

Summer 8-2007

State of Play V: Building the Global Metaverse

Institute for Information Law and Policy

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AUGUST 19-22, 2007



STATE OF PLAY V

building the
global metaverse

Welcome to the *State of Play* conference

Presented by **Institute for Information Law and Policy
New York Law School**

**The Berkman Center for Internet & Society
Harvard Law School**

Nanyang Technological University

Trinity University

**Information Society Project
Yale Law School**

August 19-22, 2007

at

Marina Mandarin Hotel

6 Raffles Boulevard

Marina Square

Singapore 039594

State of Play V Conference Sponsors



About the Conference

State of Play V: Building the Global Metaverse will be held August 19–22, 2007 in Singapore.

Organized by New York Law School in collaboration with Harvard Law School, Yale Law School, Trinity University, and Nanyang Technological University in Singapore, this pioneering global conference on virtual worlds invites experts across disciplines to discuss the future of cyberspace and the impact of these new immersive, social online environments on education, law, politics, and society. This is the fifth State of Play conference to convene lawyers, entrepreneurs, technologists, and social scientists to examine virtual worlds, and the first such conference in Asia.

Whether they take the form of games, social spaces, or educational environments, virtual worlds are now truly global in scope. The popularity of virtual worlds in Asia is phenomenal. From Thailand and Malaysia to Indonesia and the Philippines, the Asia Pacific region's online gaming market generated approximately \$1.4 billion in annual revenues last year—a figure that is expected to reach \$3.6 billion by the end of the decade. Much of this growth will be propelled by 180 million (and growing) Chinese Internet users.

China is just part of the story. Korea is an epicenter of innovation. For example, Cyworld, a South Korean Web community site, boasts one-third of the country's population as its residents. India is already the region's third largest market for online games, and participation in virtual worlds is sure to follow there as in other developing economies. Singapore, our host country, is positioning itself to be a powerhouse in the virtual world and game industry.

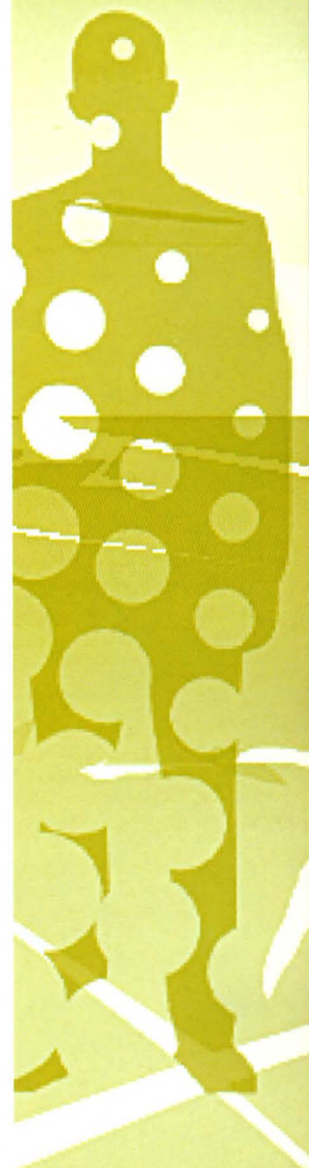
Yet the conversation about virtual worlds is dominated by Western voices. While there are tradeshows for the video game industry in Asia, most discussions of virtual world research have been located exclusively in the West to the exclusion of meaningful international participation. There are significant negative consequences to the lack of global dialogue about virtual worlds. The absence of cross-cultural dialogue means that virtual worlds are being set up and run without sensitivity to diverse cultural, legal, and social norms.

This lack of cross-cultural understanding does not just harm industry; it also manifests itself in the social tensions emerging online. Two years ago, close to 10,000 Chinese players rioted within *The Fantasy of the Journey West* to protest the presence of what they thought was Japan's national flag. And players of *Lineage II* have been known to team up to slaughter game characters perceived to be "Chinese gold farmers," professional gamers who play for profit. Meanwhile, thousands of Chinese players complain that Western gamers in *World of Warcraft* practice racial profiling, excluding Chinese players from social groups based on language skills and recognizably Chinese surnames.

In this era of global virtual worlds, differences in legal approaches to free speech, privacy, and intellectual property across cultures also need to be navigated. Companies of one nationality operate virtual worlds with servers located in another country and subscribers residing in a third. These spaces do not respect national boundaries nor should they. We are excited by the possibilities of enhancing cross-cultural interaction and understanding, and this requires that we provide guidance to politicians, courts, and legislatures about approaches to virtual worlds. With the trade of virtual assets and currencies across national borders, we need to develop regulatory approaches that understand global technology while respecting local values.

These virtual worlds are crucial building blocks of global civil society. As such, they promise to improve cooperation across national borders. Solutions to the cross-cultural growing pains of this new medium require a sincere commitment to transnational dialogue.

Whether you are a virtual world designer, entrepreneur, lawyer, researcher or enthusiast, join us for this important and vibrant conversation about the future of the global metaverse.



Welcome to Singapore

New York Law School:

Professor Dan Hunter, Conference Chair
Professor Beth Noveck, Conference Founder
Elizabeth Reilly, Conference Coordinator
Yeen C. Tham, Conference Coordinator

Trinity University:

Professor Aaron Delwiche, Conference Chair

Nanyang Technological University:

Professor Peng Hwa Ang
Professor Harry Tan

Harvard University:

Professor Charles Nesson
Catherine Bracy

Yale Law School:

Eddan Katz
Caitlin Hall

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Unless otherwise noted, all events will be held at the Marina Mandarin Hotel, Singapore.

Sunday, August 19

Arrival and Welcome Day

4:30 p.m.–8:30 p.m.

Registration

7:00 p.m.–9:00 p.m.

Welcome Dinner, Vanda Ballroom

An informal welcome to the conference, exploring the themes that we will be discussing, catching up with old and new friends, and enjoying the delightful dining experience that is Singapore.

With surprise entertainment.

Monday, August 20

Conference Day 1

9:00 a.m.–9:15 a.m.

Conference Welcome and Opening

9:15 a.m.–10:45 a.m.

Building Businesses in Virtual Worlds

Virtual world builders now encourage third parties to develop content inside their worlds, giving rise to businesses emerging inside virtual worlds. This panel will explore the nature of these businesses, and look at how entrepreneurs create businesses within virtual worlds, the impact on virtual world platform operators, and the potential business models for businesses inside the virtual worlds.

Moderator:

Mark Wallace, 3pointD (USA)

Speakers:

Ken Brady, Centric (USA, China, Japan)

Guntram Graef, Co-founder, Anshe Chung Studios, Ltd. (China)

Jeffrey Paffendorf, Electric Sheep (USA)

Mandy Salomon, Swinburne University (Australia)

Ted Tagami, Millions of Us (USA)

Bret Treasure, Inside This World (Australia)

10:45 a.m.–11:00 a.m.

Coffee Break

11:00 a.m.–12:30 p.m.

Regulating Virtual Worlds

Legal experts will explore how controversies related to intellectual property, real-money transfer, gaming as political speech, time-limit addiction laws, and the policing of Internet cafes play out throughout the region. They will also draw our attention to culturally variable assumptions that underpin analytical approaches to these issues.

Moderator:

Herbert Burkert, St. Gallen University (Switzerland)

Speakers:

Charles Lim Aeng Chang, Singapore Attorney General's Chambers (Singapore)

Joshua Fairfield, Indiana University School of Law (USA)

James Grimmelmann, New York Law School (USA)

David Post, Temple Law School (USA)

Anil Samtani, Nanyang Technological University (Singapore)

12:30 p.m.–2:00 p.m.

Lunch

2:00 p.m.–3:30 p.m.

Education, Kids, and Teens in Virtual Worlds

There has been an explosion of interest in the use of virtual worlds in education. This panel will examine what works and what doesn't work, and will present some ideas for the effective use of online spaces for student learning. It will also ask examine how children and teens interact within virtual worlds, and what this teaches us about building kid-and-teen-friendly environments for learning and playing.

Moderator:

Betsy Book, Makena Technologies (USA)

Speakers:

Angeline Khoo, National Institute of Education (Singapore)

Karl Wolfgang Mueller-Wittig, Nanyang Technological University (Singapore)

Doug Thomas, USC-Annenberg (USA)

Connie Yowell, MacArthur Foundation (USA)

3:30 p.m.–3:45 p.m.

Coffee Break

3:45 p.m.–5:15 p.m.

Connecting East and West

Experts explore variations in playing styles, the influence of game mechanics on cross-cultural cooperation, the challenge of intercultural communication, and outcomes of forced localization. This panel will also explore issues of society, governance, and virtual worlds as a vehicle for people-to-people diplomacy.

Moderator:

Allen Varney, The Escapist (USA)

Speakers:

Cecil Eng Huang Chua, Nanyang Technical University (Singapore)

Joshua Fouts, USC Center for Public Diplomacy (USA)

Marko Skoric, Nanyang Technological University (Singapore)

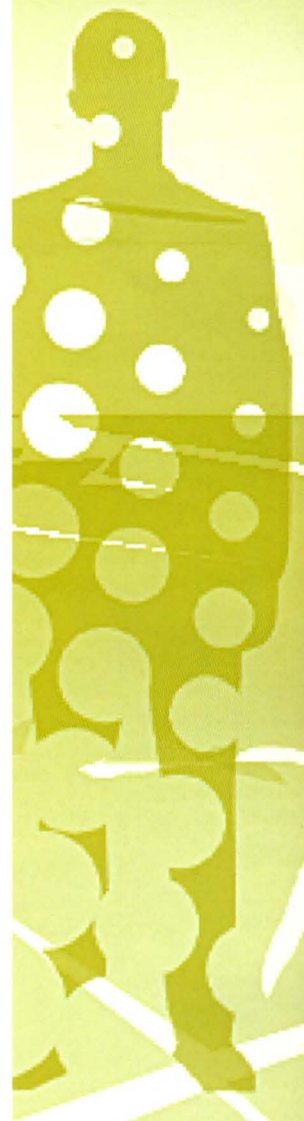
Judge Unggi Yoon, Suwon District Court (Korea)

7:00 p.m.–9:00 p.m.

Gala Dinner: Learning and Imagination, Singapore Zoo and Night Safari

John Seely Brown (Chief of Confusion and co-author of *The Social Life of Information*; former Chief Scientist, Xerox; and Director, Xerox PARC Research Center) discusses "Learning and Imagination" with Doug Thomas (USC-Annenberg). Transportation to the night safari from the hotel will be provided.

schedule



Tuesday, August 21

Conference Day 2

9:00 a.m.–9:15 a.m.

Welcome Back and Review

9:15 a.m.–10:45 a.m.

Understanding Virtual World Inhabitants

As the virtual world landscape matures, industry and academic researchers are developing systematic methods of measuring user behaviors and understanding resident attitudes. This panel explores the value of quantitative and qualitative approaches to such investigations.

Moderator:

Harry S.K. Tan, Nanyang Business School (Singapore)

Speakers:

Jennifer Henderson, Trinity University (USA)

Aleks Krotoski, University of Surrey (UK)

Ian Lamont, Computerworld/Harvard University (USA)

Thomas Malaby, University of Wisconsin Milwaukee (USA)

10:45 a.m.–11:00 a.m.

Coffee Break

11:00 a.m.–12:30 p.m.

Space, Place, and Culture Inside Virtual Worlds

The panel will discuss issues related to the relationship between space and place, and how or if these relationships translate from physical to virtual worlds. The discussion is intended to cover issues ranging from how we can recreate a sense of place within virtual environments, to how this sense of place impacts people's different engagements with one another and affects their conduct and activities in particular spaces and territories.

Moderator:

Yehuda Kalay, UC Berkeley (USA)

Speakers:

Erik Champion, University of Queensland (Australia)

Kevin Collins, Indiana University School of Law (USA)

Yee Fen Lim, CAPTEL, Nanyang Technological University (Singapore)

Jeff Malpas, University of Tasmania (Australia)

12:30 p.m.–2:00 p.m.

Lunch

2:00 p.m.–3:30 p.m.

The Wealth of Virtual Nations

The treatment of virtual property by some Asian courts has diverged markedly from the stance taken in the West. Far from treating virtual artifacts as the intellectual property of the game developer, several Asian courts recognize the rights of players. This panel examines the current practices of wealth creation in MMOGs. It looks at the law on intellectual property and virtual property in a comparative perspective, and examines the recent

developments in various countries. What are the rights and responsibilities of platform owners and operators, of players, and of citizens in these new online societies?

Moderator:

Gregory Boyd Esq. (USA)

Speakers:

Nick Abrahams, Deacons, Media and Telecommunications Group (Australia)

M. Scott Boone, Appalachian School of Law (USA)

Roxanne Christ, Latham and Watkins (USA)

Andrew Zaffron, Sony Online Entertainment (USA)

3:30 p.m.–3:45 p.m.

