

American Conference Institute, the creator of the renowned forum on <u>Emerging Payment Systems</u> and <u>Prepaid Card Compliance</u>, now brings you its National Forum on:

# VIRTUAL & DIGITAL Currency and Payment Systems

June 24 – 25, 2014 • InterContinental Chicago Magnificent Mile • Chicago, IL

#### **Speakers Include:**

Speaker TBA FinCEN

James H. Davis FTC

Cristina M. Posa U.S. Att. Off., EDNY

Seetha Ramachandran U.S. Dept. of Justice

Anne Shere Wallwork U.S. Dept. of Treasury

Kathleen Oldenborg OCC

Valerie A. Szczepanik SEC

Philip Moustakis SEC

Tom James Office of the IL AG

Daniel Wood Texas Department of Banking

Joseph Borg Ala. Sec. Commission

Marco Santori The Bitcoin Foundation

John A. Beccia III Circle Internet Financial Steven Englander CitiFX

Brian N elson Alpha Surety Brokerage

Juan Llanos Unidos Financial Services, Inc.

Robert Banagale Gliph, Inc.

Greg Kidd Ripple Labs

Pamir Gelenebe Hummingbird Ventures

Robert Schwentker PayPal

Michael Bombace TechFreedom

Constance J. Choi Payward, Inc.

Tim Attinger Blackhawk Network

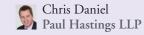
Ken Dreifach LiveRamp Inc.

Arjan Schutte CFSI Our unparalleled faculty will provide you with expert advice and key insights for:

- The puzzle surrounding digital and virtual currencies: clarifying the various definitions for these types of currencies and how they effect your business and compliance efforts
- Bitcoin Case Study: analysis of the virtual currency that paved the way
- Industry Roundtable on the quickly growing digital and virtual currency landscape: the products, services, and technologies that are available and on the horizon, how they are interacting with each other as well as with traditional payment entities, and the outlook for investors and entrepreneurs in the digital and virtual currency space
- The developing federal legal and regulatory framework governing the digital and virtual currency landscape: the impact of regulation thus far, and the need (or not) for further regulation
- Digital and virtual currencies and FinCEN: a comprehensive breakdown
  of the agency's interest and oversight in the space
- Ensuring compliance with the evolving state regulatory and enforcement framework governing digital and virtual currencies: an in-depth examination of issues relating to money transmission and state licensing
- BSA/AML considerations for digital and virtual currencies
- Consumer protection and safety considerations in the digital and virtual currency world
- The investment perspective on digital and virtual currencies
- The impact of cryptocurrencies on the financially underserved
- The international digital and virtual currency landscape: assessing the evolving legal and business environments in key foreign markets
- A step-by-step guide to designing an appropriate compliance program in the current murky regulatory environment

#### **Distinguished Co-Chairs:**





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# BE A PART OF THE PREMIERE FORUM DEVOTED ENTIRELY TO THE UNIQUE CHALLENGES INHERENT TO VIRTUAL/CRYPTO/DIGITAL CURRENCIES AND ENSURE THAT YOU ARE PREPARED FOR THE NEXT FRONTIER OF "MONEY," THE PRODUCT CLIMATE AND ENVIRONMENT, AND BEST PRACTICES FOR COMPLIANCE IN AN UNCERTAIN LANDSCAPE

The virtual and digital currencies market 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 existing federal and state regulatory frameworks will be applied to new products, or if a new framework will have to be put in place. While many of these new virtual and digital currencies 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 its premiere forum on Virtual and Digital Currencies & Payment Systems. The first conference of its kind, it 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 virtual and digital currencies who will provide you with the insights and tools necessary to navigate the legal, compliance, technical, and business hurdles arising from these new technologies.

THE FUTURE OF VIRTUAL/CRYPTO/DIGITAL CURRENCIES WILL BE LARGELY DETERMINED BY <u>REGULATION</u> AND THIS GROUND BREAKING EVENT WILL SET THE STAGE.

