

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 REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration 1. Effective Date of Registration 1/01/2006
 2. House Identification Number 37382 Senate Identification Number 293415

REGISTRANT

3. Registrant name Alliance for American Advertising
 Address 555 12th Street, NW, Suite 710
 City Washington State DC Zip 20004 US
 4. Principal place of business (if different than line 3)
 City _____ State _____ Zip _____
 5. Telephone number and contact name
202-638-1101 Contact Ms. Karen Blitz E-mail kgb@davidsondc.com
 6. General description of registrant's business or activities
non profit organization to promote fair advertising

CLIENT A Lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10. Self

7. Client name National Restaurant Association
 Address 1200 17th Street, NW
 City Washington State DC Zip 20036 US
 8. Principal place of business (if different than line 7)
 City _____ State _____ Zip _____
 9. General description of client's business or activities
trade association representing national restaurants

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first becoming a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name	Covered Official Position (if applicable)
James Davidson	

1000182377



Registrant Name Alliance for American Advertising

Client Name National Restaurant Association

LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, pa

ADV

12. Specific lobbying issues (current and anticipated)

to promote fair advertising through legislation

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semiannual period and in whole or in major part plans supervises or controls the registrant's lobbying activities?



No ⇒ Go to line 14.



Yes ⇒

Complete the rest of this section for each entity matching criteria above, then proceed to line 14.

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

FOREIGN ENTITIES

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; **OR**
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes acti the client or any organization identified on line 13; **OR**
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of lobbying activity?



No ⇒ Sign and date the registration.



Yes ⇒

Complete the rest of this section for each entity matching the criteria above, then sign and date t registration.

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ow per in



Edit Form >

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Senate Password

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Signature Karen Blitz

Digitally signed by Karen Blitz
DN: CN = Karen Blitz, C = US, O = DST Access Unaffiliated Individual
Reason: I attest to the accuracy and integrity of this document
Date: 2006.02.02 12:19:29 -0500

Date 2/2/2006

Printed Name and Title Karen Blitz, Director

0000182378