Coffee Break

3:45 p.m.–5:15 p.m.

Building Virtual Worlds

This panel will focus on the issues for developing virtual worlds and MMOGs. A lot has changed now that virtual worlds are going mainstream, and various technical and management issues have to be addressed. This panel of experts will examine some of the problems that they have faced as a consequence of success.

Moderator:

Christopher V. Sherman, Show Initiative, LLC (USA)

Speakers:

Richard Bartle, Essex University (UK)

Kjartan Emilsson, CCP Games (Iceland)

Jean Miller, Linden Lab (USA)

Mike Wilson, Makena Technologies (USA)

Hui Xu, HiPiHi (China)

5:15 p.m.

Conference Close

7:00 p.m.–9:00 p.m.

Networking Event and Get Together

Wednesday, August 22

Workshop Day

Workshops are smaller, more conversational working sessions with a maximum of 50 participants in each.

9:30 a.m.–12:30 p.m.

Morning Session (Choose one of the following:)

1. Educational Applications of Virtual Worlds

Host: Berkman Center for Internet and Society, Harvard Law School

Some theorists argue that games are great environments for learning, but terrible tools for teaching. Is it true that we are still struggling to incorporate games and virtual worlds in the classroom in meaningful ways? Organized by the Berkman Center for Internet and Society, this workshop convenes leading game

designers and educators together to examine the ways that games and virtual worlds are already shaping the learning processes of children and adults. During the second half of the session, participants will apply these insights to real-world case studies, developing a concrete list of best practices that will be useful to designers and teachers alike. This workshop will be lead by Catherine Bracy and Gene Koo from the Berkman Center for Internet and Society at Harvard Law School and Aaron Delwiche from Trinity University.

2. Law and Regulation in Virtual Worlds: The Asian Experience

Host: Centre for Asia Pacific Technology Law & Policy (CAPTEL), Nanyang Technological University

From discussions of intellectual property and real-money transfer to debates about virtual community governance, the conversation about online game regulation is typically framed by Western ideological assumptions, including ideals about social networking and social relationships. Building on the insights of conference panelists, this workshop invites participants to shake up the debate by posing questions that truly matter to players, game designers, and legislators throughout Asia. Taking it one step deeper, the workshop will also move beyond the tendency to clump multiple countries together under a single word, exploring regulatory and cultural particularities that differentiate the gaming landscapes in select Asian countries. The workshop, organized by Yee Fen Lim, Anil Samtani, and Harry Tan of the Centre for Asia Pacific Technology Law & Policy, Nanyang Technological University, examines the nature of personal property and intellectual property rules/ownership in virtual worlds, the liability of virtual world operators for both the facilities they provide and for the acts of the players, and the responsibilities of virtual world operators, for example privacy, parental, and other controls such as state imposed time limits that are emerging within Asia.

12:30 p.m.–2:30 p.m.

Lunch

2:30 p.m.–5:30 p.m.

Afternoon Session (Choose one of the following:)

1. Managing Identities in Virtual Worlds

Host: Yale Law School Information Society Project

Participants in virtual worlds craft alternate identities within technological parameters established by world designers and social frameworks jointly established by other participants. These identities mediate among goals such as self-expression, exploratory play, mutual trust, narrative coherence, technical stability, disciplinary enforcement, social bonding, and the creation of economic value. Is identity portable among virtual worlds? How do corporate identities function in spaces such as There.Com and Second Life? Organized by Eddan Katz of the Yale Information Society and James Grimmelman from New York Law School, this workshop will discuss techniques used within virtual worlds to manage identity.

2. Industry: Commercial Applications of Virtual Worlds

Host: Metaversum

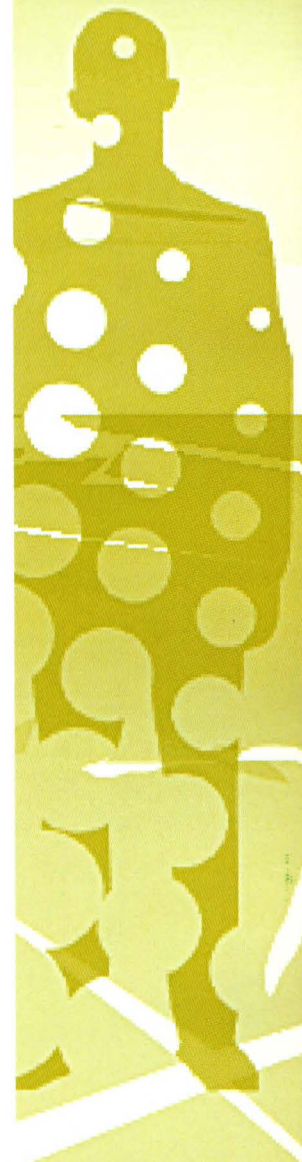
Once viewed as frivolous, social virtual worlds and multiplayer games are now recognized as a vehicle for conducting serious business. IBM is spending \$10 million on its Second Life initiatives to support globally distributed workflow in branch offices around the world. Small programming and design firms based in India and China have launched offices in Second Life, bringing Asian project managers into direct contact with their North American and European clients. Meanwhile, marketing experts approach interactive promotions with increasing sophistication, carefully selecting virtual worlds and games based on the niche audiences they are trying to reach. Moderated by Jeremy Snyder of Metaversum, this workshop moves beyond the familiar discussion of gold farming to examine the issues that really matter to business strategists, virtual world designers, and market researchers. How can we develop precise, meaningful metrics that demonstrate substantive return on investment to virtual world initiatives? What are we learning from the early enterprise applications of virtual worlds? To what extent can these spaces nurture and amplify the outsourcing relationships that characterize our global economy?

3. Online Poker - Internet Freedom - Open Education

Host: Berkman Center for Internet and Society, Harvard Law School

This workshop combines open philosophy, Internet strategy, instructional entertainment, and vision of a line of development for integrated real and virtual education fueled by human interest in mastering games of skill, poker in the lead. We will begin by distributing in advance of our workshop a paper on education in virtual worlds. We will aim our trajectory going forward as projection of a new way of thinking embodied in the learning and understanding of a game. We will demonstrate the teaching of the game to beginners. We will talk about why it is a good idea to teach poker to kids. We will demonstrate transition to an integrated real and virtual internet environment. We will introduce team play. Lastly, we will examine the critical issues surrounding poker and other games of skill in education and beyond. What are the key strategic thinking points of departure? How far should we go in promoting poker in the field of education? Should poker be taught to children on the \$100 laptop? Can poker and poker strategic thinking serve as a departure point for openness on the Internet, global education, and beyond? Led by Charles Nesson, founder of the Berkman Center for Internet and Society at Harvard Law School, along with a team of educators, students, and advocates from the Global Poker Strategic Thinking Society. We do not expect any previous knowledge of poker, and invite those with a willingness to learn.

schedule



Nick Abrahams is a partner with the Technology, Media, and Telecommunications Group at Deacons and is based in Sydney. His expertise in media and technology was gained through hands-on industry experience with both major law firms and organizations such as Spike Networks Limited's operations in Los Angeles, where he was Chief Operating Officer and, prior to that, Warner Brothers in Los Angeles, where he held an executive position.

Abrahams is a corporate and commercial lawyer who is recognized for his breadth of knowledge and understanding of all aspects of technology and telecommunications. He regularly advises on IT/IP issues, regulated telecommunications matters, and private equity/M&A.

He received a "highly recommended" mention in the 2004/05 Technology, Media, and Telecommunications section of the AsiaPacific Legal 500. Abrahams is on the Outsource Software Committee of the American Bar Association and is Treasurer of the Communications & Media Law Association. In addition to having advised eBay and Viacom on legal issues arising in virtual worlds, Abrahams has also done numerous radio, newspaper, and magazine interviews on the subject.

Panel: Wealth of Virtual Nations

Professor Richard Allan Bartle is a British writer and game researcher, best known for being the co-author of MUD, the first multi-user dungeon. He is one of the pioneers of the massively multiplayer online game industry.

Bartle received a Ph.D. in artificial intelligence from the University of Essex, which is where he created MUD, along with Roy Trubshaw, in 1978.

He lectured at Essex until 1987, when he left to work full time on MUD (known as MUD2 in its present version). Recently, he has returned to the university as a part-time professor and teaching fellow in the Department of Electronic Systems Engineering, supervising courses on computer game design as part of the department's degree course on computer game development.

In 2003, he wrote *Designing Virtual Worlds*, a well-received book about the history, ethics, and "nuts and bolts" of massively multiplayer games. Bartle is also a contributing editor to Terra Nova, an influential collaborative blog that deals with virtual world issues.

He is currently a Visiting Professor, Department of Electronic Systems Engineering, Essex University. He presently lives with family in a village just outside Colchester, England.

Panel: Building Virtual Worlds

Henrik Bennetsen's passion is to understand creativity in online spaces through practice and research. He wrote his MSc. dissertation *Creativity and Community*, a case study in Second Life, on these matters. For the past year and a half he has been the head of the Lifesquared research project at Stanford. The idea is to explore building a 3-D immersive archive of the art of Lynn Hershman inside the virtual world of Second Life. The work is currently in the final stages of preparation for exhibition in a number of museums, and a publication is planned for fall 2007. In fall 2006, Bennetsen was a part of the Stanford course The Human and The Machine that used Second Life as a teaching tool.

Before his return to the world of academia, Bennetsen was a professional musician in Denmark and still has a strong side interest in creative musical expression augmented by technology. He is Danish and has a MSc. in media technology and games from the IT University of Copenhagen and a Bsc. in medialogy from Aalborg University. Previously, he managed the Lifesquared research project at the Stanford Humanities Lab and is now Research Director there. Web presence: <http://slcreativity.org> and <http://shl.stanford.edu>.

Organizer, State of Play VI

Betsy Book is Director of Product Management for Makena Technologies. She has participated in, managed, and developed a wide range of community focused products over the past decade, from text-based message boards and chat rooms to 3-D virtual worlds.

Over the course of her career, Book developed co-branded Web sites for iVillage, served as VP of Product Development at the ecommerce site Flooz.com, and managed large-scale moderation and reporting programs for entertainment industry clients such as AOL, MTV, The-N, Showtime, Country Music Television, and Martha Stewart Living Omnimedia.

In 2003, Betsy launched Virtual Worlds Review, a Web-based guide to social virtual worlds.

Panel (Moderator): Education, Kids, and Teens in Virtual Worlds

Professor M. Scott Boone's specialties include technology and the law and related fields. He received his B.S. degree in neuroscience from Texas Christian University and his J.D. degree from the Franklin Pierce Law Center, where he was an articles editor for *IDEA: The Journal of Law & Technology* and a member of the moot court team. He also holds an LL.M. degree from the Temple University School of Law and has completed two years in the Ph.D. program in Neuroscience at Emory University. Before entering law teaching, he practiced

with the Jones & Askew firm in Atlanta in the areas of intellectual property and litigation. Professor Boone teaches Property, Intellectual Property, Administrative Law, a Cyberlaw seminar, and Appellate Advocacy at Appalachian School of Law. He also serves as Director of the Externship Program.

Panel: Wealth of Virtual Nations

Dr. S. Gregory Boyd is a corporate and intellectual property attorney with a large international law firm in New York. Dr. Boyd has worked in intellectual property licensing, litigation, and counseling. He has a special interest in interactive entertainment, financial services, venture capital, and medicine.

His commentary on business and law has appeared in publications including *Fortune*, *Forbes*, and *IP Law and Business*. He has spoken at conferences including the American Intellectual Property Law Association, Licensing Executives Society, Game Developers Conference, and State of Play. He has also been an invited guest speaker on business and intellectual property matters at Harvard Business School, Columbia Law School, and other academic institutions. Dr. Boyd has also served as an adjunct professor teaching a course in video game law and advanced intellectual property at New York Law School.

Dr. Boyd is the author of numerous academic and industry specific publications on topics ranging from organ donation to money laundering in virtual currencies. He was also an author and editor for the International Game Developer Association's first industry guide to intellectual property.

Dr. Boyd received his B.S. in biochemistry/philosophy, *magna cum laude*, an M.S. in molecular biology/biotechnology from East Carolina University, and both his M.D. and J.D. from the University of North Carolina at Chapel Hill. He is currently enrolled in the NYU Stern M.B.A. program.

Panel: Wealth of Virtual Nations

Ken Brady is Director of International Strategies at Centric, where he helps clients take advantage of emerging opportunities in Asia and beyond. He splits his time between China, Japan, and California, and is often in Taiwan, Hong Kong, Singapore, Thailand, and Dubai. Before joining Centric, Ken worked in the software, education, and motion picture industries, notably at Walt Disney Pictures and Teaching Strategies.

