

PRACTICAL, LEGAL, AND COMPLIANCE FORUM ON  
BALANCING INNOVATION WITH CONSUMER PROTECTION IN

# EMERGING PAYMENT SYSTEMS

March 21-22, 2013 | Omni San Francisco Hotel | San Francisco, CA

## FEATURED SPEAKERS INCLUDE

**Dena Milligan**  
Federal Reserve Board

**Natalie Diana**  
U.S. Dept. of Treasury

**Daniel Wood**  
Texas Dept. of Banking

**Thomas James**  
Office of the Illinois Attorney  
General

**Michael Benardo**  
FDIC

**Susan Lea Smith (Invited)**  
U.S. Dept. of Justice

**Eric Gott**  
OCC

**Roxanne Nava**  
Illinois Dept. of Commerce  
& Economic Opportunity

**Adam Nunziato**  
U.S. Dept. of Treasury

**Susan M. Pandey, Ph.D.**  
NACHA

**Sharda Caro**  
Square

**Martine Niejadlik**  
BOKU

**Youssef Sneifer**  
Microsoft

**Thomas Bell**  
American Express

**Jon Zieger**  
Stripe

**Veronika Foster**  
Walmart

**Krista Griffith**  
Western Union

**Brian Crist**  
Citigroup

**Richard Harvey**  
Skrill

**Pervees Faisal Islam**  
Payza

**Ted Teruo Kitada**  
Wells Fargo

**Prakash Hariramani**  
Payfone

**Les Korsh**  
MoneyGram

**Michael Peck**  
TSYS

**Harold Montgomery**  
Calpian

**Brett Kaplicer**  
American Express

## OUR DISTINGUISHED FACULTY WILL PROVIDE YOU WITH EXPERT ADVICE AND KEY INSIGHTS FOR:

- The evolving payments and financing landscape: **Mobile payments, mobile wallets, virtual currencies, crowdfunding**, and other new and emerging technologies, services, products, and trends and their impact on the payments industry
- Ensuring compliance with the **evolving state regulatory and enforcement framework** governing emerging payment systems: **Money transmission, payment processing, licensing, and other considerations**
- **UDAP/UDAAP, disclosures, and marketing:** Regulatory and compliance considerations for new payment models
- **Managing privacy and data security risks** in the emerging payments market, both in the U.S. and abroad
- **Dodd-Frank, the CFPB, FinCEN, OFAC, Reg E, the Durbin Amendment, cross-border remittances and more:** Preparing for the evolving federal regulatory paradigm and its impact on emerging payment systems
- Developing, implementing, and maintaining **AML and fraud deterrence strategies and programs** for emerging payment systems
- **The international emerging payments landscape:** Assessing the evolving legal and business environments in key foreign markets, facilitating e-commerce abroad, best practices for ensuring compliance with emerging regulatory schemes in the EU, Asia, and Latin America, and lessons learned for the U.S. market
- Facilitating cooperation and communication amongst **payment system stakeholders** and determining the scope of each party's participation
- **Location data:** Ensuring proper disclosure and determining how to make use of such data
- Evaluating the **revenue potential** of new payment products and systems
- Ensuring that new and emerging products have sufficient **consumer protections** in place

## PLUS, don't miss the Pre- and Post-Conference Master Classes:

- A** Understanding the Technology Underlying Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals
- B** Credit, Debit, and Prepaid Cards: New Regulations and Reforms and Their Impact on 'Traditional' Payment Methods

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BE A PART OF THE NATION'S PREMIER FORUM ON EMERGING PAYMENT SYSTEMS AND ENSURE THAT YOU ARE PREPARED FOR THE LEGAL, COMPLIANCE, TECHNICAL, AND BUSINESS ISSUES ARISING FROM NEW PRODUCTS AND TECHNOLOGIES

The payments industry is facing unprecedented growth, rapid technological advancements, and a flood of new entrants into the market. Questions abound as to how all of the stakeholders will work together, which products will be welcomed by consumers and retailers, best practices for managing privacy and data security risks, and how federal and state regulatory frameworks will be applied to emerging payment systems. **While many of these new payment products have the potential to become attractive revenue streams, they are also fraught with uncertainties relating to regulatory, compliance, security, and business issues.**

