

**PROFESSOR JEFFREY SEDLIK**  
**Curriculum Vitae**

**Contact Information**

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**About Professor Sedlik**

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President & CEO of the PLUS Coalition, the international standards body for the licensing of visual artworks. Professional photographer, educator, publisher, forensic analyst, graphic designer, product designer, expert witness, fundraiser, negotiator, and consultant. Past National President of the Advertising Photographers of America (APA), a leading trade association in the commercial photography industry. APA Chief Advisor on Licensing and Copyright. 2005 Photography Industry Leadership Award, International Photography Council. 2006 Photography Person of the Year, Photo Media Magazine. 2007 Industry Leadership Award, Advertising Photographers of America.

Advises clients, the legislature and governmental agencies on industry trends, business practices, domestic and international copyright issues, federal and state regulations, contracts, branding, fair use, copyright registration, artificial intelligence, non-fungible tokens, public domain works, legacy copyright acts, moral rights, work-made-for-hire, merchandising/packaging infringements, Creative Commons, asset identification systems, asset management systems, asset licensing systems, stock photography industry practices and methodologies, metadata standards, identification of visual works, rights languages, valuation of photographs/photography, illustrations, graphic designs, and other visual artworks and related services, licensing, rights of publicity/privacy, social media technologies and terms, web project development, investment and acquisition opportunities, strategic partnerships, art history, historical practices and technologies in photography, image recognition search, research of digital and traditional photographic and design techniques and workflows, sourcing and identifying historic photographs and photographs of historic subject matter (events, persons, locations, etc.), repair and restoration of photographic prints, forensic analysis of photographs and videos, graphic design, product design, publishing, photography-related software design, patents of photography-related technologies and procedures, and product manufacture. Provides expert witness and consulting services on these and other matters related to photography, illustration, visual art, filmmaking, advertising, design, and the modeling industry. Provides expert testimony on actual damages, statutory damages, causal nexus for disgorged profits, and other damages and liability arising from breach of contract, infringement of copyright, trade dress, trademark, removal/alteration/falsification of copyright management information, DMCA violations, rights of publicity/privacy, loss/damage/theft of visual artworks, image manipulation, creative expression, original authorship, substantial similarity, independent economic value, employment status, sale tax and other issues. Provides photogrammetric services and forensic analysis of images and video. Serves as a Professor at the Art Center College of Design. An accomplished and experienced educator, conducts advanced seminars and workshops for professionals, and teaches college-level courses on copyright, licensing, artificial intelligence, advertising, design and related business practices.

## Professional Experience

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**PLUS Coalition, Inc.**, 2005 – Present. Serves as President and CEO for the global standards body for the image licensing industries. A non-profit organization, Picture Licensing Universal System (“PLUS”) is dedicated to the development and maintenance of international licensing standards and systems in the photography, illustration, publishing, advertising, graphic design, museum, library, and education communities in 120 countries. Directed recruitment of trade organizations and other interested parties worldwide and supervised development and implementation of licensing standards, and development of a global rights registry.

**PLUS Coalition, LTD.**, 2005 – Present. Serves as President, CEO and Director of the London-based subsidiary of the PLUS Coalition, Inc.

**Sedlik Productions/Sedlik Design**, 1986 – Present. Serves as President of a leading commercial photography, design, and film production company. Also serves as Producer, Director, Photographer, and Director of Photography, creating photography, film and video productions for advertising agencies, graphic design studios, the entertainment industry, and other clients. Operates SedlikStock, a subsidiary dedicated to licensing existing Sedlik images for advertising, editorial and merchandizing usage via affiliates including stock photography agencies and publishers. Maintains relationships with major photography industry manufacturers, testing and demonstrating analog and digital equipment and software. Provides graphic design, advertising design and product design and manufacturing services.