Brady is also a professional science fiction writer, with stories in eight languages, in publications such as *Analog*, *Strange Horizons*, *Writers of the Future*, *Weird Tales*, *Ideomancer*, *Rosebud*, *Darker Matter*, *Fortean Bureau*, *Science Fiction World* in China, and various anthologies. He has sold stage

plays to Playscripts, a screenplay to Miramax, and produced an award-winning feature film. Brady has a Masters of International Management from Portland State University.

Centric is the "Agency of Change"—guiding companies through the changing media landscape of video podcasts, YouTube and Flickr mash-ups, online contesting, social media strategies and marketing, and virtual world work, from strategy and design to building, scripting, event

management, and marketing. Centric is partnered with Metabirds, the first and largest virtual world developer in Japan, working on projects in Second Life and HiPiHi.

In Second Life, Ken is Neko Longduk. In HiPiHi, he is Neko.

Panel: Building Businesses in Virtual Worlds

Dr. John Seely Brown is Visiting Scholar and Advisor to the Provost at the University of Southern California, and former Chief Scientist of Xerox Corporation. He expanded the role of corporate research to include such topics as organizational learning, complex adaptive systems, micro-electrical-mechanical system (MEMS) and NANO technology during his time as the head of the Palo Alto Research Center (PARC). His personal research interests include digital culture and rich media (both of which he pursues at USC), ubiquitous computing, Web service architectures, and organizational and individual learning.

Brown—or, as he is often called, "JSB"—is a member of the National Academy of Education, a fellow of both the American Association for Artificial Intelligence and AAAS, and a trustee of Brown University, the MacArthur Foundation, and In-Q-Tel. He serves on the boards of directors for Corning, Varian Medical Systems, and Polycom and on numerous advisory boards and boards of startups. He has published over 100 papers in scientific journals and was awarded the Harvard Business Review's 1991 McKinsey Award for his article, "Research that Reinvents the Corporation" and again in 2002 for his article (with John Hagel), "Your next IT strategy." In 1997 he published the book, *Seeing Differently: Insights on Innovation* (Harvard Business Review Books). He was an executive producer for the award-winning film *Art. Lunch. Internet. Dinner*, which won a bronze medal at Worldfest 1994, the Charleston International Film Festival. He received the 1998 Industrial Research Institute Medal for outstanding accomplishments in technological innovation and the 1999 Holland Award in recognition of the best paper published in Research Technology Management in 1998. With Paul Duguid he co-authored the acclaimed book, *The Social Life of Information* (HBS Press, 2000), which has been translated into nine languages with a second addition in April 2002.



JSB received a B.A. from Brown University in 1962 in mathematics and physics and a Ph.D. from the University of Michigan in 1970 in computer and communication sciences. In May of 2000, Brown University awarded him an honorary Doctor of Science degree. It was followed by an honorary Doctor of Science in Economics conferred by the London Business School in July 2001. He is an avid reader, traveler, and motorcyclist. Part scientist, part designer, and part strategist, JSB's views are unique and distinguished by a broad view of the human contexts in which technologies operate and a healthy skepticism about whether or not change always represents genuine progress.

**Panel: Education, Kids, and Teens in Virtual World
Dinner: Learning and Imagination**

Professor Herbert Burkert teaches telecommunications law, media law, internet law, and public law at the University of St. Gallen in Switzerland. He is President of the university's Research Center for Information Law. In addition, Burkert is a Senior Research Fellow of the Fraunhofer Institute for Intelligent Information and Analysis Systems (St. Augustin, Germany). Burkert studied law, political science, and history at the University of Cologne and at University College Dublin. He had been a Volkswagenwerk Research Fellow at the University of Regensburg, Germany. He received his Ph.D. from the University of Frankfurt at Main and his post-doc from the University of St. Gallen.

Panel (Moderator): Regulating Virtual Worlds

Professor Erik Malcolm Champion teaches and researches game design and virtual worlds for the University of New South Wales Asia. He is particularly interested in the creation and evaluation of virtual place, cultural presence, and meaningful interaction in virtual heritage environments using game engines. He has also supervised projects in spatial projection, physical computing, biofeedback, virtual tourism, AI, and archaeological visualization. He has worked for DEC, Compaq, and Hansen Technology and taught multimedia and games design in the Information Environments program at the University of Queensland, Australia, and User Experience Design at Swinburne University of Technology. He is editor or co-editor of special issues of *Techné*, *Leonardo*, and the *International Journal of Heritage Studies*, and has degrees in architecture and philosophy.

Panel: Space, Place, and Culture Inside Virtual Worlds

Charles Lim Aeng Cheng is Principal Senior State Counsel, Singapore Attorney General's Chambers. He received his degree in law in 1979 from Cambridge University and attended the 1996 Executive Program at Stanford University. He is a member of the board of directors of the Infocomm Development Authority and the recently formed Advisory Council on Impact of New Media on Society (AIMS) and the Bioethics Advisory Committee.

Since 1990, Cheng has been closely involved in the deployment of info-comms technology (ICT) in the legal sector as well as the development of a legal framework for ICT and E-Commerce in Singapore. In 1997, he chaired the E-Commerce Hotbed Study Group on Legal, Regulatory, and Enforcement Issues. For this work, he was awarded the IT Leader Award by the Singapore Computer Society in 1999. As a member of the Commonwealth Expert Working Group on Legal Aspects of IT and the Related Law of Evidence (London, 2000 and 2002), he was involved in drafting the Commonwealth Model Law on Electronic Transactions.

As a member of the Corporate Finance Committee (1997) and the Pro-Tem Committee on the Demutualisation and Merger of the Singapore Equity and Derivatives Exchanges (1998), he was involved in the restructuring of Singapore's corporate and financial sector.

Panel: Regulating Virtual Worlds

Roxanne Christ is a partner in the Corporate Department of Latham & Watkins. Her practice focuses on intellectual property and media transactions, including acquisitions and dispositions of intellectual property portfolios; commercial loans secured by copyrights, patents, and trademarks; securitizations of receivables arising from copyrighted works; and licensing and strategic alliance agreements.

Christ has represented companies in a variety of industries, including video game development and publishing, social networking sites, music, print publishing, and software.

She was recently named to the Legal 500 US: Volume II - Intellectual Property, Media, Technology, & Telecoms. She is an adjunct professor of video game law at Loyola Law School in Los Angeles and regularly provides pro bono services to StoryCorps, creator of Sound Portraits.

Panel: Wealth of Virtual Nations

Professor Cecil Eng Huang Chua is an assistant professor at Nanyang Technological University. He received a Ph.D. in Information Systems from Georgia State University, a Master of Business by Research from Nanyang Technological University, and both a Bachelor of Business Administration in Computer Information Systems and Economics and a Master's Certificate in Telecommunications Management from the University of Miami. In addition to research on building information systems, Chua has published work examining community and small group norms and their impact on various kinds of information technology.

Panel: Connecting East and West

Professor Kevin Collins joined the faculty of Indiana University School of Law in 2004, bringing a diverse range of academic and professional experience to his scholarship and teaching. Collins focuses much of his research in patent law and intellectual property law, and he teaches courses in both subjects at the law school.

Collins is also interested in the intersection of law and architecture. Before earning his J.D. from Stanford University, he earned a master's degree in architecture from Columbia University and spent several years as an architect and lead designer on projects in New York and France. A registered architect in the state of New York, he has taught a seminar in 20th-century architectural history at Yale and studio design courses at Columbia's Graduate School of Architecture, Planning, and Preservation. At the law school, he teaches the Law and Architecture of Urban Design.

Panel: Space, Place, and Culture Inside Virtual Worlds

Professor Aaron Delwiche is a co-founder of Metaversatility, a virtual world development company, and an assistant professor at Trinity University. He studies ways that the Internet can be used to promote global dialogue. For more than 15 years, Delwiche has been helping people understand the potential of digital media. With one foot in industry and the other in the academy, he has lived in Osaka, San Francisco, Bangkok, Hong Kong, Seattle, and San Antonio. In 1995, as a project manager with Free Range Media, he oversaw the *Christian Science Monitor's* entry into the world of online journalism. Working closely with Tom Regan, he published and promoted journalist David Rhode's Pulitzer Prize-winning expose of the Srebrenica massacre in Bosnia. From 1999 to 2002, as the Director of Interface Development at Lemon Asia, he facilitated Hong Kong's leading interactive agency's regional expansion into Singapore and Mainland China. A gamer, researcher, and educator, Delwiche writes a biweekly column

on digital culture for the *San Antonio Current*. Currently an assistant professor in the Department of Communication at Trinity University in San Antonio, Texas, Delwiche teaches courses on cyberculture, game design and criticism, film studies, and propaganda. His innovative experiments with virtual worlds in the classroom have been covered by international publications ranging from *Wired* to *The Guardian* (UK).

Conference Chair

Panel: Education, Kids, and Teens in Virtual World

Dr. Kjartan Pierre Emilsson is the lead designer at computer game company CCP Games, best known for its successful massively multiplayer title *EVE: The Second Genesis*.

Before joining CCP in 2001, Emilsson was Chief Technology Officer at OZ Communications since 1995. At OZ he was responsible for research and development, patent filing, standards, and strategic technology advances. Prior to joining OZ, Emilsson worked in physics research and Internet communication technology at the Institut Non-Lineaire De Nice-Sophia Antipolis, the Advanced Center for Mathematical Studies at the University of Arizona, and the Science and Engineering Institute of the University of Iceland.

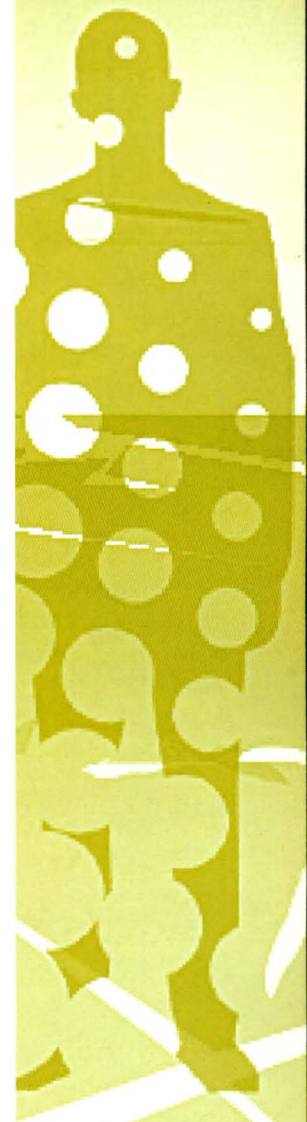
Frequently invited to speak at international industry events, Emilsson has published a number of research papers in physics and computer science, and holds a Ph.D. degree in Mathematical Physics from the University of Nice-Sophia Antipolis.

Panel: Building Virtual Worlds

Professor Joshua Fairfield joined the Indiana Law faculty in the fall of 2005, bringing a spirited pedagogy and a strong interest in the intersection of computing technologies and law to his courses in commercial law. Before earning his J.D. *magna cum laude* from the University of Chicago in 2001, he directed the development of the award winning Rosetta Stone Language Library, a leading language teaching software program for educational institutions. After law school, Fairfield clerked for Judge Danny J. Boggs at the U.S. Court of Appeals for the Sixth Circuit. He then joined Jones Day in Columbus, Ohio, where he litigated cases in commercial law and software/technology law. Before coming to Indiana, he taught comparative law to LL.M. students at Columbia Law School.

Fairfield is regularly quoted in national and international media on information technology topics including the law of video games, online regulation, and the law and economics of virtual worlds.

Panel: Regulating Virtual Worlds



Joshua S. Fouts is the Director of the University of Southern California Center on Public Diplomacy, a cross-disciplinary research, teaching, and training center run jointly by the USC Annenberg School for Communication and by the USC School of International Relations, a school within the College of Letters, Arts, & Sciences. He is Director of the "Public Diplomacy in Virtual Worlds" project along with Annenberg School communication professor Douglas Thomas.

Prior to joining the Center on Public Diplomacy in 2003, he was co-founder and Director of the USC Annenberg Online Journalism & Communication Program, a center for the study of the global impact of the Internet-based journalism on policy, journalism, ethics, and society. He was also Editor of the program's flagship effort, *OJR*, the *Online Journalism Review*, which he grew from a small university Web site to an internationally recognized leader in the field of online journalism, read by almost 50,000 readers monthly, rivaling the per article readership of many respectable U.S. newspapers.

Before joining USC, Fouts spent half a decade at the Voice of America, where he was Deputy Chief-of-Staff. He worked on numerous public diplomacy projects throughout the world, including developing the earliest iterations of the VOA Web site, (what would become voanews.com); public affairs efforts at U.S. Embassy in Brasilia, Brazil; negotiations with the former Soviet Republics to lease transmitters formerly used to jam VOA signals; and development of the first-ever TV/radio/Internet simulcast to Asia.

