

Bios

Fordham University School of Law
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Joseph Angland

Joseph Angland was until recently a shareholder in Heller Ehrman, where he headed the New York antitrust practice. Before joining Heller Ehrman, Mr. Angland practiced at a prominent New York firm for 29 years, where he was Co-Chair of the firm's Antitrust Practice Group. From 2006 to 2007, Mr. Angland served as Chair of the ABA's Section of Antitrust Law, the world's largest association of competition lawyers. His prior work for the Antitrust Section includes serving as the principal editor of *Antitrust Law Developments*, the Section's principal treatise on antitrust law. He is listed as among the leading antitrust lawyers in the United States in *Global Competition Review's Who's Who Legal*, in *Chambers USA*, in *Woodward/White's Best Lawyers in America*, and by Practical Law Institute. Mr. Angland was named one of Lawdragon's 500 Leading Litigators, a New York Super Lawyer, and one of the top 100 lawyers in New York.

Mr. Angland has counseled and represented clients in a variety of industries, including the automobile, banking, communications, computer software, medical equipment, mortgage, petroleum, pharmaceutical and semiconductor industries. He has litigated jury and non-jury cases before federal and state courts and has handled administrative matters before the Federal Trade Commission. Mr. Angland has also litigated federal income tax and estate tax issues in the United States Tax Court, the United States Court of Federal Claims, and district courts.

Michael D. Blechman

Michael D. Blechman, who concentrates in the fields of litigation, antitrust and international law, has been a partner at Kaye Scholer since 1975 and was a member of its Executive Committee from 1996 to 2003.

Mr. Blechman has been lead counsel in a variety of litigations, arbitrations and other matters involving antitrust, international law, contract disputes and other matters. He has also represented and advised many U.S. and foreign companies in connection with international mergers and acquisitions and joint ventures, and has represented such companies before the Justice Department and the Federal Trade Commission.

Mr. Blechman speaks and writes frequently in Europe and the U.S. on antitrust, international litigation and other subjects.

Molly S. Boast

Molly Boast is a member of Debevoise & Plimpton's Litigation Department whose practice ranges across all areas of litigation and counseling in competition law matters, including civil and criminal investigations and actions, private litigation, U.S. and foreign governmental review of domestic and international mergers and acquisitions, and counseling on a wide array of structures and arrangements.

Ms. Boast served in the Bureau of Competition of the Federal Trade Commission from 1999-2001, first as Senior Deputy Director and then as Director. At the FTC, she had principal responsibility for the Commission's successful litigation challenges to the BP/ARCO and Heinz/Beech-Nut mergers, among other matters. Ms. Boast oversaw several significant litigation challenges to patent settlement agreements in the pharmaceutical industry. She also served as the agency's representative to the joint European Union/FTC/Department of Justice Mergers Working Group. In 1993, she presented the argument on extraterritorial application of the antitrust laws before the United States Supreme Court in *Hartford Fire v. State of California*. In 1992, she was appointed Special Assistant United States Attorney for the Independent Counsel Investigation of Banca Nazionale del Lavoro ("Iraqgate") at the U.S. Department of Justice.

Ms. Boast is a member of the bars of the State of New York and the U.S. District Courts for the Southern and Eastern Districts of New York, U.S. Courts of Appeals for the First, Second, Third and Ninth Circuits, and the U.S. Supreme Court. She has at various times held positions as an officer or director of the Federal Bar Council and the American Bar Association's Section of Antitrust Law, and today serves as Chair of the Federal Courts Committee of the Association of the Bar of the City of New York. Ms. Boast is also a member of the American Law Institute and the Litigation Section of the American Bar Association. She has written and spoken extensively on antitrust and complex litigation topics. Most recently, she co-authored the article "The FTC's N-Data Decision: Challenges To 'Unfair Competition' That Does Not Violate Antitrust Law," *Andrew Antitrust Litigation Reporter* (July 16, 2008).

Ms. Boast obtained her J.D. in 1979 from Columbia University School of Law where she was a Harlan Fiske Stone Scholar and received the Jane Marks Murphy Prize for public interest contributions. Ms. Boast received her M.S. in 1971 from Columbia University School of Journalism and her B.A. in 1970 from College of William and Mary, with honors.