### Partial Client List- Sedlik Productions/Sedlik Design

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**Clients:** 3m; 20th Century Fox; A&E Television Network; ABR Information Services; Alpo; AmSouth Bank; Andazia, Inc; Arista Records; Association of Tennis Professionals; AT&T; Avery Dennison; Bank of America; Barrington Music Products; BBC; Blue Cross; BMG/RCA Records; Bristol Myers Squibb; Buena Vista Pictures; Bureau of Census; CareAmerica; Chesebrough-Ponds; CBS/Sony Music; Cedars Sinai; Century 21; Cherokee; Columbia Pictures; Computer Associates; Concord Records; Conroy's Florist; Direct TV; Disney; Doubleday; Dreyfus; Epson; Essilor; Farmers Insurance; Federal Express; Fitzgerald-Hartley Co.; Ford; Gannon/Hartley; Geffen Records; Georgia Pacific; Great Performances; Great Western Bank; GRP Records; GTE; Guinness Museum; Hanna-Barbera; Harcourt Publishers; Hopper Papers; Ikea; Infiniti Automobiles; Island Records; Janssen Pharmaceuticals; JVC Musical Industries; Kraft Food Products; Korg, Inc.; LaFace Records; Laura Ashley; Levi Strauss; Mark Taper Forum; Missouri Historical Society; MCA Records; MCA International; Metro Goldwyn Mayer; Microsoft; Motion Picture & TV Fund; Movieland; MSN; MTM Entertainment; MTV Networks; Navisite; NBC Television; Neenah Paper; Nestle'; New World Pictures; Nike; Pacific Bell; Palm Press; Paramount Pictures; Phillip Morris; Polygram Records; Pomegranate Books; Potlatch; Prentice-Hall; San Diego Zoo; Schering Plough; SBC; Signature Eyewear; Smithsonian Institution; Sony Inc.; Southern Natural Gas; Spanish Tourism Office; Sugar Hill Records; Taco Bell; Telarc International; Toyota; Turner Broadcasting; U. C. Press; United Airlines; United Way; Universal Studios; VH-1; Warner Brothers Records; Web TV; Windham Hill Records; Word Records; World Savings; Yamaha; Zellerbach; Ziff-Davis; Zildjian

**Advertising Agencies & Design Firms:** Alan Sekuler & Associates; Asher Gould; BBDO; Bozell, Brierley & Partners; Brooks-Gruman Advertising; Campbell, Mithun, Esty; Cline, Davis, & Mann; Cross & Associates Design; Dailey & Associates; Davis, Elen; Daymark; DDB Needham, Worldwide; Deutsch; Douglas Oliver Design; DVC Marketing; DZN; The Design Group; East/West Network; Fitzgerald & Associates; FKQ Advertising; FP Horak Advertising; Foote, Cone, & Belding; GBF Ayer; Goodby Silverstein; Grey Advertising; Hill & Knowlton; Huerta Design; Ikkanda Design; Interbrand; J. Walter Thompson; Kang & Lee; Kaufman/Stewart; Ketchum Advertising; Klemtner Advertising; Kovel Kresser; Kuester Group; Lehman Millet, Inc; Lintas Campbell Ewald; Mangos; Mediatrix; Melia

Design Group; Ogilvy & Mather; OZ Advertising; Phillips Ramsey; Poppe-Tyson; Potter Katz & Partners; John Ryan Company; Saatchi & Saatchi; Seineger Advertising; Slaughter Hanson; SmithKlein Beecham; Strike Group; Team One Advertising; Team Creatif; Torre Lazur; Tracy-Locke; Tribe Design; Vrontikis Design; White Rhino Advertising; Young & Rubicam

**Editorial:** American Film; Arts & Entertainment; CD Review; Cosmopolitan; Details; Downbeat; Elle; Entertainment Weekly; Glamour; GuestInformant; Imperial Press; In Focus; Interiors & Sources; Jazziz; Jazz Times; Life; Los Angeles Magazine; Los Angeles Times Magazine; Mirabella; Music Connection; Newsweek; Photo District News; People; Premiere; Pulse; Q Magazine; Rolling Stone; Select; Spin; Time-Life

### **Other Professional Experience**

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**Copyright Alliance (CA),** 2016 – Present. Serves on the Board of Directors. Also serves on the AI Working Group, Creators Advisory Board and on the Academic Advisory Board, collaborating with leading organizations and experts in the creative industries on copyright-related issues including education, legislation, advocacy, and other efforts.

**Copyright Public Modernization Committee (CPMC) of the Library of Congress.** 2021 – Present. Appointed by Librarian of Congress Carla Hayden to serve as her advisor on the modernization of the Copyright Office.