Building on the incredible success of our Emerging Payment Systems series of conferences, and in response to demand from the market, **American Conference Institute** has developed the **5th National Forum on Balancing Innovation with Consumer Protection in Emerging Payment Systems**. This conference will bring together an unparalleled faculty of in-house counsel and compliance professionals, senior executives from industry-leading companies, high-level regulatory and enforcement officials, and top outside counsel specializing in emerging payment systems who will provide you with the insights and tools necessary to navigate the legal, compliance, technical, and business hurdles arising from new payment products and technologies.

PLUS, ADD VALUE TO YOUR ATTENDANCE BY ALSO REGISTERING FOR THE PRE- AND POST-CONFERENCE MASTER CLASSES:

**A PRE-CONFERENCE MASTER CLASS – Understanding the Technology Underlying Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals**

March 21, 2013 | 8:00 a.m. – 10:00 a.m.

**B POST-CONFERENCE MASTER CLASS – Credit, Debit, and Prepaid Cards: New Regulations and Reforms and Their Impact on 'Traditional' Payment Methods**

March 22, 2013 | 1:30 p.m. – 3:30 p.m.

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You can also register online at [www.AmericanConference.com/EmergingPayments](http://www.AmericanConference.com/EmergingPayments)

MEDIA PARTNERS:



WHO YOU WILL MEET:

- Regulatory and Enforcement Officials
- Financial Products, Payments, and Retail Professionals, including:
  - General Counsel
  - Compliance Officers/Managers
  - Product Managers
  - Risk Officers/Managers
  - AML Managers
  - Privacy Officers
  - Data Security Officers
  - Analysts
- Private Practice Attorneys Specializing in:
  - Financial Services Regulatory Compliance
  - Banking Law
  - Payment Systems
  - Prepaid Cards
  - AML
  - Privacy/Data Security
  - Advertising & Marketing Law

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8:00 **Pre-Conference Master Class: Understanding the Technology Underlying Emerging Payment Systems**  
*(see page 7 for details)*

9:30 Main Conference Registration and Continental Breakfast

10:05 **Co-Chairs' Opening Remarks**



**Chris Daniel**  
Paul Hastings LLP



**Terrence P. Maher**  
Baird Holm LLP

10:10 **The Evolving Payments and Financing Landscape: Mobile Payments, Mobile Wallets, Virtual Currencies, Crowdfunding, and Other New and Emerging Technologies, Services, Products, and Trends and Their Impact on the Payments Industry**

**Sharda Caro**  
Payments Counsel  
Square, Inc.



**Prakash Hariramani**  
Head of Product  
Payfone Inc.

**Brett I. Kaplicer**  
Vice President and Senior Counsel  
American Express Company



**Martine Nijadlik**  
Compliance Officer  
BOKU



**Andrew J. Lorentz**  
Davis Wright Tremaine LLP



**Mark A. Moore**  
Aldrich Bonnefin & Moore, PLC



**Thomas A. Fox**  
Schwartz & Ballen LLP

- Market outlook: where is the payments industry headed?
- Overview of new and emerging payment products and services, and their expected impact on the market
- Assessing the revenue potential of new payment products and systems
- Perspectives from new entrants into the payments space
  - Barriers to entry
  - Overcoming regulatory and compliance hurdles during start-up
  - Capitalizing on new opportunities
  - What has worked and what hasn't worked?
- Mobile payments and mobile wallets
  - Assessing whether mobile payment systems are regulated and, if so, by whom?
  - Incorporating other value-added services into mobile wallets
- How the telecoms are impacting the mobile payments landscape
  - Legal and regulatory considerations
- Key players in the market
  - Square, PayPal, BOKU, Google Checkout, Isis Mobile Wallet, Stripe, Xoom, Bitcoin, Braintree, and others
- Gaming companies
  - Online credits and gaming currencies

