



## CUSIP Global Services Industry Summit

### The Role of Identifiers in a Changing Climate: “The Golden Age of Data” or Regulatory Stagnation?

Thursday, October 27, 2011  
McGraw-Hill Building, 50<sup>th</sup> Floor  
1221 Avenue of the Americas  
New York, NY 10020

**8:00 a.m. Breakfast and Registration**

**8:45 a.m. Welcome and Introduction**  
*Scott Preiss, Vice President, CUSIP Global Services*

**9:00 a.m. Keynote Address**  
**“The Golden Age of Data” or Regulatory Stagnation?**  
*Michael Atkin, Managing Director, Enterprise Data Management Council*

**9:30 a.m. Panel Discussions**

**I. The Movement Toward a Global Legal Entity Identification (LEI) Standard: Implications, Implementation and Future Direction**  
In the aftermath of the recommendation made by a SIFMA-led coalition of global industry associations, the path toward a global legal entity identification (LEI) standard has been established. In many respects, that means the true work now begins. Listen to key industry experts and stakeholders share their views on the future direction, global utility, and likeliness of a meaningful LEI execution.

*Panelists: John Bottega, Chief Data Officer, Federal Reserve Bank of New York*  
*Matthew Reed, Chief Counsel, U.S. Securities and Exchange Commission*  
*Jim Taylor, Managing Director, CUSIP Global Services*  
*Moderator: Scott Preiss, Vice President, CUSIP Global Services*

**10:30 a.m. Break**

**10:45 a.m. II. Innovation Through Partnerships: Using Subject Matter Experts as a Foundation for Growth**  
In recent years we have seen both a rapid expansion in the number of asset classes requiring unique identifiers and innovative ways of using historical issuance data. Key strategic alliances with market leaders and have helped fuel that growth. Hear SME's from various fields share their views on how the right partnerships can make all the difference.

*Panelists: Matthew Bastian, Director, CUSIP Global Services*  
*Ed Chidsey, Managing Director, Markit*  
*Joel M. Schwab, CFA, Senior VP – Alternatives, eVestment Alliance*  
*Moderator: Scott Preiss, Vice President, CUSIP Global Services*

**11:30 a.m. Conclusion of Summit**