</u> Income (nearest \$20,000)</p> <p>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).</p>	<p><b>EXPENSES</b> relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> &gt;&gt; \$ _____ Expenses (nearest \$20,000)</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate accounting method. See instructions for description of</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definition</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033 of the Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title **John H. Zentay - Partner** \_\_\_\_\_ Pa

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.1636 , Consumer Privacy Protection Act of 2003,
- H.R.1766, National Uniform Privacy Standards Act of 2003,
- H.R.2617, Consumer Identity and Information Security Act of 2003,
- H.R.2633, Identity Theft Protection and Information Blackout Act of 2003,
- H.R.2929 , Safeguard Against Privacy Invasions Act,
- H.R.4255, Computer Software Privacy and Control Act,
- H.R.4600, Junk Fax Prevention Act of 2004,
- H.R.4661, Internet Spyware (I-SPY) Prevention Act of 2004,
- S.1581, Identity Theft Victims Assistance Act of 2003,
- S.2145, SPY BLOCK Act,
- S.2160, Children's Listbroker Privacy 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)
<b>Bergman, Alisa M.</b>	
<b>Halpert, James J.</b>	
<b>Ingis, Stuart P.</b>	
<b>Pauley, Katharine A.</b>	
<b>Plessner, Ronald L.</b>	

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title **John H. Zentay - Partner** \_\_\_\_\_ Pa

Registrant Name: DLA Piper Rudnick Gray Cary US LLPClient Name: Direct Marketing Association

Item	Description	Data
16	Lobbying Issues	S.2569, Junk Fax Prevention Act of 2004,
16	Lobbying Issues	S.2603, Junk Fax Prevention Act of 2004,
16	Lobbying Issues	S.563 , Computer Owners' Bill of Rights,
16	Lobbying Issues	Implementation of anti-span law.



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 GOV (one per page)
- 16. Specific Lobbying issues  
**H.R.3143, International Consumer Protection Act of 2003,  
 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)
<b>Ingis, Stuart P.</b>	
<b>Pauley, Katharine A.</b>	
<b>Plessner, Ronald L.</b>	

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title **John H. Zentay - Partner** \_\_\_\_\_ Page



Registrant 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  
**Plessner, Ronald L.**

**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 Bus (city and state or cour


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

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

Signature  Date \_\_\_\_\_

Printed Name and Title **John H. Zentay - Partner** Page \_\_\_\_\_