**Linked Content Coalition, (LCC)** 2013 – Present. Serves as a Founding Director of the Linked Content Coalition (LCC), a UK-based, not-for-profit global consortium of standards bodies and registries. LCC members are organizations engaged in creating and managing data standards associated with content of one or more types, particularly for identifiers, metadata, and messaging. The purpose of the LCC is to facilitate and expand the legitimate use of content in the digital network through the effective use of interoperable identifiers and metadata.

**American Society of Collective Rights Licensing (ASCRL),** 2014 – 2019. Founding Director of ASCRL, a non-profit collecting society engaged in collecting and distributing foreign and domestic royalties to authors and copyright owners in visual works in the United States.

**Advertising Photographers of America (APA).** Serves as Chief Advisor on Licensing and Copyright, 2002 – 2012, and 2018 – Present. Served as National President, 2000 – 2002. Directed and supervised all operations of the largest trade organization representing advertising photographers, leading more than seventy volunteer board members located in all areas of the country. Advised federal and state legislators, and senior officials at the Small Business Administration and US Copyright Office. Served as Chair of the Model Release Working Group, charged with developing international standards for model releases, communication of usage rights, and model release workflow. Served on the Board of Directors of the APA Los Angeles Chapter, and on that chapter's Legal and Legislative Committee, Advocacy Committee and Sales Tax Committee.

**Beijing Intellectual Property Expertise Center of Judicature (JZSC),** 2007 – Present. Advisor to Chinese governmental agency and the People's Court of China on intellectual property issues in China.

**IPTC Photo Metadata Working Group,** 2006 – Present. Active participant in the International Press Telecommunications Council (IPTC) standards body. Member of the IPTC Photo Metadata Working Group, charged with establishing and maintaining standards for embedded metadata in digital photographs. Co-authored the IPTC Photo Metadata White Paper 2007 and the IPTC-PLUS Photo Metadata Toolkit.

**Universal Photographic Digital Imaging Guidelines (UPDIG), 2004 – Present.** Active participant in working group charged with developing worldwide standards in the commercial application of digital imaging technologies.

**Consultant and Expert Witness, 2000 – Present.** Provide consulting services, forensic analysis and expert testimony on legal, business, and technical matters related to digital and traditional photography, illustration, marketing, and other topics.

**United States Copyright Office, 2008 – Present.** Advises senior staff members on topics including copyright registration, regulatory, re-engineering and professional workflow issues. Alpha test consultant for online electronic copyright registration system.

**Adobe Photographer's Council, 2004 – 2010.** Advised Adobe Systems on matters related to Adobe products and services, including digital photography technologies, stock photography, and industry standards.

**Adobe Pre-release Testing, 2004 – Present.** Provides pre-release testing services to Adobe, both alpha and BETA testing of Adobe products and services.

**Founder, Digital Technology Advisory Council, 2002.** Founded advisory council comprised of high-level representatives from each of the leading photography industry manufacturers.

**Advisory Board Member, WorkbookStock, 2000 – 2006.** Served on the advisory board of WorkbookStock, a leading stock photography agency. Consulted on the development of a vendor contract, copyright registration procedures, and web interface.

**Advisory Board Member, Exactly Vertical, 1998 – 2000.** Served on the advisory board of Exactly Vertical, a company offering interactive business management solutions for photographers. Consulted on issues including web interface, software design, copyright registration, merchandizing, stock licensing, photographers' workflows, and branding.

**Other, 1996 – Present:** Numerous additional consulting engagements under NDA, including the identification and analysis of investment opportunities, strategic partnerships, acquisition targets, product development and launch strategies, advisory council recruitment, fundraising, negotiations, mediation, and deal brokering.

## **Awards & Recognition**

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**APA Photography Industry Leadership Award, 2007.** Presented by Advertising Photographers of America.

**Photography Person of the Year, 2006.** Presented by Photo Media Magazine.

**ICP Photography Industry Leadership Award, 2005.** Presented by the International Photography Council, a non-governmental organization of the United Nations.

**Mamiya Award of Excellence in Photo Education, 1999.** Recognized as a leading arts educator. Selected from all college-level photography instructors, nationwide.