Among the awards Fouts has received are the Presidential Management Fellowship in 1991 and other distinguished service awards for his work in the U.S. government. In 2001 he was recognized as one of the Digital Coast's "Top 100 Survivors" of the digital community of the Western United States.

Panel: Connecting East and West

Guntram Graef is co-founder and CEO of Anshe Chung Studios Ltd., a company specializing in developing immersive 3-D environments for applications ranging from education to business conferencing and product prototyping. He is the husband of Anshe Chung (Ailin Graef), who has become the first online personality to achieve a net worth exceeding one million U.S. dollars from profits entirely earned inside a virtual world.

Graef studied computer science at the University of Karlsruhe from 1992 to 1998 and at the same time worked as an IT-consultant for several companies, including Dolphin Communications, Mercedes Benz, and SAP.

Panel: Building Businesses in Virtual Worlds

Professor James Grimmelmann is an Associate Professor of Law at New York Law School and Resident Fellow of the Information Society Project at Yale Law School. He received his J.D. in 2005 from Yale, where he was Editor in Chief of *LawMeme* and a member of the *Yale Law Journal*. He received an A.B. in computer science from Harvard College in 1999. He has worked as a programmer for Microsoft, as a legal intern for Creative Commons and the Electronic Frontier Foundation, and as a law clerk to the Honorable Maryanne Trump Barry of the United States Court of Appeals for the Third Circuit.

He studies how the law governing the creation and use of computer software affects the distribution of wealth, power, and freedom in society. As a lawyer and technologist, he aims to help these two groups speak intelligibly to each other. He writes on such topics as intellectual property, virtual worlds, search engines, electronic commerce, online privacy, and the use of software as a regulator.

Panel: Regulating Virtual Worlds

Professor Jennifer Jacobs Henderson of Trinity University holds a doctorate in communication from the University of Washington. She is a leading authority on developing strategies for researching media content and audiences. In addition to conducting numerous studies on youth and media for the nonprofit advocacy group Children Now, she also has researched and spoken extensively on issues of gender and violence in video games and youth identification with gendered avatars. Henderson teaches courses in media law and policy; media ethics; mass media history; and race, class, and media. Her primary research interests focus on First Amendment legal history and how organizational litigants have shaped free expression in the United States. Henderson has received several teaching and research awards including the Association for Journalism in Mass Communication's Promising Professor Award and Trinity University's Junior Faculty Award for Distinguished Teaching and Research.

Panel: Understanding Virtual World Inhabitants

Professor Dan Hunter is Professor of Law at the University of Melbourne, Adjunct Associate Professor of Legal Studies at the Wharton School, University of Pennsylvania, and Visiting Professor at New York Law School. He previously taught in the law faculty at Cambridge University, England. While at Cambridge, he held the Herchel Smith Research Fellowship in Intellectual Property Law at Emmanuel College. He regularly publishes on issues dealing with the intersection of computers and law, including papers dealing with the regulation of virtual worlds, the use of artificial intelligence in law, and high

technology aspects of intellectual property. His research has appeared in journals such as the *California Law Review*, *Texas Law Review*, and the *Journal of Legal Education*. He was one of the first scholars to examine the social significance of virtual worlds, co-founded the blog Terra Nova, and ran the 2006 State of Play/Terra Nova Conference at New York Law School.

Conference Chair

Professor Yehuda E. Kalay's interests lie in exploring the applications (and implications) of New Media (computing and telecommunication technologies) on architectural design methods, processes, and products. He teaches courses in computer-aided architectural design, design collaboration, developing multi-user virtual environments, artificial intelligence in design, the nature of design knowledge, design decision making, and more at the University of California at Berkeley. His current research focuses on game-based multi-user virtual environments (MUVE) and multi-disciplinary collaborative design.

Kalay is a founding member and has served as Director of the UC Berkeley Center for New Media from 2004 to 2007. He is a founding member and past president of ACADIA (Association for Computer Aided Design in Architecture). He served as Editor in Chief (Architecture) of *Automation in Construction*, an international refereed journal published by Elsevier. Twice he has held the Lady Davis Professorship at the Technion, Israel Institute of Technology. He has authored and/or edited seven books, and published over 100 articles on various topics related to computer-aided design, including building representation, performance evaluation, multi-disciplinary collaborative design, knowledge-based design, and virtual place-making.

Panel (Moderator): Space, Place, and Culture Inside Virtual Worlds

Angeline Khoo teaches at the Singapore National Institute of Education and has been a tenured staff member since 1990. Prior to joining the University, she was a teacher in Tun Seri Lanang Secondary School, Anglo Chinese School, St. Thomas Secondary School, and Geylang Methodist Secondary School. From 1999 to 2005, she served as the Chairman of the Education Subcommittee of the Parents Advisory Group for the internet (PAGi), and played an active role in the development of resources for workshops on Internet safety. Currently, Khoo serves as a member in the Film Consultative Panel, and the Community Advisory Committee of the National Internet Advisory Committee. She is also on the School Advisory Board of Zhenghua Secondary School. She is married to Dr. Khoo How San, and they have two daughters in their mid-twenties.

Panel: Education, Kids, and Teens in Virtual Worlds

Aleks Krotoski is a columnist for *The Guardian's* technology section and for *Guardian Unlimited*, where she writes about the social dimensions of interactive entertainment, emerging community experiences in virtual worlds, and other aspects of social software. She writes about broader dimensions of social computing for *MIT Technology Review* and the BBC.

She is currently working towards a Ph.D. in social psychology at the University of Surrey, examining the social networks of cyberspace. In particular, she is interested in understanding online social influence, and how information diffuses through online populations.

As a digital strategy consultant, Krotoski has written policy, government, and industry reports covering media regulation, technological forecasting, demographics, age ratings, education, and game industry regulation. She also regularly speaks about interpersonal processes in online communities with financial, telecommunications, and governmental organizations.

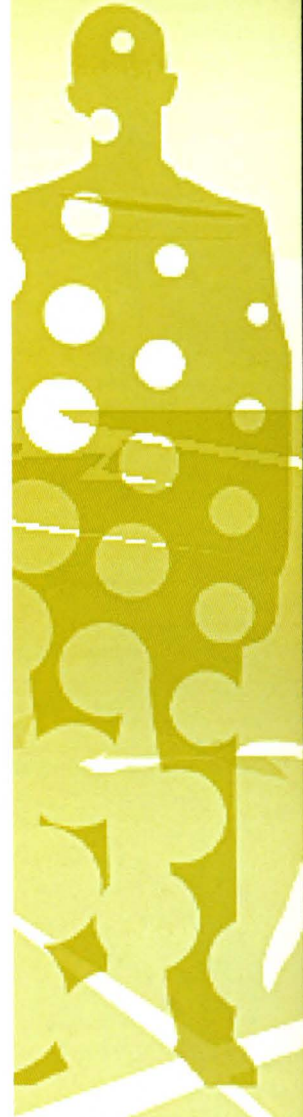
Panel: Understanding Virtual World Inhabitants

Ian Lamont oversees development of online community content and multimedia programming for *Computerworld*, a trade publication covering the IT industry. He is also a writer and blogger, and frequently writes about Second Life, 3-D technologies, and the development of China's high-tech and Internet industries. Recent articles have explored the use of virtual reality in education, the impact of networked technologies upon Chinese media controls, and the demographic factors behind the shift in global media consumption patterns. Besides writing for *Computerworld* and his two blogs, Lamont has been a contributor to Terra Nova, the *South China Morning Post*, and *The American*, and regularly gives talks about Internet media and emerging networked technologies.

He is currently pursuing a master's degree at the Harvard Extension School. His focus is modern Chinese history, and his master's thesis is based on a computer content analysis of articles published by China's state-run news agency in the post-Mao era.

Panel: Understanding Virtual World Inhabitants

Professor Yee Fen Lim holds degrees in computer science and law with honors from the University of Sydney. She joined Galexia as Principal Consultant in 2006. Prior to that, she was tenured Associate Professor of Law specializing in e-commerce law, Internet law, and intellectual property law at a university in Sydney, Australia. She has served on the law faculties of the University of Sydney, University of New South Wales, and Macquarie University.



Lim currently holds adjunct positions at a number of universities in Australia and Singapore including Associate Fellow, Centre for Asia Pacific Technology Law and Policy (CAPTEL), Nanyang Technological University, Singapore and Research Associate, Cyberspace Law & Policy Centre, University of New South Wales.

Lim has published over 30 peer reviewed articles on intellectual property law, e-commerce law, Internet law, and technology law in the U.S., Europe, Asia, Australia, and New Zealand in prestigious international journals such as the *Australian Law Journal*, *John Marshall Journal of Computer & Information Law*, and *International Review of Law, Computers, & Technology*. She is currently working on a number of books to be published in 2008 and later in 2007 including co-authoring *E-Commerce and the Internet: Technology, Law, and Policy* (Thomson Legal & Regulatory publishing mid-2007).

Lim's work has been widely cited by scholars, the judiciary, and law reform bodies from around the world. Prof Lim is a sought after speaker, and her speaking engagements have included those in the U.S., U.K., Europe, Asia, Australia, and New Zealand. She is also on the editorial boards of a number of distinguished journals including the *Journal of Law, Information, and Science* and the *Journal of Intellectual Property Law and Practice*, where she has recently published 2 articles on intellectual property issues relating to MMORPGs.

Panel: Space, Place, and Culture Inside Virtual Worlds

Professor Thomas Malaby is Associate Professor in the Department of Anthropology at the University of Wisconsin-Milwaukee. He has published numerous works on virtual worlds, games, practice theory, risk, and mortality. His principal research interest is in the relationships among modernity, unpredictability, and technology, particularly as they are realized through games and game-like processes. He is currently writing *Making Virtual Worlds: Linden Lab and Second Life*, an ethnography of Linden Lab and its relationship to its creation, Second Life. It examines how ethics are encoded and emergent in the production of complex online synthetic worlds and the implications of this for governance and modern institutions. He is also a featured author at the Terra Nova blog.

Panel: Understanding Virtual World Inhabitants

Professor Jeff Malpas is Australian Professorial Research Fellow at the University of Tasmania in Hobart, Tasmania. He is a past Humboldt Research Fellow at the Universities of Heidelberg and Munich, and Distinguished Visiting Professor at LaTrobe University in Melbourne.

His areas of research include developing a new conceptual framework for understanding ethics in business, management, and the professions; the consequences of pragmatism; and a book project on Donald Davidson. He is also working on *Ethos and Topos: A Philosophical Investigation of the Ethics and Politics of Place*. There are good reasons for thinking that our attachment to place is inextricably linked to who and what we are. Yet some theorists argue that such attachment is inevitably linked to violence and exclusion. Adopting an interdisciplinary approach within the framework of philosophical analysis, this project aims to investigate the possibility of a viable ethics and politics of place that is not linked to violence in this way.

Other projects Malpas currently has underway include a volume of essays on cosmopolitanism in contemporary Australia (with Keith Jacobs), a volume of essays on the problem of landscape, and a volume on human suffering (with Norelle Lickiss.) He is also working on several projects involving issues surrounding art, place, and landscape.

Panel: Space, Place, and Culture Inside Virtual Worlds

Jean Miller is Director of International Initiatives at Linden Lab, the creator of Second Life Virtual World. She is responsible for driving the evolution of the rapidly growing international community of residents of Second Life. Her work includes a strategic focus on localization, cultural-specific content creation, education, and business development. At the Annenberg School for Communications at the University of Southern California, she directed the Reinventing Public Diplomacy Through Games competition. Prior to her work at the Annenberg School and Linden Lab, Miller was an international operations specialist for LucasArts Entertainment and worked in capital markets for Charles Schwab & Company. She received a bachelor's degree from Georgetown University's School of Foreign Service and two master's degrees, from the London School of Economics and Annenberg School for Communication at USC.

Panel: Building Virtual Worlds

Karl Wolfgang Mueller-Wittig has been the Director of the Centre for Advanced Media Technology (CAMTech) since January 2001. CAMTech is a joint venture between the Fraunhofer Institute for Computer Graphics (Fraunhofer-IGD), Darmstadt (Germany), and Nanyang Technological University (NTU), Singapore. Furthermore, he is an associate professor at the NTU School of Computer Engineering. Prior to joining CAMTech, he worked first as a scientist in the Visualization & Virtual Reality Department at Fraunhofer-IGD, and then as the head of the Visualization Group. His research interests include

highly interactive three-dimensional computer graphics for the manufacturing, engineering, edutainment, cultural heritage, and biomedical sciences. He received his university degree (Dipl.-Inform.) as well as his doctoral degree (Dr.-Ing.) in computer science from the Darmstadt University of Technology (Germany).

