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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

05 AUG 24 AM 10: 58

**LOBBYING REPORT**

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

1. Registrant name  Entertainment Software Association (ESA)			
2. Address <input checked="" type="checkbox"/> Check if different than previously reported  575 7th St., NW Ste. 300  Washington DC 20004 US			
3. Principal place of business (if different than line 2)  City State/Zip or Country			
4a. Contact Name  Mr. Edward Desmond	b. Telephone number  202-223-2400	c. E-mail  ed@thesa.com	5. Senate ID #  19571
7. Client Name <input checked="" type="checkbox"/> Self  Entertainment Software Association (ESA)			6. House ID #  3353500

**TYPE OF REPORT** 8. Year 2005 Midyear (January 1-June 30) ☒ OR Year End (July 1-December)

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 Acti

**INCOME OR EXPENSES - Complete Either Line 12 OR Line 13**

<p><b>12. Lobbying Firms</b></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 type="checkbox"/> ⇨ \$ _____</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>13. Organizations</b></p> <p>EXPENSES relating to lobbying activities for this reporting were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>1,032,300</u></p> <p><b>14. REPORTING METHOD.</b> Check box to indicate expense accounting method. See instructions for description of options</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definitions on</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 6033(b)(8) Internal Revenue Code</p> <p><input checked="" type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162(e) of the Internal Revenue Code</p>
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Signature Edward M. Desmond Date 8/15/05 Edit >

Printed Name and Title Edward M. Desmond, V.P., Congressional Relations

0000450567



Registrant Name Entertainment Software Association (ESA)

Client Name Entertainment Software Association

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code CPT - Copyright/Patent/Trademark (one per page)

16. Specific lobbying issues

Anti-piracy	
Copyright Act	
Digital Millenium Copyright Act (DMCA)	
P2P file sharing	
Fair Use	Technology Mandates
First Sale	Anti-Circumvention

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

House and Senate	White House
US Copyright Office	USTR
US Customs	
PTO	
Depts of Commerce and Justice	

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

Name			Covered Official Position (if applicable)
Doug	Lowenstein	Mr.	
Ric	Hirsch	Mr.	
Edward	Desmond	Mr.	
Debbie	Rose	Ms.	
Stevan	Mitchell	Mr.	
Maria Lui	Simpson	Ms.	
David	Horrigan	Mr.	
Dan	Turton	Mr.	
Mike	Bates	Mr.	

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

Signature

*Edward M. Desmond*

Date

*8/15/05*

Printed Name and Title **Edward M. Desmond, V.P., Congressional Relations**



Registrant Name Entertainment Software Association (ESA)

Client Name Entertainment Software Association

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code CON - Constitution (one per page)

16. Specific lobbying issues

Media violence/First Amendment protection  
Entertainment industry ratings systems  
V-chip and parental control technology  
Content/video game sale regulation  
Retailer enforcement of ratings system

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

House and Senate  
Federal Trade Commission  
Federal Communications Commission

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

Name			Covered Official Position (if applicable)
Doug	Lowenstein	Mr.	
Ed	Desmond	Mr.	
Debbie	Rose	Ms.	
Jennifer	Passey	Ms.	
Dan	Turton	Mr.	
Mike	Bates	Mr.	
Larry	Harlow	Mr.	
Rich	Tarplin	Mr.	

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

Printed Name and Title **Edward M. Desmond, V.P., Congressional Relations**



Registrant Name Entertainment Software Association (ESA) Client Name Entertainment Software Association

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code CSP - Consumer Issues/Safety/Protection (one per page)

16. Specific lobbying issues

Internet privacy

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

House and Senate  
Federal Trade Commission

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

Name			Covered Official Position (if applicable)
Edward	Desmond	Mr.	
Debbie	Rose	Ms.	

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





Registrant Name Entertainment Software Association (ESA) Client Name Entertainment Software Association

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code GAM - Gaming/Gambling/Casino (one per page)

16. Specific lobbying issues

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

House and Senate
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18. Name of each individual who acted as a lobbyist in this issue area

Name			Covered Official Position (if applicable)
Edward	Desmond	Mr.	
Debbie	Rose	Ms.	

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



Registrant Name Entertainment Software Association (ESA) Client Name Entertainment Software Association

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code TRD - Trade (Domestic & Foreign) (one per page)

16. Specific lobbying issues

Free Trade Agreements  
Special 301 Designated Countries

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

House and Senate  
U.S. Copyright Office  
Depts of Treasury, Commerce, State and Justice  
US Customs, USTR, PTO, FBI, NSC

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

Name			Covered Official Position (if applicable)
Stevan	Mitchell	Mr.	
Maria Lui	Simpson	Ms.	
Edward	Desmond	Mr.	
Debbie	Rose	Ms.	
David	Horrigan	Mr.	
John	Kelliher	Mr.	

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

Printed Name and Title Edward M. Desmond, V.P., Congressional Relations



Client Name Entertainment Software Association

18. Name of each individual who acted as a lobbyist in this issue area (continued from previous page)

[illegible]

Add a page to continue adding lobbyists for th

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Registrant Name Entertainment Software Association (ESA) Client Name Entertainment Software Association

**Information Update Page - Complete ONLY where registration information has changed.**

20. Client new address

21. Client new principal place of business (if different than line 20)

City

State/Zip

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

David

Horrigan

Mr.

**ISSUE UPDATE**

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

**AFFILIATED ORGANIZATIONS**

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (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	Own perce client

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

Signature

*Edward M. Desmond*

Date

*8/15/05*

Printed Name and Title Edward M. Desmond, V.P., Congressional Relations