**The Clio Awards. Silver Clio, Director of Photography, Rich Media Advertising, 1999.**

**Selected Additional Awards and Recognition:** Print's Regional Design Annual. Award of Excellence, 1999; Ozzie Awards. Silver Ozzie for Best Photography, 1999; Art Directors Club. Excellence in Photography, 1999; Art Directors Club. Excellence in Photography, 1999; PDN/Nikon Award of Excellence in Self Promotion, 1998; Advertising Photographers of America. Best in Show, 1998; Communication Arts Award of Excellence in Editorial Photography, 1998; The One Show Award for Excellence in Advertising, 1997; Communication Arts Award of Excellence, Unpublished Work, 1997; Communication Arts Award of Excellence in Self Promotion, 1996; Communication Arts Award of Excellence in Advertising Photography, 1994; Communication Arts Award of Excellence, Book Series, 1993; Art Direction Magazine Creativity Award, 1992; Communication Arts Award of Excellence in Editorial Photography, 1992; Communication Arts Award of Excellence in Advertising Photography, 1991; Communication Arts Award of Excellence in Editorial Photography, 1990; Art Direction Magazine. Creativity Award, 1990.

## **Articles Authored**

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**ASMP Professional Business Practices in Photography, 2008.** Contributing author.

**United States House Judiciary Committee.** "The Orphan Works Dilemma: Challenges & Recommendations," 2006. Treatise submitted to the House Judiciary Committee by invitation of the General Counsel, in relation to the U.S. Copyright Office "Report on Orphan Works."

**Photo District News.** Contributor to Photo District News, the photography industry's primary trade publication. Authored the "Ask the Expert" column, writing on subjects of business management, licensing, copyright, and creativity.

**In Focus.** Contributor to In Focus Magazine, the magazine of the Advertising Photographers of America, writing on subjects including business management, industry trends, protecting the value of photography, licensing, copyright, creativity.

**Wraparound.** Founder and regular contributor to Wraparound Magazine, writing on legal and business topics.

**APA/LA News Magazine.** Contributor to the news magazine published by the Advertising Photographers of America, Los Angeles Chapter.

**Photo Media.** "Get Down to Business" Fall, 2000

**IPTC Photo Metadata White Paper 2007.** Co-author.

## **Professional Societies**

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**Advertising Photographers of America (APA)**

**American Institute of Graphic Arts (AIGA)**

**American Society for Collective Rights Licensing (ASCRL)**

**American Society of Media Photographers (ASMP)**

**American Society of Picture Professionals (ASPP)**

**Copyright Alliance (CA)**

**Copyright Society of the United States of America (CSUSA)**

**Photography Instructors Education Association (PIEA)**

**PLUS Coalition, Inc. (PLUS)**

**Pro Imaging (PI)**

**Selected Speaking Engagements**

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**United States Copyright Office, 2023.** *“Copyright and Artificial Intelligence in the Visual Arts.”*

**Artist Rights in AI and Technology, 2023.** *“AI/Machine Learning Media Advocacy Summit.”*

**United States Copyright Office, 2023.** *“Use of NFTs in the Creative Sector.”*

**Institute for Intellectual Property and Social Justice, 2022.** *“Mosaic IP Law and Policy Conference.”*

**United States Copyright Office, 2022.** *“Technical Measures in Copyright.”*

**American Photographic Artists, 2020.** *“Why Register Copyright?”*

**United States House of Representatives, Committee on the Judiciary, 2020.** Congressional testimony on proposed amendments to the Copyright Act.

**United States Copyright Office, 2020.** Invited speaker on the development and efficacy of Standard Technical Measures and Copyright Management Information under the Digital Millennium Copyright Act.

**United States Senate, Committee on the Judiciary, Subcommittee on Intellectual Property, 2020.** Testimony on proposed amendments to the Copyright Act.