Panel: Education, Kids, and Teens in Virtual Worlds

Professor Beth Simone Noveck is Professor of Law and Director of the Institute for Information Law & Policy at New York Law School. She is McClatchy Visiting Associate Professor at Stanford University. Noveck teaches in the areas of intellectual property, innovation, and constitutional law. Her research and design work lie at the intersection of technology and civil liberties and are aimed at building more democratic institutions. In 2002, Noveck founded the State of Play Conference, the world's first research conference on virtual worlds. She created the State of Play Academy, New York Law School's online distance learning platform for open legal education in There.com. She also launched Democracy Island, an experimental space in Second Life to study and do citizen participation and engagement using the virtual world medium. She is the co-editor of *The State of Play: Law, Games and Virtual Worlds* (NYU Press). Noveck's work on technology and democracy includes the 2-D Web as well. She directs the "Peer to Patent: Community Patent Review" project in cooperation with the United States Patent and Trademark Office. Peer to Patent has piloted public participation in the patent examination process. Formerly an information technology and corporate lawyer practicing in New York City, Noveck graduated from Harvard University and earned a J.D. from Yale Law School. After studying as a Rotary Foundation graduate fellow at Oxford University, she earned a doctorate at the University of Innsbruck with the support of a Fulbright. She (and her students) blog at <http://cairns.typepad.com>.

Conference Founder

Jerry Paffendorf is an artist, futurist, and entrepreneur at the intersection of the Web, video games, virtual worlds, and the real world. He is co-founder of Wello World, a startup whose mission is to transform the World Wide Web into the World Wide World. Previously he was Resident Futurist with The Electric Sheep Company where he provided strategy insights, a public face, and R&D direction as the company grew from 3 to more than 60 employees and opened up the platform virtual world development space. Paffendorf often organizes and speaks at conferences and is co-author of the Metaverse Roadmap cross-industry foresight report with the Acceleration Studies Foundation, where he also worked previously as a community and research director. He has an M.S. in studies of

the future, a B.F.A. in video and multi-media, a GED, and lives in Brooklyn, New York (aka "Silicon Ghetto"), the emerging world metaverse capital. Paffendorf is turtles all the way down.

Panel: Building Businesses in Virtual Worlds

Professor David Post is currently the I. Herman Stern Professor of Law at Temple University Law School, where he teaches intellectual property law and the law of cyberspace. He is also an adjunct scholar at the Cato Institute in Washington D.C., and the co-founder of ICANN Watch.

Trained originally as a physical anthropologist, Post spent two years studying the feeding ecology of yellow baboons in Kenya's Amboseli National Park. He also taught at the Columbia University Department of Anthropology from 1976 through 1981. He next attended Georgetown Law Center, from which he graduated *summa cum laude* in 1986. After clerking with then Judge Ruth Bader Ginsburg on the D.C. Circuit Court of Appeals, he spent six years at the Washington D.C. law firm of Wilmer, Cutler & Pickering, practicing in the areas of intellectual property law and high technology commercial transactions. He then had a second opportunity to clerk for Ruth Bader Ginsburg, this time during her first term as a justice of the Supreme Court of the United States.

Post went on to join the faculty of Georgetown University Law Center and then the Temple University Law School. From 1996 to 1997 he also conducted, along with colleagues Larry Lessig and Eugene Volokh, the first Internet-wide online course on cyberspace law for nonlawyers which attracted over 20,000 subscribers.

In his spare time, Post also plays guitar, piano, banjo, and harmonica in the band Bad Dog and has appeared as a guest artist with the band Transistor Rodeo and at the New York Guitar Festival.

Panel: Regulating Virtual Worlds

Mandy Salomon is an established media practitioner, having worked as a journalist and commentator in radio, television, newspapers, theatre, and documentary film. She holds a B.A. (majors in drama and visual arts) and a master's degree in media and communications. Based at Swinburne University of Technology in Melbourne, Australia, Salomon researches the social impact of new interfaces, innovative Web practices, and user-led innovation. She joined the Smart Internet Cooperative Research Centre in 2006. Her current projects are in the area of emerging immersive environments, and in particular, Second Life. In-world she is Caliope Voss.

Panel: Building Businesses in Virtual Worlds

speakers



Professor Anil Samtani is Associate Professor of Law at the Nanyang Technological University, Singapore and the Deputy Director of the Centre for Asia Pacific Technology Law and Policy (CAPTEL). Samtani specializes in the areas of intellectual property law and information technology law. Samtani speaks regularly at international conferences and his articles have appeared in internationally refereed law and business journals worldwide.

Samtani is a past recipient of the Fulbright Scholarship, the ECAP II Postgraduate Intellectual Property Rights Scholarship (awarded by the European Commission), and the Nanyang Technological University's Teacher of the Year (Division of Business Law) and Researcher of the Year (Division of Business Law) awards. Samtani has been engaged by the World Intellectual Property Organization (WIPO) as an advisor and speaker on issues such as electronic commerce law, management and protection of intellectual property rights in the digital environment, and technical guidelines and best practices among ASEAN countries. Samtani has also been appointed as the Chair of the Internet Corporation for Assigned Names and Numbers (ICANN)'s Membership Implementation Task Force for East Asia and has held visiting scholarship stints at the Munich Intellectual Property Law Centre at the Max Planck Institute in Germany, the Queen Mary Intellectual Property Research Institute at the University of London, the Berkeley Center for Law & Technology, and the Boalt Hall School of Law at the University of California at Berkeley.

Panel: Regulating Virtual Worlds
**Workshop: Law and Regulation in Virtual Worlds:
The Asian Experience**

Christopher V. Sherman is Executive Director and Founder of Show Initiative, LLC and Virtual Worlds Management, the leading trade media company serving virtual worlds professionals. Sherman has been at the intersection of media and technology since the early 1990s, having founded numerous companies during that time. Since its founding in 2003, Show Initiative's conferences and trade shows have attracted thousands of industry professionals from around the world. In October 2006, the company sold its portfolio of 10 game industry events (including the industry-leading Austin Game Conference) and The Game Initiative trade name to CMP Technology and founded its Virtual Worlds Management division.

Sherman has been involved in a variety of startups including three media companies, a Web services company managing investment portfolios for angel investors, an online music company, a grid computing company, and an ecommerce firm dedicated to horror and Halloween related merchandise.

Prior to all this, Sherman launched UGO (UnderGroundOnline) which went on to become one of the leading online media networks catering to men aged 18 to 34. He sold UGO to a NYC-based investment group in 1999. Prior to founding UGO, he was the founding publisher of Multimedia Wire (MMWIRE), a daily subscription-based fax newsletter for the video game industry. He participated in the launch of the famed and now defunct E3 Expo with the production of the E3.net Web site and contributing to the E3 Show Daily.

Panel (Moderator): Building Virtual Worlds

Marko Skoric taught and worked as a research assistant at the University of Michigan prior to joining the Nanyang Technological University in 2005. His teaching and research interests include new communication technologies and social change, political communication, media effects, and research methods. His most recent work focuses on the role of cultural variables in the relationship between communication technologies and political development in an international context. He has also conducted studies on video game violence, framing in the news, effects of Web advertisements, and social and political implications of broadband technologies, among other topics.

Panel: Connecting East and West

Jeremy Snyder is responsible for community management, day-to-day operations, and customer support at Metaversum. Prior to Metaversum, Snyder worked at TRADOS, Rivermine, and Extensive Development. He joined TRADOS in 1998, where he became Senior Director for IT and Managed Hosting Services. In 2005, Snyder joined Rivermine Software, where he led the customer support and managed services teams. He co-founded Extensive Development LLC, consulting in Software-as-a-Service (SaaS) business. Snyder has a B.A. in computational linguistics from The University of North Carolina at Chapel Hill and an M.B.A. in enterprise management from George Mason University.

**Workshop: Industry: Commercial Applications of
Virtual Worlds**

Ted Tagami plays a key role on the Millions of Us business development team, having joined the company in December 2006 as its first salesperson. Tagami came to Millions of Us from his own marketing consultancy, Universus Networks, where he honed his social media skills and assisted clients in the consumer media and wellness segments. He previously spent five years as Director of Channel Development with Knight-Ridder Digital, where he established advertising

programs across KR D properties and other Web sites in the Real Cities Network. He also founded and led RE.com, a residential real estate database launched in the summer of 1994. The firm introduced geo-mapped result sets from queries using ETAK base maps and open source software.

Panel: Building Businesses in Virtual Worlds

Professor Harry Tan is the principal lecturer of the E-Business: Law Policy & Strategy course at Nanyang Technological University. He also developed and taught Legal and Ethical Issues of Information Technology and co-taught Management & Resolution of Business Disputes for the Nanyang Business School's M.B.A. program. Tan also teaches Law of Information & Technology with Professor Steven Ang and was engaged by *Fortune* as the Editor for the "Fortune Reader's Guide Program," a periodical that focuses on current business trends, case studies, and issues for the business student.

Tan was awarded the Fulbright Scholarship in 1999 by the Council of International Exchange of Scholars and the Fulbright Commission in Washington, U.S. He is also Visiting Scholar at Berkeley Centre for Law & Technology at University of California, Berkeley, where he has carried out research in the field of the development of law and regulation of e-commerce. Over the past five years, he had been involved in advisory roles and conducting industry executive development programs on management of legal risks in electronic commerce and information technology and consultant to local internet banks and law firms. He was also a member of a team of consultants that drafted laws for the Dubai Internet City and Dubai Port Authority. His current research interest is in the development of the law and regulation of electronic commerce and its impact on businesses. In addition to being a legal advisor to the Computer Centre at NTU, he is also the Associate Editor and Webmaster for the *Asia Business Law Review*.

Panel (Moderator): Understanding Virtual World Inhabitants

Workshop: Law and Regulation in Virtual Worlds: The Asian Experience

Professor Douglas Thomas is Associate Professor in the Annenberg School for Communication at the University of Southern California and a fellow at the USC Annenberg Center. He received his Ph.D. from the University of Minnesota in communication in 1992 and specializes in critical theory and cultural studies of technology. His current research, supported by the MacArthur Foundation, the Lounsbery Foundation, and the Annenberg Center at USC, focuses on the uses of virtual worlds for education and global civic engagement.

He is Founding Editor of *Games & Culture: A Journal of Interactive Media*, a quarterly international journal that aims to publish innovative theoretical and empirical research about games and culture within the context of interactive media. His books include: *Hacking Culture* (University of Minnesota Press, 2002), a study of the cultural, social, and political dimensions of computer hacking; *Reading Nietzsche Rhetorically* (Guilford Press, 1998), an examination of the role of representation in the philosophy of Friedrich Nietzsche; *Technological Visions: The Hopes and Fears that Shape New Technologies* (with Marita Sturken and Sandra Ball-Rokeach, Temple UP, 2004); and *Cybercrime: Law Enforcement, Security and Surveillance in the Information Age* (with Brian D. Loader; Routledge, 2000).

His current projects include *Power, Play and Performance: Studying Virtual Worlds and Play and Politics: Games, Civic Engagement, and Social Activism* (with Josh Fouts). Thomas is a founding member of the Critical and Cultural Studies division of the National Communication Association and has served as Chair of the division, serves on the advisory board for the Research Center for Cyberculture Studies at the University of Washington, and is currently Vice President of the Digital Games Research Association (DiGRA) and Program Chair for the ACM/SIGGRAPH Video Game Symposium. He has testified before the U.S. Congress on issues of computer hacking, cyberterrorism, and critical infrastructure protection.

**Panel: Education, Kids, and Teens in Virtual Worlds
Dinner: Learning and Imagination**

Bret Treasure (aka Biscuit Carroll) is an Australian marketing consultant and the founder of Inside This World, which handles marketing and other business solutions for businesses who wish to create a presence within virtual worlds. Treasure worked in consumer goods marketing with Colgate-Palmolive and the Mars Group but his interests led to work and consultancy in IT. He has provided strategic guidance, media advice, and Web and advertising content to many well known West Australian businesses.

Panel: Building Businesses in Virtual Worlds

Allen Varney is a freelance writer and game designer based in Austin, Texas. His published works include six books, three board games, nearly two dozen role-playing game supplements, contributions to several computer games, technical manuals, the fantasy novel *Cast of Fate* (TSR, 1996), and over 250 articles, reviews, columns, and stories.

Panel (Moderator): Connecting East and West



Mark Wallace is a journalist and editor residing in Brooklyn, New York. As a freelance writer, his work concentrates on computer games and their interplay with the broader culture. Wallace is especially interested in the class of games known as “massively multiplayer online games,” in which thousands of people are networked in to the same virtual world. He maintains a blog about them (among other things), called Walkerings.