- The convergence of gaming and mobile/web payments
- Digital/virtual currencies
  - Bitcoin
- Social coupons and social buying websites
  - Retail and banking issues; money transmitter laws; gift certificate laws; abandoned property considerations; class action lawsuits arising from social coupons
- Processing credit card transactions on mobile devices
  - Individuals as merchants
    - Legal and compliance issues
  - How are disputes resolved?
- Overview of new start-up companies in the payments space
- Near field communication (NFC) implementation issues
- Assessing the emergence of new lending vehicles and their relationship to payments
  - Impact of crowdfunding on traditional financing models
    - Kickstarter; GoFundMe; others
    - How these companies are overcoming barriers to market entry and other hurdles
  - Peer-to-peer lending
  - Electronic payday lending
    - BillFloat
  - How do these new lending vehicles accept payments?
    - Regulatory issues
- Assessing the convergence of deposits, checking accounts, stored value, and mobile payments
  - Where is this headed?
- Mobile phone image check deposits to prepaid accounts
  - Remote deposit capture and bank image processing
  - Key legal and compliance considerations for prepaid account providers
  - Customer contractual issues; vendor/bank partner contractual issues – role of FFIEC supervisory guidance; payment rules and compliance; risks for image deposits; impact of the Prepaid Access Rule and general AML concerns; possible future developments: customer-to-customer exchange of check images and fully electronic checks (EPOs)?
- Emerging payment products that feature rewards, loyalty, or promotional programs
  - Contracting issues and provisions necessary to protect each party
- Determining what qualifies as money in the new payments landscape
  - Alternative currencies
- Investment and venture capital trends in emerging payments
- Litigation that has arisen from new payment systems

11:45 **Networking and Refreshment Break**

Sponsored By: 

11:55 **Dodd-Frank, the CFPB, FinCEN, OFAC, Reg E, the Durbin Amendment, Cross-Border Remittances and More: In-House and Outside Counsel Weigh In on How to Prepare for the Evolving Federal Regulatory Paradigm and Its Impact on Emerging Payment Systems**



**Ted Teruo Kitada**  
Senior Company Counsel  
Wells Fargo Bank, National Association



**Thomas P. Brown**  
Paul Hastings LLP



**David E. Teitelbaum**  
Sidley Austin LLP



**Judith Rinearson**  
Bryan Cave LLP



**Carol R. Van Cleef**  
Patton Boggs LLP

- Dodd-Frank
  - Section 1073 and remittance transfers
- Assessing the implementation and application of the CFPB's remittance rules in relation to emerging payments products
  - Analysis of guidance provided to date
  - When and to whom are the new rules applicable?
- Specific areas of concern relating to cross-border remittances
- Ensuring compliance with new and emerging cross-border remittance regulations
  - Overcoming the hurdles that arise from implementing new cross-border remittance compliance processes and procedures
- The CFPB's role with respect to new payment systems and, specifically, money remitters
- Assessing other new and emerging CFPB rulemaking and its potential impact on innovative payment products and systems
- FinCEN's prepaid access rule: one year on
  - How have companies complied with the new rule?
  - Lessons learned
- Evaluating new and emerging guidance relating to FinCEN's prepaid access rules
- Impact of the prepaid access rule on innovative payment products and systems
  - Virtual currencies; gaming companies; start-ups
- OFAC and emerging payment systems
  - Jurisdiction and sanctions authority
  - How OFAC sanctions relate to new payment products and systems
  - Ensuring compliance with OFAC mandates
  - When OFAC screening is required and what it entails
  - When and how to disclose in compliance with OFAC
  - Case studies
    - Lessons learned from recent cases
    - Assessing the impact of recent significant OFAC fines
- Impact of the Durbin routing requirements on mobile and other emerging payment products and systems
- Extent to which Durbin applies to new and emerging payment products
  - Payment networks
  - Mobile payments
  - Identifying and capitalizing on the growth opportunities that Durbin presents for excluded products
  - Developing new products that qualify for the exclusion
- Technical hurdles arising from Durbin
  - Lack of infrastructure to handle merchant routing under the EMV (i.e. chip-and-PIN) framework
- Reg E and the EFTA
  - Impact on mobile payments
- Assessing the short- and long-term regulatory outlook for mobile payments
  - Potential for FCC involvement
- Regulatory and compliance considerations relating to emerging payment products that feature rewards, loyalty, or promotional programs
  - State and federal issues; escheat laws