**Copyright Society of the USA, 2019.** *“Expert Witnesses in Copyright Matters”*

**Copyright Society of the USA - Copyright Technology Conference, 2019.** *“Rational Approaches to Online Image Licensing.”*

**Copyright Society of the USA, 2018.** *“Perfect Storm: Embedding, Linking and Copyright Infringement.”*

**United States Department of Commerce, 2018.** *“Developing the Marketplace for Copyright Works: Licensing and Monetization.”*

**American Society of Media Photographers, 2018.** *“Understanding New Copyright Regulations for Group Registration of Photographs”*

**United States Copyright Office**, 2017. “Original Expression and Authorship in Photography.”

**Photo+ Expo**, 2017. “They Stole My Work. Now What?”

**Copyright Society of the USA**, 2017. Mid-winter Meeting. “TMI About CMI: The Rash of Recent Claims Under Section 1202 Regarding Removal of Copyright Management Information.

**United States Copyright Office**, 2016. “Copyright Licensing in the Visual Arts.”

**International Federation of Reproduction Rights Organizations (IFRRO)**, 2016. Annual General Meeting. “Licensing Reproduction Rights.”

**Joint Photographic Experts Group (JPEG)**, 2016. JPEG Committee Meeting – JPEG Privacy & Security Workshop: “Embedded Rights Metadata in Photographs.”

**Duke University Law School and New York University Law School**, 2016. “Copyright Office for the 21<sup>st</sup> Century: Registration and Recordation Functions”

**United States Copyright Office**, 2016. California Roundtable on Section 512: “Applicable Legal Standards,” “Scope and Impact of Safe Harbors,” “Technological Standards and Solutions.”

**Legal Issues in Museum Administration Conference**, 2015. Smithsonian Institution. “Copyright Clearance and Cultural Heritage.”

**International Press Telecommunications Council (IPTC) Conference**, 2015. “The Application of Rights Metadata in Photographs.”

**Initiative for a Competitive Online Marketplace (ICOMP)**, 2015. “How the Digital and Creative Economies Can Prosper Together.”

**International Federation of Reproduction Rights Organizations (IFRRO)**, 2015. Annual General Meeting. “Measuring the Use of Visual Works.”

**United States Patent and Trademark Office**, 2015. “Copyright, Culture, Art and Science in the Digital Age: Hot Topics in the Visual Arts. Painting, Photography and Sculpture – Toward a Copyright Hub.”

**Stanford University Law School**, 2014-2015. Copyright Practicum: “Copyright in Visual Artworks Identification, Metadata, Registration, Licensing.”

**United States House of Representatives Judiciary Subcommittee on the Courts, Intellectual Property, and the Internet**, 2014. Testimony at hearing entitled “Preservation and Reuse of Copyrighted Works.”

**United States Copyright Office**, 2014. “Orphan Works & Mass Digitization Round Table.”

**United States Copyright Office**: 2014. “US Copyright Office Recordation Reengineering Roundtable.”

**International Confederation of Societies of Authors and Composers (CISAC)**. 2013. “World Creators’ Summit - Orphan Works: Balancing Access and Creator’s Rights.”

**International Press Telecommunications Council (IPTC). IPTC Metadata Conference, 2013.** “Metadata Technology. What the Future Might Bring.”

**California Visual Resources Association Conference, 2014.** Image Rights: “Leveraging Rights Metadata to Maximize Access and Minimize Liability.”

**United States Patent and Trademark Office. 2013.** “Copyright Policy, Creativity, and Innovation in the Digital Economy.”

**National Association of Recording Merchandisers (NARM) Conference, 2013.** “Managing Photographic and Video Archival Assets.”

**Advertising Photographers of America (APA), 2013.** “Social Media, the PLUS system, and Strategic Licensing in the Internet Age.”

**Copyright and Technology Conference, 2012.** Rights Registries and Copyright Hubs: “The Holy Grail, or the Enemy of the Good?”