Beau Brendler

Beau Brendler is founder and director of Consumer Reports WebWatch, the Internet integrity division of Consumers Union, the non-profit publisher of Consumer Reports magazine. WebWatch specializes in investigating and exposing online fraud, helping consumers resolve problems, promoting acceptance of standards for Web site credibility, and advocating for transparency and trust online.

WebWatch helped launch and serves as special advisor to StopBadware.org, a project of Harvard Law School's Berkman Center and the Oxford Internet Institute to fight the spread of malware. WebWatch and StopBadware.org will shortly launch BadwareBusters.org, a site designed to assist consumers to help remove badware. In January 2008, WebWatch launched Full Frontal Scrutiny (www.frontgroups.org) in partnership with the Center for Media and Democracy, to expose the Web sites of front groups. WebWatch (<http://www.consumerwebwatch.org>) also provides content and expert review for Consumers Union publications.

Brendler, a longtime journalist, was formally editorial director and a founder of ABCNews.com, and news editor for PoliticsUSA and PoliticsNow, two of the Internet's first and best political sites, published by the National Journal, the Washington Post and ABC News.

Daniel Brenner

Daniel Brenner is Senior Vice President for Law & Regulatory Policy at the National Cable & Telecommunications Association, Washington, D.C., where he has served since 1992. Previously, he served as Director of the Communications Law Program and a member of the faculty at UCLA Law School. He also served as Counsel to the Los Angeles office of LeBoeuf, Lamb, Greene & MacRae.

Mr. Brenner was Senior Legal Advisor to Chairman Mark Fowler of the Federal Communications Commission from 1981 to 1986. He was also Vice-Chairman of the U.S. Delegation to the ITU World Radio Conference in

Geneva, Switzerland. He has served as a consultant on telecommunications issues for the RAND Corporation and the International Media Fund, and as a Senior Fellow at The Annenberg Washington Program. He is a graduate of Stanford University and Stanford Law School.

Mr. Brenner serves on the Board of Directors of Cable Positive, the cable industry's AIDS awareness and support organization. He has also served on the board of advisors of Falcon Cable Systems. He was a member of the Board of Trustees of Stanford University from 1982-1987. He was appointed by the President and confirmed by the Senate to be a member, and served as Vice-Chairman, of the Board of Directors of the Corporation for Public Broadcasting from 1986 to 1991. He is co-author of a leading treatise on cable television law and serves on the adjunct faculty of Georgetown Law School.

Jerry Cerasale

Jerry Cerasale is senior vice president of government affairs for the Direct Marketing Association (DMA). In this role, Cerasale represents the multichannel marketing community's policymaking interests on Capitol Hill and before key federal agencies, including the U.S. Postal Service (USPS) and the Federal Trade Commission.

Cerasale began his legal and government relations career in the USPS's legal department. He served for 12 years at the Postal Regulatory Commission (PRC) in a number of advisory roles, including seven years as legal advisor to PRC Chairman Janet Steiger. He then became attorney/advisor to FTC Chairman Janet Steiger. Immediately before joining DMA in 1995, Cerasale was deputy general counsel for the U.S. House of Representatives Committee on Post Office and Civil Service.

Currently, Cerasale is secretary/treasurer of The Mailers Council's Board of Directors. He has also been a member of FTC's Advisory Committee on Online Access, and vice chairman of the Postal Matters Subsection of the Administrative Law and Regulatory Practice Section of the American Bar Association.

Cerasale holds a juris doctorate from the University of Virginia School of Law, and a bachelor's degree in government and economics from Wesleyan University. He served in the U.S. Army from 1970 to 1972.

Kevin G. DeMarrais

For nearly 15 years, Kevin DeMarrais has provided readers of *The Record* with straightforward advice on pocketbook and consumer issues such as telemarketers, Internet scams, supermarket coupons, unresponsive business people, and dozens of other subjects.

A three-time first-place finisher in state-wide business writing contests, Mr. DeMarrais combines years of personal experience with advice from experts in business and government to provide readers tools to solve their own problems and to get the most for their time and money.

Mr. DeMarrais' column made its debut on March 27, 1994, first as "The Savvy Shopper" and since 1995 as "Your Money's Worth," and has appeared in the Sunday business section every week but one since then.