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#### Who You Will Meet

- Regulatory and Enforcement Officials
- Financial Products, Payments, and Retail Professionals, including:
  - General Counsel
  - CEOs
  - CCOs
  - Compliance Counsel
  - Product Managers
  - Risk Officers/Managers
  - AML Counsel
  - 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

#### Day One: Tuesday, June 24, 2014

#### 12:50 Main Conference Registration

#### 1:15 **Co-Chairs' Opening Remarks**

#### Marco A. Santori

Chair, Regulatory Affairs Committee The Bitcoin Foundation

#### Chris Daniel

Chair, Payment Systems Group Paul Hastings LLP

# 1:20 The Puzzle Surrounding Digital and Virtual Currencies: Clarifying the Various Definitions for These Types of Currencies and How They Effect Your Business and Compliance Efforts

#### Anne Shere Wallwork

Senior Counselor for Strategic Policy, Office of Terrorist Financing and Financial Crimes U.S. Department of the Treasury

#### JiJi Park

Partner

Pillsbury Winthrop Shaw Pittman LLP

- Accepted definitions for digital currency
- Other common names for digital and virtual currencies
  - Math based currencies; crypto-currencies
- How to decipher which type of currency is being referred to
- Clearing up misnomers
- Working to create a common vocabulary
- How a common vocabulary will benefit your business and compliance efforts

## 2:00 Bitcoin Case Study: Analysis of the Virtual Currency That Has Paved the Way for All Others

#### Marco A. Santori

Chair, Regulatory Affairs Committee The Bitcoin Foundation

- · History of Bitcoin
- · How Bitcoin works
- A "pseudonymous" community
- "Miners" of Bitcoins
- 2:30 Industry Roundtable on the Quickly Growing Digital and Virtual Currency Landscape: The Products, Services, and Technologies That Are Available and on the Horizon, How They Are Interacting with Each Other as well as With Traditional Payment Entities, and the Outlook for Investors and Entrepreneurs in the Digital and Virtual Currency Space

**Greg Kidd**Chief Risk Officer
Ripple Labs

#### Pamir Gelenebe

Partner

**Hummingbird Ventures** 

#### Robert Schwentker

Startup Accelerator Relations PayPal

#### Tim Attinger

Strategy, Corporate Development & Digital Innovation Blackhawk Network

#### Robert Banagale

**CEO** 

Gliph, Inc.

#### **Moderator:**

#### Veronica K. McGregor

Partner Jones D

Jones Day

- Market outlook: a–z of the different types of virtual and digital currencies
  - Inherent value of products vs. no inherent value
  - Centralized vs. de-centralized
- Key players in the market right now
- Overview of new and emerging payment products and services, and their expected impact on the market
- Creating a more fluid network for digital currencies
- Perspectives from new entrants into the space
- The "big bank" problem
- · Gaming companies
  - Online credits and gaming currencies
  - Social coupons and social buying websites
- Identifying and capitalizing on growth opportunities
- Investment and venture capital trends
- How existing payments businesses may be looking to integrate virtual currencies into their business models
- Related business opportunities
  - Payment processing systems for the digital and virtual currencies

#### 3:55 Afternoon Break

4:00 The Developing Federal Legal and Regulatory Framework Governing the Digital and Virtual Currency Landscape: The Impact of Regulation Thus Far, and the Need (or Not) for Further Regulation

#### Cristina M. Posa

Deputy Chief, National Security & Cybercrime U.S. Attorney's Office, Eastern District of New York

#### Seetha Ramachandran

Deputy Chief,

Asset Forfeiture & Money Laundering Section Money Laundering & Bank Integrity Unit, Criminal Division

U.S. Department of Justice

Kathleen Oldenborg

NBE & Director for Payments Risk Policy Office of the Comptroller of the Currency

Anne Shere Wallwork

Senior Counselor for Strategic Policy, Office of Terrorist Financing and Financial Crimes U.S. Department of the Treasury