**ICON LA Illustration Conference, 2010.** “Illustrators and Copyright.”

**Picture Archive Council of America, International Conference, 2004.** Image Licensing in the 21<sup>st</sup> Century

**Createasphere EXPLORE Entertainment Technology Exposition, 2010.** Digital Asset Management Workflows

**American Society of Media Photographers, 2010.** Copyright and the New Economy: Issues Facing Visual Artists

**Photo+ Expo, 2009.** “Strategic Copyright Licensing.”

**Museum Computer Network, 2009.** “Copyright in the Cultural Heritage Sector.”

**Smithsonian Institution, 2009.** “Beyond the Copyright Field: Current Trends in Rights and Licensing Metadata.”

**Photo Marketing Association, 2008.** “Breakthroughs in Photo Archiving using Metadata”

**Picture Archive Council of America International Conference, 2008.** “Copyright in the Stock Image Industry.”

**Henry Stewart DAM Symposium, 2008.** “Rights, Images and PLUS: Challenges & Solutions”

**IDEAlliance XMP Open Content Metadata Summit, 2008.** “Leveraging XMP to Advance Industry Standards”

**Picture Archive Council of America, 2007.** “Finding Common Ground: Setting Standards in a Time of Change.”

**Library of Congress, 2007.** “Image Preservation with PLUS.”

**Japan Photographer’s Union, 2007.** “Photography & Copyright: International Issues.”

**Digital Library Federation, Fall Forum, 2007.** “Facilitating Fair Licensing of Digital Images, Determining Copyright.”



**Museum Computer Network Conference**, 2007. “Museums and Intellectual Property: Challenges and Solutions.”

**IDEAlliance XMP Open Content Metadata Summit**, 2007. “Advanced Metadata Workflow Strategies.”

**American Society of Picture Professionals, Education Conference**, 2006. “Strategic Licensing: The Art & Science of Maximizing Your Profits.”

**International Press Telecommunications Council (IPTC) Conference**, 2006. “PLUS and IPTC, Collaborating on Rights Metadata Standardization.”

**Coordination of European Picture Agencies Press Congress (CEPIC) Conference**, 2006. “Implementing International Standards in Image Licensing.”

**Oxford University**, 2006. “Digital Object Identifiers and Copyright.”

**Miscellaneous Events and Engagements**, 1977 – Present. Invited speaker/panelist at the industry’s major trade shows, speaking on topics including copyright, licensing, advertising, branding, design, publishing, product development, self-promotion, stock image licensing and technical issues. Lectured on photography at LAUSD Community Adult School. Speaks before groups of photographers and creatives worldwide. Wrote and produced the APA “Real World” seminar series on topics ranging from estimating, to licensing, to producing. Participated in the development of Digital Imaging for Photographers, a leading seminar series dedicated to cutting- edge digital techniques and equipment. Speaker at the “PDN on the Road” seminar series, on copyright, licensing, and stock photography. Speaker at the ASMP Strictly Business Workshops, ASMP Copyright Symposiums, Copyright & Technology Conferences, Digital Asset Management Conferences, World Copyright Summits, Copyright Office Roundtables, and many other events.

#### **Foundation, Community Service and Charitable Work**

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**Warren King Foundation**, President, 2000–2002. Created foundation providing endowed photography scholarships to promising photography students. Produced a fundraising event attended by photographers, educators, government officials and media. Lobbied Los Angeles Unified School District to re-launch abandoned arts education programs in local schools. Arranged for an arts teacher to receive a lifetime achievement award at the Kennedy Center.

**Other Community Service and Charitable Work.** Conduct visiting lectures on the art and history of photography for elementary school students in the Los Angeles Unified and Pasadena Unified School Districts. Judge photography exhibitions at the high school, college, and amateur, and professional levels. Photograph pro-bono or reduced-fee public service campaigns for charitable organizations such as the LA Times “Reading by Nine” program, Jewish Family Services, Motion Picture and Television Fund, United Way, and others. Volunteered time to leadership in the Boy Scouts and public schools. Donated original photographic prints to each of the Focus on Aids annual fundraising auctions 1987-2003, Woodcraft Rangers, Pediatric Aids Foundation, and other vital charitable organizations.

**Boy Scouts of America**, Eagle Scout, 1972-1977.

## **Academic**

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**Continuing Education, 1986-Present.** Attends workshops and seminars on business, legal and technical issues affecting photographers, illustrators, designers, and other visual creators, with an emphasis on intellectual property, business management, stock photography, and digital technology courses. Consults with manufacturers and distributors in testing new equipment and software applications to stay abreast of the latest developments in digital imaging, design, and manufacturing technologies.

**Brooks Institute, 2008, MFA, HC.**

**Art Center College of Design, 1986, BFA.**

**University of California at Santa Barbara, 1980-1983, Liberal Studies major with emphasis in Art, Art History, Economics, Business Management.**