Wallace recently finished a book tentatively titled *Only A Game: Online Worlds and the Virtual Journalist Who Knew Too Much*. The story narrates Peter Ludlow’s adventures in The Sims Online, and his continuing endeavors in the virtual world of Second Life.

Over the last twelve-plus years, Wallace’s journalism has appeared in *The New Yorker*, *The New York Times Magazine*, *The Times* (London), the weekend *Financial Times*, *Details*, *Harper’s* and *The Philadelphia Independent*, among many other publications. For a long time, Wallace covered economic and political developments in the Arab Gulf and throughout the developing world as a contributing editor of the long-running fortnightly *Gulf States Newsletter* and managing editor of *Euromoney’s Emerging Markets* newspapers. He has also covered the Federal Reserve Bank and the U.S. stock market.

Panel (Moderator): Building Businesses in Virtual Worlds

Michael Wilson, CEO of Makena Technologies and There.com, has 25 years of experience in the online community and the e-commerce field. Wilson was an early employee of eBay, Inc., where he was responsible for building the organization and technology for the world’s largest and most successful e-commerce site. The architecture, processes, and organizations he established during eBay’s startup days in 1997 carried eBay through its IPO and beyond.

Wilson began his career at Macy’s California, where he developed point of sale and electronic credit card authorization systems, later becoming the youngest senior executive in the company’s history. He later joined Chevron, providing management and software support for Chevron’s 10,000+ member online user community. After Chevron, Wilson was an early employee and key developer of the Mainframe and Macintosh product at Oracle Corporation. After several years, he moved on to Neuron Data, where he worked on bringing artificial intelligence together with modern relational and object-oriented database technology. Excited by the emergence of portable computing, he later worked for eShop (acquired by Microsoft in 1996), as the Chief Architect and Project Manager for its electronic shopping product.

He has also held key positions at DaVinci Time and Space, developing ITV-based community, and at The Well, leading the development of its Web-based community product, Well Engaged. Wilson left eBay in 2001, “retiring” to pursue new startup opportunities, including There.com, where he has served on the board of directors and held various roles in engineering, engineering management, and community.

Panel: Building Virtual Worlds

Hui Xu, the founder and CEO of HiPiHi, was the General Manager of MyWeb China and was nominated as one of the “Top Ten China Internet Heros” in 1999. Hui was also the Chairman and CEO of JingQi XiShu Co. Ltd., which became one of the most successful e-commerce sites in 2000. Xuewei Rao, the Director & COO of HiPiHi, founded Iscreate Communications Co. Ltd., in 2000 and was also the Vice President of Guangdong High-Tech Chamber of Commerce. Its vice president, Tracy Ji was the PR director of ZhaoPin.com, which is the leading provider of online careers and recruitment resource in China. Another founder, Xinhua Liu was the Vice President of 3721.com (a leading software development company acquired by Yahoo in 2003) and also the co-founder of “EMBA Club International.”

HiPiHi is a China-based virtual world started by the company of the same name in Beijing in October 2005. HiPiHi is a privately held company funded by GCIG. It is the only virtual world in China and amongst the first companies worldwide to offer a truly collaborative, immense and open-ended experience for users to create, inhabit and govern a new world of their own design.

Panel: Building Virtual Worlds

Judge Unggi Yoon is a judge in the Suwon District Court of Korea, and provides much-needed insight into the Korean virtual world scene.

Yoon received a law degree from Yonsei University Law College and a graduate degree from Yonsei Graduate School.

He plays Nexon’s MMORPG *Mabinogi* and Blizzard’s *World of Warcraft*, and acts as a member of the Gamestudy group. He also translates works like Larry Lessig’s “Code and Other Laws of Cyberspace” into Korean.

Panel: Connecting East and West

Dr. Connie M. Yowell is the Director of Education in the MacArthur Foundation's Program on Human and Community Development. In this role, she focuses on grants relating to public education, and on the implications for education of young people's use of digital media.

Prior to joining the Foundation, Yowell was an associate professor in the School of Education at the University of Illinois at Chicago, where her work included the study of reasons why Latino youth drop out of high school. Previously she worked as a Policy Analyst in the Office of Policy and Planning of the U.S. Department of Education. Before that Yowell was a research assistant at the University of California at San Francisco and at Stanford University.

Yowell earned her bachelor's degree from Yale and her Ph.D. from Stanford University.

Panel: Education, Kids, and Teens in Virtual Worlds

Andy Zaffron is the Executive Vice President and General Counsel of Sony Online Entertainment (SOE), a subsidiary of Sony Corporation and Sony Pictures Digital Entertainment. Zaffron is responsible for all legal and business affairs of the company.

Prior to joining SOE in 2000, Zaffron was Director of Legal and Business Affairs at Sony Computer Entertainment America and was responsible for property licensing, litigation management, and providing legal and business affairs support to the sales, finance, operations, and customer service groups. Before joining Sony, Zaffron was a trial lawyer in San Diego, California.

Zaffron is a member of the California bar, has been admitted to practice before all state and federal courts in California, is a member of the American Corporate Counsel Association, and has spoken on numerous industry and professional panels. He received his Bachelor of Science and Juris Doctor degrees from the University of Illinois.

Panel: Wealth of Virtual Nations

speakers



The Institute For Information Law & Policy at New York Law School

Professor Beth Simone Noveck, Director
Associate Professor Molly Beutz
Associate Professor James Grimmelman
Visiting Professor Dan Hunter
Professor David R. Johnson
Professor Rudolph J.R. Peritz
Visiting Professor David Post
Professor Richard K. Sherwin
Professor Cameron Stracher
Brian Pyne, Student Research Fellow
Elizabeth Reilly, Student Research Fellow
Yeen C. Tham, Student Research Fellow
Chris B. Wong, Student Research Fellow

About the Institute

"The freedom of mind which befits the members of a self-governing society is not a given and fixed part of human nature. It can be increased and established by learning, by teaching, by the unhindered flow of accurate information, by giving men health and vigor and security, by bringing them together in activities of communication and mutual understanding."

—Alexander Meiklejohn, *Free Speech and its Relation to Self-Government*

The Institute for Information Law & Policy is New York Law School's home for the study of law, technology, and civil liberties.

Participants in the Institute aim not only to understand the interplay of law and technology but to influence its development. The Institute develops and applies theories of information and communication to analyze law and policy. It also seeks to design new technologies and systems that will best serve democratic values in the digital age.

The Institute is, above all, a "do tank," where lawyers innovate, harnessing the new tools of information and communications to the goals of social justice. This mission is premised on the notion that both software code and legal code shape human relations. Technology, like law, determines how we communicate and share information, which, in turn, defines our culture. Therefore the research and pedagogy of the Institute train students in the text-based tools of the law and the graphical tools of media and technology

The Institute is a center for civic innovation as well as policy analysis and legal theory development. Our curriculum includes several "design" courses that teach new lawyers to create video, audio, and software innovations in addition to wielding the tools of legal reasoning and rhetoric to solve problems. The Institute's constant contact with "hands on" projects assures that the theoretical work of the faculty remains relevant to real world challenges.

Students affiliated with the Institute (Harlan Scholars and Institute Fellows) pursue a specialized and rigorous course of study, which thoroughly grounds them in intellectual property,

information, and technology law. Working closely with Institute faculty, these students pursue advanced research and design projects aimed at bringing about real-world change through legal scholarship and/or media and software innovation.

Student Fellows run the Institute's interdisciplinary conferences and events, where new ideas are generated that translate into real-world innovation. The Institute takes full advantage of its New York location to convene people across disciplines and institutions in pursuit of its goals and to expose students to the best of the legal, technology and design communities.

The Institute consciously aims to create a 'hot spot' for innovation—taking an approach unlike that of any other law school. The Institute prepares students for new opportunities in industry, media, technology, government, civic, and policy organizations, and the legal profession.

The Do Tank at New York Law School

The Do Tank strives to strengthen the ability of groups to solve problems, make decisions, resolve conflict and govern themselves by designing software and legal code to promote collaboration. Tools alone cannot create a culture of strong groups. Hence, Do Tank projects address the role of legal and political institutions, social and business practices and the visual and graphical technologies—what we term the “social code”—that may allow groups to not only foster community, but to take action.

Our innovation laboratory centers around three fundamental design principles:

- Design for the group not the individual. In groups people can accomplish what they cannot do alone.
- Make the group graphical. Use the graphical, networked screen to help the group see its own values, rules and practices, thereby giving rise to social institutions.
- Embed structures through technology. Improve collaboration through the design of social and legal structures and replicate those structures through the interface.

The Do Tank targets the “capability gap” in practicing collaboration and forming groups among people who realize the opportunity for more collaborative decision-making in their governments, communities, businesses, or other organizations but do not have the experience, skills, models or tools to fulfill the potential.

We bring “democratic” approaches to bear on our design work—democratic understood, not as political ideology, but as a way of life where people work together to pursue shared goals.

To this end, we develop graphical and visual prototypes; convene “conspiracy” meetings to design collaboratively with the input of engaged thinkers from a wide variety of disciplines; and run workshops to develop strategies for transforming prototype into rough consensus and running code. We also pursue scholarship, writing and theory on the impact of technology on the future of a democracy of groups.

Democracy Island

<http://nyls.blogs.com/demoisland/>

Founded in 2003, Democracy Island, Second Life, began as a virtual world environment to offer government entities and interest groups an online space for conducting citizen consultation. It has since evolved into an open space for community experimentation with new ways of practicing democracy. Projects have included the world's first 3-D wiki, a participatory urban planning space created by Community Board 3, Queens, New York.



www.dotank.nyls.edu
www.nyls.edu/infolaw | +1.212.431.2368

The Berkman Center For Internet & Society at Harvard Law School

Professor William Fisher III, Faculty Director
Professor Charles Nesson, Founder, Faculty Co-director
Professor Jonathan Zittrain, Co-founder, Faculty Co-director
Professor Yochai Benkler, Faculty Co-director
Professor John Palfrey, Executive Director
Colin Maclay, Managing Director
Catherine Bracy, Administrative Director

About Berkman Center for Internet & Society

The Berkman Center for Internet & Society, a Harvard Law School research center, explores cyberspace, shares in its study, and helps pioneer its development. We represent a network of faculty, students, fellows, entrepreneurs, lawyers, and virtual architects working to identify and engage with the challenges and opportunities of cyberspace.

We investigate the real and possible boundaries in cyberspace between open and closed systems of code, of commerce, of governance, and of education, and the relationship of law to each. We do this through active rather than passive research, believing that the best way to understand cyberspace is to actually build out into it.

Our faculty, fellows, students, and affiliates engage with a wide spectrum of Net issues, including governance, privacy, intellectual property, antitrust, content control, and electronic commerce. Our diverse research interests cohere in a common understanding of the Internet as a social and political space where constraints upon inhabitants are determined not only through the traditional application of law, but, more subtly, through technical architecture ("code").

We also sponsor gatherings, ranging from informal lunches to international conferences that bring together members of our diverse network of participants to swap insights—and sometimes barbs—as they stake out their respective visions for what the Net can become.

The Harvard Law faculty provides the mainstay of our research, and Harvard Law School students participate at all levels in our exploration of the relationship between Law (writ large) and cyberspace. We offer research support to faculty and teach a variety of cyberlaw courses—many in collaboration with other Harvard schools and MIT—integrating what we do with the larger mission of the university.

The Berkman Center and Virtual Education

In fall 2006 we took a substantial step into virtual worlds through the class *CyberOne: Law in the Court of Public Opinion*—the first Harvard class taught using the virtual world *Second Life*. Taught by Professor Charles Nesson and instructors Rebecca Nesson and Gene Koo, *CyberOne* represented not only an experiment with new teaching tools, but also a more open approach to education, as the class was available for formal enrollment through the Harvard Extension School and for informal "at large" participation on Berkman Island in *Second Life*. Subsequently, Prof. Nesson and others have made extensive use of *Second Life*'s unique capabilities as a learning space, holding mock trials and other events. Plans are underway for additional formal and informal courses next year in the spirit of *CyberOne*.

Education in online environments is also the central focus of Berkman fellow Gene Koo's work. Koo's recent publication, *New Skills/New Learning: Legal Education and the Promise of*

Technology, looks at how technology is changing the way lawyers can and should practice, and how law schools can and should teach. The 6-month study found that today's lawyers are ill-prepared for modern practice, particularly in skills related to research, dispersed or large-scale collaboration, and systemic problem solving. The study suggests that simulations, including those articulated by computers, can play a role in developing and deepening these skills.