Philip Moustakis

Senior Attorney, Division of Enforcement U.S. Securities and Exchange Commission

Brian Nelson

Bond Manager Alpha Surety Brokerage

#### Co-Moderators:

#### Judith Alison Lee

Partner

Gibson Dunn & Crutcher LLP

#### Joel D. Feinberg

Partner

Sidley Austin LLP

- Who has issued guidances?
  - FinCEN
  - The Treasury
  - The Department of Justice
- The impact of those guidances
- Impending regulations or further guidances
- CFPB's involvement thus far
  - Project catalyst
- The future of federal government regulation of digital and virtual currencies
- · Lessons learned from recent enforcement actions
  - Liberty Reserve
  - Mt. Gox
- Possible CFTC involvement
- Possible taxation of digital and virtual currencies
  - Impending IRS guidance

# 5:30 Digital and Virtual Currencies and FinCEN: A Comprehensive Breakdown of the Agency's Interest and Oversight in the Space

#### Speaker TBA

FinCEN

#### Marco A. Santori

Chair, Regulatory Affairs Committe The Bitcoin Foundation

#### Ken Dreifach

General Counsel/Chief Privacy Officer LiveRamp Inc. Counsel ZwillGen PLLC

#### Ryan J. Straus

Partner

Riddell Williams

- The nuts and bolts of the guidance issued
- Definitions and players:
  - User, exchanger, administrator
- · What it all means
- FinCEN's perspective on money transmission
- Section on decentralized currencies such as Bitcoin
- Registration with FinCEN
- What's next from FinCEN?

#### 6:30 Conference Adjourns

#### Day Two: Wednesday, June 25, 2014

#### 7:30 Continental Breakfast

# 8:00 Ensuring Compliance With the Evolving State Regulatory and Enforcement Framework Governing Digital and Virtual Currencies: An In-Depth Examination of Issues Relating to Money Transmission and State Licensing

#### Tom James

Senior Assistant Attorney General Consumer Counsel – Consumer Fraud Bureau Office of the Illinois Attorney General

#### Daniel Wood

Assistant General Counsel Texas Department of Banking

#### Joseph Borg

Director

Alabama Securities Commission

#### Chris Daniel

Chair, Payment Systems Group Paul Hastings LLP

#### **Judith Rinearson**

Partner

Bryan Cave LLP

#### **Donald Mosher**

Partner

Schulte Roth & Zabel LLP

- Perspectives on the policies behind money transmission laws, regulations, and licensing requirements
- How does this framework apply to digital and virtual currencies?
- How do they fall within the definition of money transmitters?
- The state licensing process
- A focus on hotbed states
- · Avoiding state licensing requirements
  - Structuring your operations and designing your products so as to avoid triggering licensing requirements
- Lessons learned from recent enforcement actions

### 9:45 **BSA/AML Considerations for Digital** and Virtual Currencies

#### John A. Beccia III

General Counsel and Chief Compliance Officer Circle Internet Financial

#### Constance J. Choi

General Counsel Payward, Inc.

#### Samuel Rosenthal

Partner

Patton Boggs LLP

- Overcoming the stigma of misuse of digital and virtual currencies
- Heightened AML/BSA scrutiny in this area
- Implications for centralized vs. decentralized networks
  - Transparency and anonymity considerations
- How AML regulations impact new payment products and systems
- Setting in place an AML program, or identifying gaps or weaknesses in an existing program
- 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
- Post Silk Road atmosphere
  - Tor anonymity network

#### 10:45 **Morning Break**

#### 10:55 Consumer Protection and Safety Considerations in the Digital and Virtual Currency World

#### James H. Davis

Attorney

Federal Trade Commission

#### Michael Bombace

Adjunct Fellow

**TechFreedom** 

#### Peter Luce

Partner

Davis Wright Tremaine

- Possible security breaches
  - Currency can be stolen using malware
- Encryption of digital and virtual currency wallets
- Price volatility making the products inherently dangerous
- · Privacy concerns

#### 12:00 Networking Lunch for Speakers and Delegates

## 1:00 The Investment Perspective on Digital and Virtual Currencies

#### Valerie A. Szczepanik

Assistant Regional Director, New York Regional Office US Securities and Exchange Commission

#### Steven Englander

Managing Director

Global Head of G10 FX Strategy CitiFX

#### Christopher T. Brown

Managing Member

Christopher T. Brown, Attorney at Law, PLLC

- Considerations for investors
- The regulatory landscape for investors
- Will the currencies themselves be classified as investments?
- What are the potential securities concerns?
- Possible SEC regulation