Mr. DeMarrais joined *The Record* part-time in sports in 1986, and went full-time as a business writer in 1993. His first newspaper job was selling papers at a railroad station in Bogota, an experience he repeated as a college junior selling *The New York Times* on the streets of Paris.

Before coming to *The Record*, Mr. DeMarrais was senior vice president of a start-up Internet company (giving him an insider's understanding of bankruptcy proceedings) and a vice president of one of the nation's largest public relations firms, where he won a major national award for promoting an offshore oil rig. He spent his early career in sports public relations, including 19 years as Director of Sports Information at Columbia University and part-time positions with the U.S. Olympic Committee, the New York Jets, and the New York Cosmos.

Mr. DeMarrais is a graduate of Columbia University with a degree in government. The army veteran has two children and four grandsons.

Joy Feigenbaum

Joy Feigenbaum currently serves as Bureau Chief of the Consumer Frauds & Protection Bureau at the New York State Attorney General's Office. She also supervises the Attorney General's Student Loan and related investigations which operate out of the Consumer Frauds Bureau. Ms. Feigenbaum joined the Attorney General's Office in 1996 and, since that time, has both supervised and handled a wide variety of consumer fraud and deceptive practices investigations and cases, as well as investigations and cases involving a number of significant public health and product safety issues (including tobacco and alcohol marketing to youth).

Prior to joining the Attorney General's Office, Ms. Feigenbaum worked in private litigation practice, having specialized in general commercial, insurance and product liability litigation.

Ms. Feigenbaum obtained her JD from the University of Pennsylvania Law School in 1980, and her BA in History from Rutgers College, where she graduated *summa cum laude* in 1977. She is a member of the bars of the State of New York, the U.S. District Courts for the Southern and Eastern Districts of New York, and the U.S. Supreme Court. She is a member of the American Bar Association, Section of Litigation and serves on the Consumer Protection and Personal Rights Litigation Committee and Class Action Litigation Committee.

Harry First

Harry First is the Charles L. Denison Professor of Law at New York University School of Law and the Director of the law school's Trade Regulation Program. From 1999-2001 he served as Chief of the Antitrust Bureau of the Office of the Attorney General of the State of New York. Professor First's teaching interests include antitrust, regulated industries, international and comparative antitrust, business crime, and innovation policy. He is the co-author of law school casebooks on antitrust (with John Flynn and Darren Bush) and on regulated industries (with John Flynn), as well as the author of a casebook on business crime, and the author of numerous articles involving antitrust law. Professor First has twice been a Fulbright Research Fellow in Japan and has served as an Adjunct Professor of Law at the University of Tokyo.

Professor First's recent scholarly work has focused on various aspects of the *Microsoft* litigation, and includes "Microsoft and the Evolution of the Intellectual Property Concept," 2006 *Wis. L. Rev.* 1369, and "Re-framing Windows: The Durable Meaning of the *Microsoft* Antitrust Litigation," 2006 *Utah L. Rev.* 641 (with Andrew Gavil). He and Professor Andrew Gavil are currently working on a book titled *Microsoft and the Globalization of Competition Policy: A Study in Antitrust Institutions*, to be published by MIT Press.

Professor First is a Contributing Editor of *Antitrust Law Journal*, Foreign Antitrust Editor of *Antitrust Bulletin*, a member of the Executive Committee of the Antitrust Section of the New York State Bar Association, and a member of the Advisory Board of the American Antitrust Institute.

Eleanor M. Fox

Eleanor M. Fox is the Walter J. Derenberg Professor of Trade Regulation at New York University School of Law, where she teaches antitrust, European Union law, international and comparative competition policy, and torts. Her scholarship is in the area of competition, trade, economic development, and global governance. She was a partner and is of counsel at the New York law firm Simpson Thacher & Bartlett.

Professor Fox served as a member of the International Competition Policy Advisory Committee to the Attorney General and the Assistant Attorney General for Antitrust of the United States Department of Justice (1997-2000) (President Clinton) and as a Commissioner on President Carter's National Commission for the Review of Antitrust Laws and Procedures (1978-79).