Koo now serves as the first CALI-Berkman Fellow, marking a new partnership between the Berkman Center and the Center for Computer-Assisted Legal Instruction, a nonprofit consortium of over 200 North American law schools. He will oversee

projects to improve legal education, relying on his experience as an instructor of CyberOne, a consultant to the State of Play Academy, and other forays into virtual worlds as learning spaces. A primary task of this new fellowship includes the development of eLangdell, an online commons where law instructors can create and share teaching resources. Koo also serves as the bridge between Berkman and the MIT-Singapore GAMBIT game lab.

The Berkman Center is proud to be hosting a workshop at State of Play V on education in virtual worlds.

about us



<http://cyber.law.harvard.edu> | 1.617.495.7547

The Centre for Asia Pacific Technology Law & Policy (CAPTEL)

at Nanyang Business School, Nanyang Technological University

Associate Professor Harry SK Tan, Director
Associate Professor Anil Samtani, Deputy Director
Associate Professor Steven Ang, Fellow
Lim Yee Fen, Associate Fellow
Gilbert Leong, Associate Fellow; Partner, Messrs Rodyk & Davidson

About CAPTEL

CAPTEL is a research centre located in Nanyang Business School, Nanyang Technological University. It was one of the first technology law and policy centres in the world to be founded in a business school. It is within the fertile environment of business academia and industry that the centre's early days were sown. As a result, CAPTEL was created specifically be a centre for research and consultancy in technology law and policy for the development of the Asia Pacific region.

The core objectives of CAPTEL are to conduct applied research on the development of effective technology laws and policies. To achieve these objectives, the centre has themes reflecting the diverse expertise from the School and associate fellows:

a) Protection Regimes for Intellectual Property Rights - The laws relating to the protection of intellectual property of new technologies and to the new property developed by the use of new technologies.

- b) Legal Infrastructure for E-Business - Research on the development of international treaties, codes, and model laws and their impact on e-commerce.
- c) Regulation of the Internet - Researching the development of standards for Internet regulation to manage Internet conduct in the Asia Pacific; Content regulation.
- d) Online Laws - Cybercrime, technology security, privacy, online speech, and other IT laws.
- e) Biotechnology Law & Ethics - Research in related laws and policy and regulatory infrastructure.
- f) Development of a repository database of relevant laws and cases in the region for further research - Collecting and sharing with the public information on the region's reported cases and developments affecting technology.

Within these objectives, the Fellows of CAPTEL had been involved with various projects for ASEAN, UNDP, and APDIP, as well as WIPO related projects in the region. Most recently CAPTEL had completed the development of a free access database of Asia Pac Intellectual Property Laws (<http://ipjuris.net>) which was fully funded by external agencies.

www.captel.ntu.edu.sg | +65.6790.6423

The Singapore Internet Research Centre (SiRC)

at Wee Kim Wee School of Communication & Information,
Nanyang Technological University

Associate Professor Ang Peng Hwa, Director
Professor Eddie C.Y. Kuo, Interim Executive Director
Associate Professor Margaret Tan, Deputy Director

About SiRC

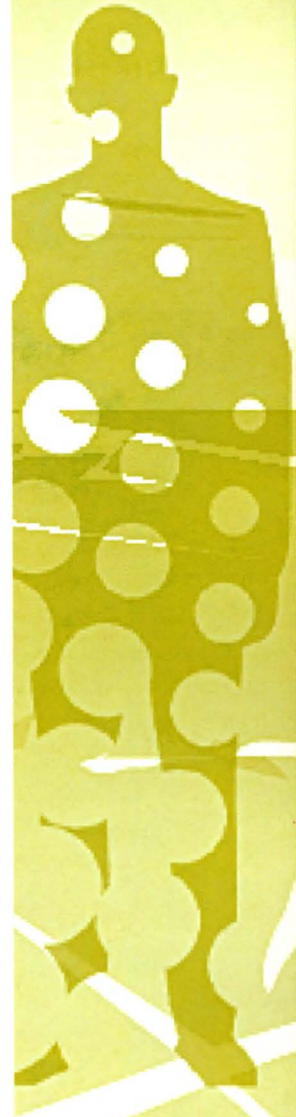
The Wee Kim Wee School of Communication and Information is home to the Singapore Internet Research Centre (SiRC) which conducts scholarly investigations into the nature, uses, and impact of the Internet. These include research on the social and psychological impact of new media including games, Internet governance, e-government, e-commerce security, as well as the use of new media by terrorist groups. In addition, researchers at the Centre are interested in the development and study of technologies such as Web archiving. The goal of SiRC is to be a premier Asian research institute, and bring Asian experiences and perspectives to the global discussion about the development, impact, and potential of the Internet. The Centre conducts broad-based high-quality multidisciplinary research in various aspects of Internet development, with an emphasis on its social impact and policy implications for individuals, organizations, and society.

The objectives of the Centre include:

1. To initiate and promote high-quality analytical research on a variety of issues associated with the Internet in the Asian context;

2. To develop international networks with researchers and research for research collaboration, analysis, and technological development, as well as with industrial, research, and educational organizations in Singapore and overseas;
3. To provide an umbrella for multiple large and small scale research projects, and generate external research funding and collaborative relationships;
4. To disseminate research findings through grant reports, journal articles, book projects, and conferences.

SiRC has helped the School to achieve national and international prominence by promoting high caliber research in a variety of areas, building upon the strengths of multiple faculty members, and disseminating research findings. Integral to many of the SiRC research activities is the Computer Assisted Telephone Interviewing (CATI) Lab, used for survey research.



The Information Society Project (ISP) at Yale Law School

Jack M. Balkin, Director
Eddan Katz, Executive Director

Background

The Information Society Project (ISP) at Yale Law School is an intellectual center for the study of a new age in which telecommunications and intellectual property are central determinants of the structure of society, the development of human culture, and democratic legitimacy.

The ISP was founded in 1997 by Professor Jack Balkin in order to study the implications of the Internet, telecommunications, and the new information technologies on law and society. Much of the ISP's work has focused on issues of freedom of speech, democracy, and the growth and spread of cultures on the Internet. In past years the ISP has studied the free-speech implications of filtering and rating systems, and designed a voluntary labeling system that has been endorsed by the European Commission and adopted by the Internet Content Rating Association. It has also studied civic participation on the Internet, the civil liberties implications of intellectual property protection, memetics and the evolution of cultures and ideologies, and the effects of the new communications technologies on globalization and the global flow of information.

The ISP undertakes several initiatives each year and engages in a variety of activities that include awarding residency and fellowships to young scholars, organizing international conferences and events, and providing advice and education to policy makers, business leaders, nonprofit organizations, and the global legal community. In addition the ISP fellows write a blog, *Lawmeme*, which offers commentary on developing law and technology issues.

Areas of Focus

Members of the Information Society Project study the emerging intersections between law, policy, and technology

and how those intersections affect civil liberties as technology evolves. The ISP's resident and international fellows engage in practical projects and theoretical research centered around:

- Protecting free speech, privacy, and democratic values in the digital age
- Creating vibrant public and civic spaces in and around cyberspace
- Developing technical architectures, legal rules, and democratic policies to promote individual liberty rather than public or private censorship
- Using technology to create communities that embrace cultural pluralism and local values

The ISP is unique in its focus on applied law and technology projects that are international in scope and that structure technology to serve the public interest.

This year many of these ideas are applied in the ISP's Access-to-Knowledge (A2K) initiative, which aims to build an intellectual framework that will protect access to knowledge both as the basis for sustainable human development and to safeguard human rights.

Theoretical Goals

The Information Society Project has three basic theoretical goals.

Promoting Democratic Values

The Project is committed to the preservation and promotion of democratic values in the information society. In particular, we focus on using information technology to promote democracy democratizing the use and control of information and information technology protecting and expanding civil liberties in the information age.

Creating a New Social Theory for the Information Age

Promoting democracy and liberty means requiring a deeper understanding of what is happening to humankind as a result of technological innovation. The ISP studies how economic, political and social forces interact as a result of changes in information technology. Formulating new theories of society includes a focus on cultural evolution: how culture is transmitted, created, mutated, and diffused through technologies of mass communication.

Studying the Role of Law and Legal Regulation in a Technology-Driven World

The ISP is premised on the assumption that the role of legal regulation itself will change in response to the evolution of the information society. Technology does not respect borders; it promotes globalization and draws the world closer together. Moreover, technology can respond to law by creating technical solutions that work around legal regulations or even render them irrelevant. In the information age, legal regulation and technical innovation will have both a cooperative and dialectical relationship. Law can both promote and hinder technological development; technical solutions can both foster and evade the public policy goals of legal regulation.

The Information Society Project studies the proper role of law and the future of the rule of law in a world where technology transcends political boundaries and can work around or obviate older forms of legal regulation. The ISP will consider what kinds of legal rules will best further sound public policy goals, and when these goals are best achieved through other means, including technical solutions, or social norms.

The Information Society Project and Yale Law School

The Information Society Project is a continuation of three distinctive traditions associated with the Yale Law School:

Legal Realism

Yale has long been in the forefront of studying the interaction between law, the market, and society. The Yale tradition has always been to ground the study of law in the study of the larger society that surrounds law. American Legal Realism—which emphasized the public policy goals of legal regulation and the necessary interrelation between law and social forces—was born and nourished at Yale. These Legal Realist traditions continue to this day: Yale remains the most interdisciplinary law faculty in the world, with expertise in philosophy, political theory, and the social sciences, in particular economics.

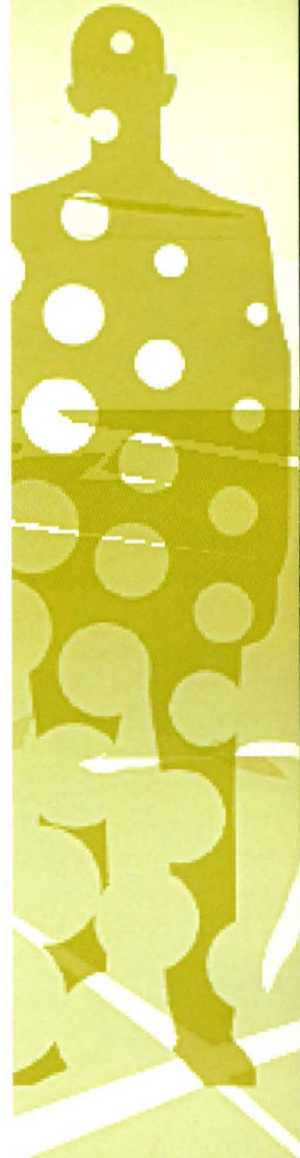
Social Activism

Yale Law School has a longstanding and deeply felt commitment to the pursuit of the public values of democracy, social equality, and individual liberty. Yale has a long and distinguished tradition of constitutional and civil rights scholarship, including in particular First Amendment scholarship.

Internationalism

For decades Yale Law School has promoted the comparative and international study of law and legal regulation. It has continually forged new connections with other countries, promoting American legal culture and absorbing ideas from other legal cultures.

about us



Trinity University

Trinity Facts: Trinity University is one of the nation's top private undergraduate institutions. Noted for its superior academic quality, outstanding faculty, and exceptional academic and residential resources, Trinity is committed to the intellectual, civic, and professional preparation of its students. The university is located in historic, culturally rich San Antonio.

Profile: Trinity offers 37 majors and 13 interdisciplinary minors. In addition to strength in the liberal arts and sciences, these majors include professional programs in communication, education, business administration, engineering science, and computer science. Degrees offered include the Bachelor of Arts, Bachelor of Science, and Bachelor of Music. Two five-year programs lead to a bachelor's degree followed by a master's degree in teaching or accounting. Additionally, Trinity offers the Master of Arts degree in school administration and school psychology, and a Master of Science degree in health care administration.

Students: Trinity's 2,693 students come from 46 states plus 32 countries. The average SAT score for the Class of 2010 was 1289. Among entering students, 70 percent ranked in the top 20 percent of their high school class. Minority enrollment is 22 percent for all undergraduate and graduate students.

Faculty: Students learn from 240 full-time faculty members, 97 percent of whom hold doctoral or terminal degrees in their field. The student/faculty ratio is 10:1.

Campus: The Trinity University campus encompasses 117 acres and is noted for its red brick buildings, accented by native live oaks, well-kept grounds, and sparkling fountains. Buildings used to showcase events for the campus and local communities include Laurie Auditorium and the Stieren Theater. The hilltop campus offers a commanding view of downtown San Antonio. Sixteen residence halls help foster a sense of community.

Library: Trinity's Coates Library has approximately 1 million volumes plus instructional media services that include a multimedia development center and an information commons that blends digital and print resources for students who work in groups or individually in a comfortable setting that is described as "Trinity's living room."

History: Founded by Presbyterians in 1869, in Tehuacana, Texas, Trinity subsequently moved to Waxahachie, Texas, in 1902. Forty years later, at the invitation of the city, Trinity relocated to the near west side of San Antonio and to its permanent campus in 1952. Although governed by an independent Board of Trustees, Trinity maintains a covenant relationship with the Presbyterian Church (U.S.A.)