#### 2:00 Special Address: Cryptocurrency for Good

#### Arjan Schutte

Founder, Managing Partner

Core Innovation Capital

Senior Advisor

Center for Financial Services Innovation

Cryptocurrencies are often represented as a speculative store of value, a shadow economy, or a tool for libertarians to circumvent central authority. Newer entrants are beginning to shift this story to payments capabilities, institutional applications and regulatory compliance. Digital currencies can and must focus on creating broad social value, or risk imploding due to lack of consumer trust. Big social problems require a big free-market approach, and cryptocurrencies can make a big impact on the financially underserved. This session will:

- Define the evolution of the financially underserved as the Emerging Middle Class;
- Discuss the financial opportunity represented by this segment and digitizing the trillion dollar cash economy;
- Highlight the ways in which crytpocurrencies remove friction from the services most relevant to this group: interchange, remittances, check cashing, etc.;
- Leverage this empowerment of the underserved to transform the cryptocurrency narrative from store of value to money transfer

#### 2:30 Afternoon Break

#### 2:40 The International Digital and Virtual Currency Landscape: Assessing the Evolving Legal and Business Environments in Key Foreign Markets

#### Pervees Faisal Islam

Independent Advisory

Compliance Paladins

#### Jacqueline Shinfield

Partner

Blake, Cassels & Graydon LLP

#### Chris Daniel

Chair, Payment Systems Group

Paul Hastings LLP

- The emerging digital and virtual currency landscape: international developments, and adoption and growth rates in key markets
- Lessons learned from proven successes or failures in other markets
- European Banking Authority guidance on bitcoins
- International remittance transfer concerns

#### 3:50 A Step-by-Step Guide to Designing an Appropriate Compliance Program in the Current Murky Regulatory Environment

#### Juan Llanos

EVP, Operations & Compliance Officer Unidos Financial Services, Inc.

Jay Postma, CAMS President MSB Compliance Inc.

#### Adam Shapiro

Director

Promontory Financial Group

- Assessing Risk
- Developing and maintaining and program that addresses potential risks
- Creating a program that does not negatively effect user experience

#### 5:20 Conference Ends

### **Pre-Conference Master Class on International & Cross-Border Payments**

(separate registration required)

Tuesday, June 24, 2014 • 9:00 a.m. – 12:00 p.m. (Registration 8:30 a.m.)

The Key International Markets and the Products, Platforms, and Systems That Are Changing the Global Payments Landscape

Check back for speakers at AmericanConference.com/VirtualCurrency

This class will provide even the most experienced payments professionals with detailed information on and a practical assessment of the emerging global payments landscape. Topics to be addressed include:

- The emerging global payments landscape: how international payment developments are impacting cross-border remittances, payment processing, and adoption and growth rates in key markets, including the EU, Asia, and Latin America
- Mobile payments and mobile wallets and the changing face of the global payments market
- Expanding beyond North America: key considerations and proven strategies for entering into or accepting payments from new markets
- Cross-border remittances: Assessing Dodd-Frank Section 1073, the CFPB's response, the emerging regulatory paradigm, and the impact on international remittances, including implementation and compliance challenges
- Assessing the impact of OFAC, FinCEN, and the CFPB on the global payments market
- Evaluating key international legal and regulatory trends and sanctions enforcement and developing and implementing global policies and procedures
- An in-depth exploration of regulatory and compliance issues in key markets, including new and emerging platforms, products, technologies, and business models, and evaluating their strengths and weaknesses
- Managing privacy and data security risks on a global scale
- Developing, implementing, and maintaining AML programs and fraud deterrence strategies on an international basis: assessing the FATF 40 Recommendations, overcoming implementation challenges in a global market, and minimizing exposure to new and emerging fraud risks

#### **SAVE THE DATES:**

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October 6 – 7, 2014 • San Francisco

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January 29 – 30, 2015 • Washington, DC

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#### Wendy Tyler

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June 24 - 25, 2014 • InterContinental Chicago Magnificent Mile • Chicago, IL

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