1:10 Networking Luncheon for Speakers and Attendees

2:10 **Federal Regulatory and Enforcement Roundtable: Perspectives on New and Emerging Payment Systems and the Evolving Regulatory Paradigm**



**Natalie H. Diana**  
Senior Counsel  
Financial Management Service  
U.S. Department of Treasury



**Eric R. Gott, CRCM**  
Compliance Specialist  
Office of the Comptroller of the Currency

**Dena L. Milligan**  
Senior Attorney  
Federal Reserve Board

**Michael B. Benardo**  
Chief, Cyber-Fraud and Financial Crimes Section  
Division of Risk Management Supervision  
Federal Deposit Insurance Corporation (FDIC)



**Michael Peck**  
Deputy General Counsel  
TSYS

**Moderator:**



**J. Dax Hansen**  
Perkins Coie LLP

- How regulators view the payments landscape
- Which products and services are of the most concern to regulatory and enforcement agencies?
- Preparing for and responding to increased federal enforcement efforts
- Overview of recent high-profile cases, as well as what penalties have been assessed against whom and why
  - Lessons learned
  - Implementing proactive measures to minimize the risks of exposure to sanctions and penalties
- Consumer protection concerns raised by emerging payment systems
  - Mobile payments
- Efficacy of existing regulations, many of which were written without emerging payment systems in mind
- How federal and state agencies will ensure that consumers are adequately protected
- Assessing the key issues and pitfalls at the federal level relating to money transmission
- Evaluating new and emerging guidance relating to FinCEN's prepaid access rules
- Ensuring that your company has taken the necessary steps to satisfy regulatory scrutiny
  - Best practices for working with regulators to determine how best to meet compliance obligations
- OFAC and emerging payment systems
  - Jurisdiction and sanctions authority
  - How OFAC sanctions relate to new payment products and systems
  - Ensuring compliance with OFAC mandates
  - When OFAC screening is required and what it entails
  - When and how to disclose in compliance with OFAC
  - Ethics, marketing, and enforcement guidelines
  - Case studies
    - Lessons learned from recent cases
    - Assessing the impact of recent significant OFAC fines
- What will the regulatory landscape for emerging payment systems look like in the near future and which agencies will be involved?
- Piloting of new products by government agencies
  - Which products and services are government agencies interested in testing and using?

3:40 Networking and Refreshment Break

3:50 **Managing Privacy and Data Security Risks in the Emerging Payments Market, Both in the U.S. and Abroad**



**Brian Crist**  
Head of Legal, Citi Enterprise Payments  
Citigroup Inc.



**Susan M. Pandey, Ph.D.**  
Senior Director, Internet & eCommerce  
NACHA - The Electronic Payments Association



**Randy Gainer**  
Davis Wright Tremaine LLP



**Robert J. Pile**  
Sutherland Asbill & Brennan LLP

- Data security and privacy concerns relating to transactions conducted on mobile devices
  - Factoring in European data protection initiatives and international privacy efforts
- New and emerging privacy and data security risks associated with evolving technologies
- Assessing the available and emerging security options
  - Mag stripe
  - EMV standard; Chip-and-PIN
- Determining whether to migrate to a more secure, and more expensive, technology
  - Costs of implementation versus savings from fraud prevention enhancements and other security improvements
- Implementing enhanced data protection initiatives
- Assessing whether to add a CPO position to your company and delineating a CPO's responsibilities
- Maintaining communication between the legal and marketing teams
- Establishing an effective system of internal reporting and checks and balances in order to detect and solve problems early
- Monitoring third-party vendors, partners, and affiliates
- Assessing what data you collect, or may collect, from consumers, and how that data may be used
- Data breaches
  - How to respond
- Location data and privacy considerations
- PCI compliance

5:00 **UDAP/UDAAP, Disclosures, and Marketing: Regulatory and Compliance Considerations for New Payment Models**