How Others Rate Us: In the *U.S. News & World Report's 2006-2007 America's Best Colleges* edition, Trinity was ranked No. 1 for the 15th consecutive year among colleges and universities offering a full range of undergraduate and select master's level programs in the Western part of the United States. The magazine also ranked Trinity high in value for the West, and recognized Trinity's engineering science program as one of the finest in the nation.

Trinity was listed in the 2007 edition of *The Princeton Review – The Best 361 Colleges* for having strong academics, "no matter the major you choose." The guide quoted students who said professors are "open to letting students help with their research projects." Trinity's residence halls are in a category called "Dorms Like Palaces."

Trinity also was ranked in the Top 10 of the "Most Unwired College Campuses" by Intel Corp. because of a sophisticated wireless Internet network.

Named as one of the nation's 26 "Best Buy" private schools in the 2007 Edition of *The Fiske Guide to Colleges*, Trinity was described as having a student body of "smart, ambitious men and women, and a knowledgeable and caring faculty. Students here enjoy challenges, but still manage a laid-back Texas attitude." The guide highlights the excellence of the business administration and engineering science departments and says of Trinity: "It's friendly, warm, personal, engaged and academically stimulating."

Venue Information

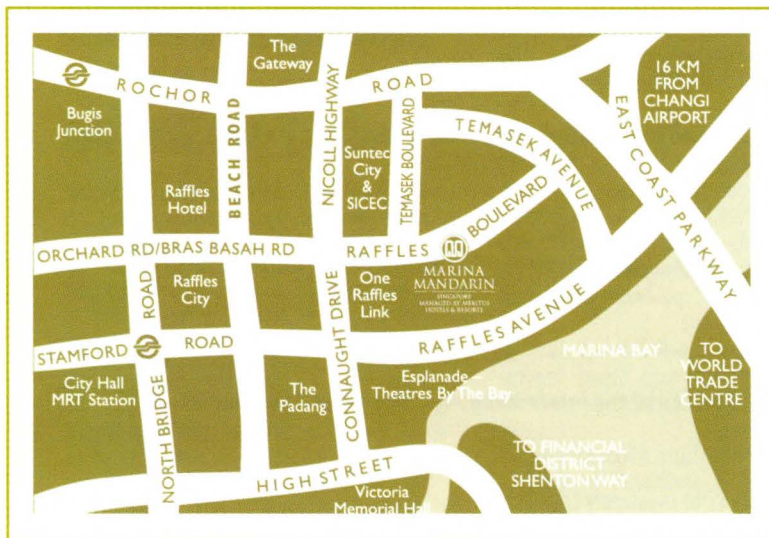
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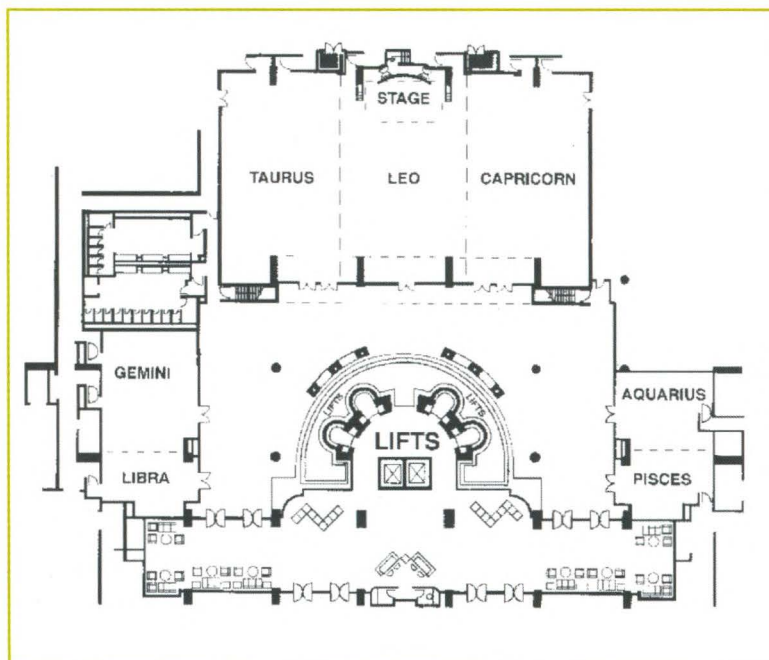
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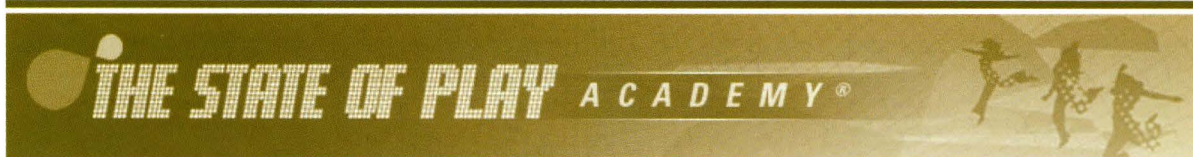


Marina Mandarin Hotel Location



Marina Mandarin Hotel Level 1

State of Play Academy



The State of Play Academy is the first law and technology academy built in a virtual world. Its purpose is to challenge the traditional means of imparting a legal education—in time, place, and manner—by experimenting with opportunities offered by the virtual space.

Recent symposia in State of Play Academy have included:

Public Disclosure and the Fourth Amendment

Monday, May 7, 2007 (3:00 p.m.–4:00p.m.)

Jennifer Granick, Stanford Law School

Revolving Door No More: Inevitable Disclosure and Its Potential Impact on Technological Public Infrastructure

Tuesday, May 8, 2007 (11:30 a.m.–12:30 p.m.)

David Levine, Stanford law School

Indirect Enforcement of the Intellectual Property Clause

Tuesday, May 8, 2007 (1:00 p.m.–2:00 p.m.)

Chris Sprigman, University of Virginia Law School

Why Privacy Injuries Are the Environmental Damage of the Information Age, and What This Can Tell Us About How to Protect Privacy

Tuesday, May 15, 2007 (1:10 p.m.–2:10 p.m.)

Dennis D. Hirsch, Associate Dean and Professor, Capital University Law School

Keywording Advertising in Search Engines and Trademark Infringement: Challenges to the "Trademark Use" Doctrine

Thursday, May 17, 2007 (10:00 a.m.–11:00 a.m.)

Zohar Efroni, Fellow at the Max Planck Institute for Intellectual Property, Competition and Tax Law

Claims of Copyright Misuse Based on First Amendment Interests

Wednesday, May 30, 2007 (12:00 p.m.–1:00 p.m.)

David Olson, Stanford Law School

Law and Search Engines

Wednesday, June 4, 2007 (4:00 p.m.–5:00 p.m.)

James Grimmelmann, New York Law School



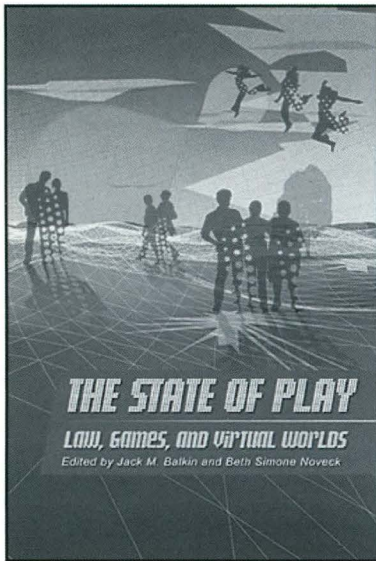
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DO TANK

**NEW YORK
LAW SCHOOL**

www.stateofplayacademy.com

From NYU Press...



The State of Play

Law, Games, and Virtual Worlds

EDITED BY JACK BALKIN AND BETH SIMONE NOVECK

"Reading *The State of Play* is an adventure. It is the first real step of a journey into the outer limits of the physical world and the inner realms of the virtual within the boundaries of society's comfort zone...[and] an exploratory glimpse into how digital worlds may change the future, reshape our own reflection, and challenge real-world laws."

NEW YORK LAW JOURNAL

The *State of Play* presents an essential first step in understanding how new digital worlds will change the future of our universe. Far more complicated and sophisticated than early video games, people now spend countless hours in virtual universes like Second Life and Star Wars Galaxies not to shoot space invaders but to create new identities, fall in love, build cities, make rules, and break them.

As digital worlds become increasingly powerful and lifelike, people will employ them for countless real-world purposes. Inevitably, real-world law will regulate them. But should virtual worlds be fully integrated into our real-world legal system or should they be treated as separate jurisdictions with their own forms of dispute resolution? What rules should govern virtual communities? Should the law step in to protect property rights when virtual items are destroyed or stolen?

These questions, and many more, are considered in *The State of Play*, where legal experts, game designers, and policymakers explore the boundaries of free speech, intellectual property, and creativity in virtual worlds.

Contributors include: Jack M. Balkin, Richard A. Bartle, Yochai Benkler, Caroline Bradley, Edward Castronova, Susan P. Crawford, Julian Dibbell, A. Michael Froomkin, James Grimmelman, David R. Johnson, Dan Hunter, Raph Koster, F. Gregory Lastowka, Beth Simone Noveck, Cory Ondrejka, Tracy Spaight, and Tal Zarsky.

The State of Play
320 pages
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\$24.00 paper 978-0-8147-9972-8

JACK M. BALKIN is Knight Professor of Constitutional Law and the First Amendment at Yale Law School, where he directs Yale's Information Society Project. His books include *What Brown v. Board of Education Should Have Said* and *What Roe v. Wade Should Have Said*, both published by NYU Press.

BETH SIMONE NOVECK is professor at New York Law School, where she directs the Democracy Design Workshop. She is also the founder of the State of Play conferences.

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First Monday State of Play Issue

First Monday is one of the first openly accessible, peer-reviewed journals on the Internet, solely devoted to research about all aspects of the Internet. Since its start in May 1996, *First Monday* has published 838 papers in 135 issues; an average monthly issue contains six research papers, plus on occasion book reviews, interviews, and editorials. Papers in *First Monday* have been written by 1,009 different authors, representing largely academic institutions located in over 30 different countries. In addition, eight special issues have appeared, focused on the proceedings of different conferences or special topics. Virtual architecture at State of Play III was covered in a special issue (see http://firstmonday.org/issues/special11_2b/).

Special State of Play issue scheduled to appear January 2008!

Submissions welcome! Please contact the editors at stateofplay@nyls.edu.

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Stay Tuned

STATE OF PLAY VI: THE INTEROPERABLE METAVERSE

Stanford University, California, USA

February 16–17, 2008

Check out the State of Play Time Capsules, video interviews with industry and academic thought-leaders on the future of virtual worlds. Interviews include.....

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Richard Bartle (University of Essex)

Ann Bartow (University of South Carolina)

Anne Beamish (University of Texas)

Betsy Book (There.com)

S. Gregory Boyd (Kenyon & Kenyon)

Caroline Bradley (University of Miami Law School)

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Susan Crawford (Cardozo School of Law)

Kjartan Pierre Emilsson (CCP Games)

Terry Fisher (Harvard Law School)

Scott Foe (Nokia Games)

Joshua S. Fouts (USC Center on Public Diplomacy)

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James Grimmelmann
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Frank Lantz (NYU, Pac-Manhattan)

William Leverett (NCsoft Corporation)

Rebecca MacKinnon (Harvard/CNN)

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Ron Meiners (Virtual Cultures, Multiverse.net)

Jessica Mulligan (Turbine Entertainment)

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Daniel Terdiman (CNET News)

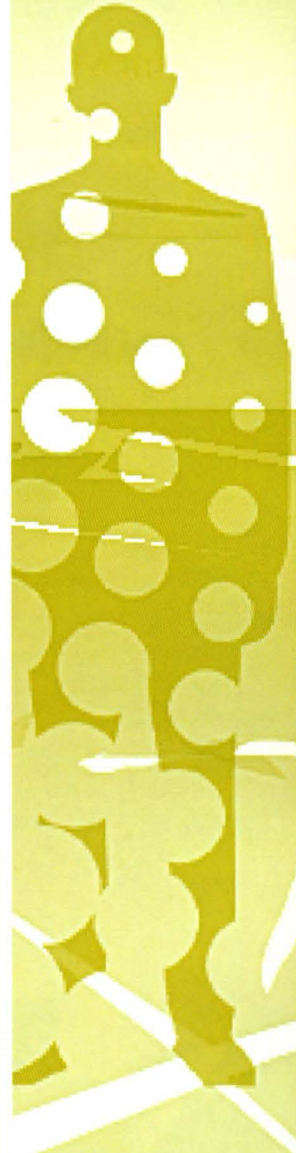
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