Professor Fox is a member of the Board of Directors of the Lawyers' Committee for Civil Rights Under Law and is a Director of the American Foreign Law Association. She is a member of the advisory board of CUTS – Competition, Investment and Economic Regulation, an NGO in India. She is a frequent visitor and lecturer at the Competition Directorate of the European Commission. She has advised numerous younger antitrust jurisdictions, including South Africa, Indonesia, Egypt, Russia and the Central and Eastern European nations.

She has served as Chair of the Section of Antitrust and Economic Regulation of the Association of American Law Schools, Chair of the New York State Bar Association's Section on Antitrust Law, Vice President of the Association of the Bar of the City of New York, Vice Chair of the ABA Antitrust Section, and Trustee of New York University Law Center Foundation. Her books include *Antitrust Stories* (co-edited with Daniel Crane, Foundation 2007); *Competition Policy and the Transformation of Central Europe* (with J. Fingleton, D. Neven and P. Singleton 1996), *Cases and Materials on U.S. Antitrust in Global Context* (2d ed. Thomson/West 2004) (with Lawrence Sullivan and Rudolph Peritz), *European Union Law: Cases and Materials* (2d ed. West 2002) (with G. Bermann, R. Goebel and W. Davey), and a merger treatise.

Her articles and essays include: "Economic Development, Poverty and Antitrust: The Other Path, festschrift symposium for Lawrence Sullivan," 13 *Southwestern J. of Law & Trade in Americas* 211 (2007), "The WTO's First Antitrust Case — *Mexican Telecoms: A Sleeping Victory for Trade and Competition*," 9 *J. Int'l Econ. L.* 271 (2006), "Is there Life in *Aspen* after *Trinko*? — The Silent Revolution of Section 2 of the Sherman Act," 73 *Antitrust L.J.* 3 (2005), "Extraterritoriality in the Age of Globalization; Conflict in the Age of *Empagran*," *Antitrust Report* 3 (2005), "International Antitrust and the Doha Dome," 43 *Va. J. Int'l L.* 911 (2003), "What is Harm to Competition? Exclusionary Practices and Anticompetitive Effect," 70 *Antitrust L.J.* 371 (2002), and "Being a Woman, Being a Lawyer and Being a Human Being," 57 *Ford. L. Rev.* 955 (1989).

Jeffrey A. Greenbaum

Jeffrey A. Greenbaum is a partner in the Advertising, Marketing, and Public Relations group at Frankfurt Kurnit Klein & Selz, PC, and is also a member of the firm's Management Committee.

Mr. Greenbaum counsels advertisers, media companies, advertising agencies, and production companies on a wide variety of advertising, marketing, branded entertainment, and intellectual property matters, including advertising regulation, rights clearance, agency/client contracts, production contracts, e-commerce, consumer privacy, sweepstakes and contests, and network clearance. He also regularly represents advertisers in connection with advertising litigation, including federal, state, and local regulatory investigations, as well as before the National Advertising Division and other self-regulatory organizations.

Mr. Greenbaum has previously served as chair of the Committee on Consumer Affairs of the New York City Bar, and currently serves as a member of the Committee. For several years, he has also chaired the New York City Bar's annual "Hot Topics in Advertising" program. He is a director of the Promotion Marketing Association and a member of its Government and Legal Affairs Committee. He was also co-chair of the 2007 PMA law conference. He is also a member of the Electronic Retailing Association's Government Affairs Committee.

Mr. Greenbaum is a frequent speaker on advertising and intellectual property issues. He has spoken at the FTC's "Rebate Debate" workshop and at the FTC's "Green Lights and Red Flags: FTC/BBB Rules of the Road for Advertisers" program, as well as at conferences sponsored by the National Advertising Division, Promotion Marketing Association, the Electronic Retailing Association, Intellectual Property Owners Association, ALI/ABA, the New York City Bar, the New York County Lawyers Association, Columbia University, New York University, and others.

Mr. Greenbaum has served as an adjunct faculty member at Parsons School of Design. He writes the "Legal" column in *Shoot* magazine, and has been quoted in publications such as *The New York Times*, *Adweek*, and

Creativity. He has appeared on the CBS “Early Show.” He is also the author of the chapter “Developing a Compliance Program” included in the book *Advertising and Marketing Best Practices*.