**C. Adam Nunziato**  
Senior Policy Advisor  
Office of Consumer Policy  
U.S. Department of Treasury

**Richard Harvey**  
Chief Compliance Officer & General Counsel  
Skrill USA, Inc.



**Joel D. Feinberg**  
Sidley Austin LLP



**Barrie VanBrackle**  
Manatt, Phelps & Phillips, LLP

- What is the real meaning of "Abusive" in UDAAP and how will this impact marketing practices?
- Key legal and regulatory considerations arising from marketing related to new payment systems and products
- Emerging trends and unique challenges in mobile marketing and advertising
- Mobile marketing best practices
  - Using third-party marketers without running afoul of UDAP/UDAAP laws

- Social media/social networking
- Marketing considerations relating to location data
- Disclosure requirements relating to location data
- Ensuring that consumer disclosures are in compliance with UDAP/UDAAP
  - Analysis of UDAP/UDAAP provisions as they relate to emerging payment methods
- Dodd-Frank and remittance disclosures
  - Required disclosures for remittance transfer providers
- Strategic guidance for managing third-party risks
  - Conducting ongoing third-party monitoring and due diligence

6:10 **Conference Adjourns**

**Day Two | Friday, March 22, 2013**

7:30 **Continental Breakfast**

8:00 **Developing, Implementing, and Maintaining AML and Fraud Deterrence Strategies and Programs for Emerging Payment Systems**

**Susan Lea Smith (Invited)**  
Senior Trial Attorney  
Asset Forfeiture & Money Laundering Section  
U.S. Department of Justice

**Pervees Faisal Islam**  
Compliance & AML Officer  
Payza



**Krista A. Griffith**  
Deputy Chief Compliance Officer and Senior Counsel  
The Western Union Company



**Terrence P. Maher**  
Baird Holm LLP

- How AML regulations impact new payment products and systems
- Best practices for ensuring BSA compliance in the absence of clear guidance
- Beyond BSA: what other statutes come into play when addressing AML requirements?
- AML issues arising at the state level
- Tor anonymity network
  - What is it, how and why are people using it, and what impact does it have on AML and fraud deterrence initiatives?
  - How can you tell if someone is using the Tor network?
- Identifying and assessing the money laundering and fraud risks that may arise in conjunction with the development of new payment products, delivery mechanisms, and technologies
- Best practices for identifying suspicious activity and filing SARs
- Evaluating your current AML program and identifying gaps or weaknesses
- Beneficial interests and their impact on AML efforts
- Determining which parties are responsible for which aspects of AML compliance
- Working with retailers and other parties to acquire information necessary for AML compliance
- Drafting contracts and agreements to enhance AML compliance
- Heightened AML/BSA scrutiny around the world
- New FATF recommendations; controlling for PEPs
- Asset forfeiture/seizure and its implications for emerging payment systems
  - Issues that arise in these cases
  - How they are investigated

- Understanding the fraud risks of emerging payment systems
  - How these new payment methods are being misused
- Identifying and combating fraud relating to tax refunds and government benefits
- Leveraging your AML program to detect fraud
- Evaluating your current fraud deterrence program and identifying gaps or weaknesses
- Assessing the effectiveness of product safeguards and techniques used to reduce occurrences of fraud and improve risk management
- Striking the right balance between fraud prevention and customer concerns
  - Legal implications
  - Maintaining customer satisfaction and funds availability while also protecting against fraud
- Putting holds on accounts that might be compromised
- Lawsuits arising from fraud and other criminal abuses of the system
- Lessons learned from the e-gold case

9:20 **Networking and Refreshment Break**

9:30 **Ensuring Compliance with the Evolving State Regulatory and Enforcement Framework Governing Emerging Payment Systems: An In-Depth Examination of Issues Relating to Money Transmission, Payment Processing, Licensing, and Other Considerations**

**Roxanne Nava**  
 Director  
 Division of Financial Institutions  
 Illinois Department of Commerce & Economic Opportunity

