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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 Marbury Rudnick & Wolfe			
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. Plesser	Telephone (202) 861-3969	E-mail (optional) ron.plesser@piperrudnick.com	5. Senate ID # 31587-24
7. Client Name <input type="checkbox"/> Self Direct Marketing Association	6. House ID # 32113005		

TYPE OF REPORT 8. Year 2000 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 Activity

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13	
<p>12. Lobbying Firms</p> <p>INCOME 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"/> >> \$ <u>\$120,000.00</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>13. Organizations</p> <p>EXPENSES 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"/> >> \$ _____ Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(5) of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature _____ Date 2/14/01

Printed Name and Title Ronald L. Plesser - Partner

Page 1 of 6

Registrant Name: Piper Marbury Rudnick & Wolfe

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 CPI (one per page)

16. Specific Lobbying issues
H.R.1685, Internet Growth and Development Act of 1999,
H.R.1686, Internet Freedom Act,
H.R.1910, E-Mail User Protection Act,
H.R.2162, Can Spam Act,
H.R.3113, Unsolicited Electronic Mail Act of 1999,
H.R.4049, Privacy Commission Act,
S.2063, Secure Online Communication Enforcement Act of 2000,
S.2448, Internet Integrity and Critical Infrastructure Protection Act of 2000,
S.2542, Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2000,
S.2606, Consumer Privacy Protection Act,
S.759, Inbox Privacy Act of 1999,

17. House(s) of Congress and Federal agencies contacted Check if None
Executive Office of the President
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)	New
Bergman, Alisa M.		No
Cividanes, Emilio W.		No
Halpert, James J.		No
Ingis, Stuart P.		No
Pauley, Katharine A.		No
Plesser, Ronald L.		No

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

Signature _____ Date 2/14/01

Printed Name and Title Ronald L. Plesser - Partner Page 2 of 6

Registrant Name: Piper Marbury Rudnick & Wolfe

Client Name: Direct Marketing Association

Item	Description	Data
16	Lobbying Issues	S.809, Online Privacy Protection Act of 1999,
16	Lobbying Issues	Children's Online Privacy Protection Act Rulemaking
16	Lobbying Issues	Industry self-regulatory initiatives to protect consumer privacy

Registrant Name: Piper Marbury Rudnick & Wolfe

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.2915, Student Privacy Protection Act,
- H.R.3113, Unsolicited Electronic Mail Act of 1999,
- H.R.4475, Department of Transportation and Related Agencies Appropriations Act, 2001 (Public Print),
- H.R.4857, Social Security Number Privacy and Identity Theft Prevention Act of 2000,
- S.187, Financial Information Privacy Act of 1999,
- S.1908, Student Privacy Protection Act,
- S.1948, Intellectual Property and Communications Omnibus Reform Act of 1999,
- S.2360, Freedom From Behavioral Profiling Act of 2000,
- S.2542, Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2000,

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

Department of Commerce
Executive Office of the President
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)	New
Bergman, Alisa M.		No
Civdanes, Emilio W.		No
Halpert, James J.		No
Ingis, Stuart P.		No
Pauley, Katharine A.		No
Plessner, Ronald L.		No

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

Signature _____ Date 2/14/01

Printed Name and Title Ronald L. Plessner - Partner Page 4 of 6

Registrant Name: Piper Marbury Rudwick & Wolfe

Client Name: Direct Marketing Association

Item	Description	Data
16	Lobbying Issues	Draft International Safe Harbor Privacy Principles Network Advertising Self-Regulation Initiative Implementation of Gramm-Leach-Bliley Act

Registrant Name: Piper Marbury Rudnick & Wolfe

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 EDU (one per page)

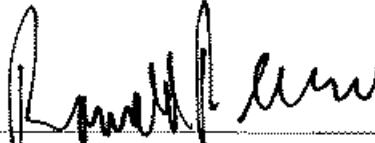
16. Specific Lobbying issues
H.R.2915, Student Privacy Protection Act,
S.1908, Student Privacy Protection Act,
Commercialism in schools

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)	New
<u>Halpert, James J.</u>		<u>No</u>

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

Signature  Date 2/14/01

Printed Name and Title Ronald L. Plesser - Partner Page 6 of 6