Mr. Greenbaum has been recognized as one of the nation’s leading lawyers in media and entertainment by the *Chambers USA America’s Leading Lawyers for Business*. He is a graduate of Brandeis University (BA, *summa cum laude*, 1990), where he was elected to Phi Beta Kappa, and a graduate of Columbia University School of Law (JD, 1993), where he was a Harlan Fiske Stone Scholar.

Michael Kaiser

Michael Kaiser is the Executive Director of the National Cyber Security Alliance (NCSA). He joined NCSA in 2008.

Prior to joining NCSA, Mr. Kaiser spent 25 years in the field of victim’s services and rights at National Center for Victims of Crime where held the positions of Director of Program Development and the Director of Programs, and at Safe Horizon in New York City, where he held a variety of senior staff positions, including Associate Director for Development and External Affairs and Associate Director for Administration.

Throughout his career, Mr. Kaiser has been involved in developing new programs and expanding the capacities of communities to respond to victims of crime. He has worked on numerous efforts to raise public awareness about the impact of crime and to encourage victims to seek help. Among those accomplishments are: developing programs that engage teens in creating public education and outreach programs for their peers; conducting a nationwide training and technical assistance program on stalking to improve the law enforcement, victim services, and prosecutorial response to the crime; and developing housing alternatives for intimidated victim/witnesses in three communities.

In the areas of technology, Mr. Kaiser has developed training and other programs on the use of technology in crimes such as stalking and identity theft, and worked on programs exploring the use of technology to improve community policing. Along with his wife Laura Fisher Kaiser, he co-authored *The Official eBay Guide to Buying, Selling, and Collecting Just About Anything* (Simon and Shuster, 1999).

Mr. Kaiser has served on several non-profit Boards. He is currently the Chair and a founding Board Member of SPINUSA, a national non-profit based in Massachusetts, and has served on the Board of Trustees of the College of the Atlantic in Bar Harbor, Maine, and New Destiny Housing Corporation in New York City.

Georges G. Korsun

Georges Korsun is Director of Economic and Statistical Consulting at Deloitte Financial Advisory Services LLP. He has worked extensively in the area of international competition policy and has advised more than a dozen governments on establishing and strengthening competition regimes. He has served as a non-governmental advisor to the International Competition Network for a number of years. His international work has focused on the economic analysis of laws and regulations, particularly in the areas of competition and corporate governance and in the estimation of economic impacts.

In his commercial practice, Dr. Korsun has conducted market studies in merger cases, estimated damages arising from regulatory takings, and conducted numerous exercises in large-scale survey design and data collection and analysis. His recent work has applied statistics and economic theory to automated fraud and money laundering detection in the financial sector and in public procurement.

Andrea C. Levine

Andrea C. Levine is the Director of the National Advertising Division (NAD) and a Senior Vice President of the Council of Better Business Bureaus. Andrea leads the team of NAD’s highly experienced lawyers and oversees

the advertising monitoring and review process. During Andrea's 11-year tenure, NAD has resolved well over 1,000 cases, and has generated a 96% compliance rate without legal sanction or regulatory authority. Andrea lectures frequently on NAD's system of voluntary self-regulation and issues concerning truth-in-advertising, including weight loss products, health and nutrition claims and environmental marketing, and has appeared on ABC's "20/20" and in the pages of the *New York Times*, *Wall Street Journal*, and the *Boston Globe*. Andrea also serves on the Advisory Board for Advertising Compliance Service.

Prior to joining NAD, Andrea served for ten years as an Assistant Attorney General for the State of New York where she handled a wide range of advertising challenges, including drafting a comprehensive blueprint for truthful and accurate airline advertising; formulating (at the request of the industry) advertising guidelines for car rentals; analyzing and evaluating environmental marketing claims; handling product safety issues particularly as they pertain to toys and other products intended for use by children; and appearing before the United States Supreme Court in a case concerning airline advertising. In addition, while at the Attorney General's office, Andrea worked closely with the Federal Trade Commission, Attorneys General nationwide, the Food and Drug Administration, the Environmental Protection Agency and the Consumer Product Safety Commission. In 1990, Andrea was the recipient of the Marvin Award for demonstrating outstanding leadership, expertise and achievement in advancing the goals of the National Association of Attorneys General.