**Daniel Wood**  
 Assistant General Counsel  
 Texas Dept. of Banking

**Thomas P. James**  
 Consumer Counsel, Consumer Fraud Bureau  
 Office of the Illinois Attorney General

**Thomas Bell**  
 Director, Money Transmitter Licensing  
 American Express Company

**Veronika Foster**  
 Director Regulatory Controls  
 Financial Services Compliance  
 Walmart Stores, Inc.



**Les Korsh**  
 Senior Legal Counsel  
 MoneyGram International, Inc.



**Chris Daniel**  
 Paul Hastings LLP



**Donald J. Mosher**  
 Schulte Roth & Zabel LLP

- Perspectives on the policies behind money transmission laws, regulations, and licensing requirements
- Assessing the key issues and pitfalls relating to money transmission
- Separating fact from fiction in the area of money transmission
- State licensing requirements
  - Overview of the licensing process
  - Costs and difficulties associated with obtaining licenses in multiple jurisdictions
  - Impact on start-ups in the emerging payments space
- Avoiding licensing requirements
  - Structuring your operations so as to avoid triggering the licensing requirements

- Money transmission as payment processing
  - Issues that arise when treating money transmission as payment processing
  - Which states have taken this view and why?
  - Legal basis
  - Distinctions between money transmission and payment processing
  - How do you draw the line?
- Determining whether your company is a money transmitter
- Fallout from California's money transmission law
  - Impact on the emerging payments market
- Key case studies involving money transmission
  - Takeaways
  - Pitfalls to avoid
- How various payment models relate to money transmission
  - What works and what doesn't
- Abandoned property
  - Analyzing existing state unclaimed property laws as they relate to emerging payment systems
  - Complying with unclaimed property laws
- Preparing for and responding to increased state enforcement efforts
  - Lessons learned from recent enforcement actions
- Can state regulations and government resources keep up with the evolving technology of new payment products?
  - Recent developments in state money transmitter statutes designed to stay current with the evolving nature of electronic payments
  - Impact of applying existing regulatory paradigms to emerging payment systems
- Overcoming the challenge of complying with the increasing body of state consumer protection laws, especially those that are ambiguous in their application to emerging payment systems
- Which, if any, state regulations are unduly burdening innovation without providing significant consumer protections?
- Complying with varied state consumer information collection requirements

11:10 **The International Emerging Payments Landscape: Assessing the Evolving Legal and Business Environments in Key Foreign Markets, Facilitating E-Commerce Abroad, Best Practices for Ensuring Compliance with Emerging Regulatory Schemes in the EU, Asia, and Latin America, and Lessons Learned for the U.S. Market**

**Harold H. Montgomery**  
 Chairman and Chief Executive Officer  
 Calpian, Inc.

**Youssef Sneifer**  
 Assistant General Counsel  
 Microsoft Corporation

**Jon M. Zieger**  
 General Counsel  
 Stripe, Inc.

- The emerging global payments landscape: how international payment developments are affecting cross-border remittances, payment processing, and adoption and growth rates in key markets
- Expanding beyond North America: key considerations and proven strategies for entering into or accepting payments from new markets, including the EU, Asia, and Latin America
- Mobile payments and mobile wallets: how this disruptive and evolving technology is changing the face of the global payments market
- Specific areas of concern relating to cross-border remittances
- Ensuring compliance with new and emerging cross-border remittance regulations
- Overview of new and emerging payment systems being used around the world

- China, Japan, the EU, the Middle East, India, and Africa
- Evaluating the EU's new E-Money Directive
  - Key terms and definitions; impact on emerging payment systems; implementing policies and procedures to ensure compliance
- The EU's Payment Services Directive
  - Key terms and definitions; ensuring compliance
- Assessing China's regulatory framework
  - New and emerging regulations from the People's Bank of China
- Best practices for dealing with multinational jurisdiction
- Establishing enterprise-wide, multinational compliance programs
  - Overcoming the hurdles associated with developing and implementing compliance programs that are in accordance with varying country- or region-specific regulatory and enforcement paradigms
  - Developing, implementing, and maintaining AML programs and fraud deterrence strategies on an international basis

- Lessons learned from the introduction of new payment systems into other countries
  - Application of existing regulatory paradigms to these new payment systems
  - How the new regulations that have been enacted to address emerging payment systems are working
- International e-commerce facilitation
- International data security and privacy efforts
  - EMV standard
    - Chip and PIN
- Foreign exchanges and B2B

12:30 **Conference Ends – Lunch for Master Class B Participants**

## PRE-CONFERENCE MASTER CLASS

**Thursday, March 21, 2013**

8:00 a.m. – 10:00 a.m.