Immediately before joining NAD, Andrea was special counsel to the Ryan Community Health Network in New York, a not-for-profit managed care company. Early in her legal career, Andrea served for seven years as a staff attorney at Community Action for Legal Services, providing legal representation for low-income families in New York City.

Andrea received her undergraduate degree from New York University and her law degree from Brooklyn Law School. Andrea is admitted to the bars of New York State, the United States Supreme Court, the First, Second and Fifth Circuit Courts of Appeals, and the Southern and Eastern Districts of New York.

Andreas P. Reindl

Andreas Reindl is the Executive Director of the Fordham Competition Law Institute. Prior to joining Fordham, Mr. Reindl was Principal Administrator in the OECD's Competition Division where he worked on competition law enforcement issues and international cooperation, as well as technical assistance projects. Mr. Reindl has also practiced U.S. and European antitrust law with the Washington, D.C. office of Skadden, Arps, Slate, Meagher & Flom.

Mr. Reindl teaches courses on European and international antitrust, and antitrust and intellectual property at Fordham Law School and has also taught at the University of Michigan Law School and the American University Washington College of Law. Mr. Reindl has published in the areas of antitrust and intellectual property law.

David T. Scheffman

David Scheffman is a noted scholar, and award winning professor, with several years experience in high level government positions. He has many years of experience as a business consultant, an expert witness, and as a litigation and regulatory consultant in a wide variety of matters for many companies and attorneys.

Dr. Scheffman has testified in several jury and bench trials in federal, state, and administrative proceedings, in arbitrations, in other countries, and before the Congress and state legislatures. Recently he was the expert for Whole Foods in the FTC's challenge of Whole Foods' acquisition of Wild Oats. He was cited numerous times in the decision.

Dr. Scheffman has over 12 years of experience in a number of senior positions at the Federal Trade Commission (1979-88, 2001-03). He was Director of the Bureau of Economics (the head economist at the FTC) from 1985-88 and 2001-03.

Dr. Scheffman is a noted scholar in the area of industrial organization and antitrust economics (among others), having authored several important articles and books on topics such as market definition, merger analyses, analyses of barriers-to-entry, and vertical analyses. He has also written on, taught, and consulted on issues involving business strategy, marketing, pricing, distribution, and intellectual property.

Dr. Scheffman is an adjunct Professor of Business Strategy and Marketing at the Owen Graduate School of Management at Vanderbilt University, where he was a chaired professor from 1989 until 1998. He won faculty-wide teaching awards in 2002 and 2006. He created and taught the Business Strategy curriculum at the Owen School and continues to teach one course a year (every other weekend in the Fall) on business strategy in the Executive MBA program, and has won a teaching award in this program.

Dr. Scheffman earned a PhD in Economics from the Massachusetts Institute of Technology, and a BA, *magna cum laude*, from the University of Minnesota. He grew up in Minneapolis, MN.

Peter P. Swire

Peter P. Swire is the C. William O'Neill Professor of Law at the Moritz College of Law of the Ohio State University and director of that school's Washington, D.C. summer program. His current teaching includes antitrust law and a seminar on legal issues in online advertising. He is also a Senior Fellow at the Center for American Progress.

From 1999 to early 2001 he served as the Clinton Administration's Chief Counselor for Privacy, in the U.S. Office of Management and Budget. In that position, he coordinated Administration policy on the use of personal information in the public and private sectors, and served as point of contact with privacy and data protection officials in other countries. He was White House coordinator for the proposed and final HIPAA medical privacy rules, and played a leading role on topics including financial privacy, Internet privacy, encryption, public records and privacy, ecommerce policy, and computer security and privacy.

Professor Swire has published extensively, testifies regularly before the Congress, and is quoted frequently in national and international press. He is faculty editor of "The Privacy Year in Review," published by *I:S, A Journal of Law and Policy for the Information Age*, which is distributed to all members of the International Association of Privacy Professionals. He is lead author of *Information Privacy: Official Reference for the Certified Information Privacy Professional*. Many of his writings appear at www.peterswire.net.

Professor Swire graduated summa cum laude from Princeton University and in law school was a Senior Editor of the Yale Law Journal.