### **A** Understanding the Technology Underlying Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals

**Pervees Faisal Islam**  
Compliance & AML Officer  
Payza



**Carol R. Van Cleef**  
Patton Boggs LLP

In order to provide accurate and effective advice to your company or clients, it is essential that you have an in-depth understanding of the technologies underlying new and emerging payment systems. This interactive Master Class will provide attendees with a firm grip on the technologies that are used in a wide range of innovative payment systems, and how the underlying technology impacts legal and compliance considerations.

Topics to be addressed include:

- Analyzing the technology used in each step of the various emerging payment processes
  - Mobile payments and mobile wallets
  - Virtual/digital currencies
  - Internet-based payments
- How funds are transferred
- Radio frequency identification (RFID)
- Near field communication (NFC) – what it is and how it works
- Structuring new products and product enhancements in ways that are intuitive and easy for customers to use but that also ensure regulatory compliance and data security
- The range of information captured by emerging payment systems and devices
  - Where the information is stored
- Understanding the new and emerging data security technologies
  - Chip-and-PIN versus mag stripe
  - Dynamic data
- New technologies applied to traditional payment systems
  - Remote deposits of checks
    - How these transactions are processed
    - Who is liable for what when problems arise?

## POST-CONFERENCE MASTER CLASS

**Friday, March 22, 2013**

1:30 p.m. – 3:30 p.m.

### **B** Credit, Debit, and Prepaid Cards: New Regulations and Reforms and Their Impact on 'Traditional' Payment Methods



**Ted Teruo Kitada**  
Senior Company Counsel  
Wells Fargo Bank, National Association



**Terrence P. Maher**  
Baird Holm LLP

With new and emerging reforms changing the face of the industry, credit, debit, and prepaid card companies are trying to stay afloat and remain in compliance. Participants in this Master Class will obtain a deeper understanding of the challenges and changes affecting the industry, and they will come away with best practices and effective solutions for the new regulatory paradigm.

Topics to be addressed include:

- How recent changes are impacting compliance initiatives
- The Durbin Amendment and its impact on the debit and prepaid markets
- Understanding new disclosure requirements
  - Best practices for disclosures
  - Modifying terms to ensure compliance
- Providing proper notice for opting into overdraft
- Navigating through increased transparency requirements, including additional disclosure on the Fed website
- 'Plain English' disclosures
- TILA/UDAP violations in the context of card issuance

PRACTICAL, LEGAL, AND COMPLIANCE FORUM ON  
BALANCING INNOVATION WITH CONSUMER PROTECTION IN

# EMERGING PAYMENT SYSTEMS

March 21-22, 2013 | Omni San Francisco Hotel | San Francisco, CA

Hear from in-house counsel and compliance professionals, senior executives from industry-leading companies, high-level regulatory and enforcement officials, and top outside counsel specializing in emerging payment systems

Plus, don't miss the Pre- and Post-Conference Master Classes:

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**B** Credit, Debit, and Prepaid Cards: New Regulations and Reforms and Their Impact on 'Traditional' Payment Methods

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NAME \_\_\_\_\_ POSITION \_\_\_\_\_

APPROVING MANAGER \_\_\_\_\_ POSITION \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

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I would like to receive CLE accreditation for the following states: \_\_\_\_\_ . See CLE details inside.

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<input type="checkbox"/> Conference Only	\$1995	\$2095	\$2295
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### Registration Fee

The fee includes the conference, all program materials, continental breakfasts, lunches and refreshments.

### Payment Policy

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### Cancellation and Refund Policy

You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not "share" a pass between multiple attendees without prior authorization. If you are unable to find a substitute, please notify **American Conference Institute (ACI)** in writing up to 10 days prior to the conference date and a credit voucher valid for 1 year will be issued to you for the full amount paid, redeemable against any other ACI conference. If you prefer, you may request a refund of fees paid less a 25% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the conference date. ACI reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by ACI for changes in program date, content, speakers, or venue.

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