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**MPAA's Michael Robinson to Retire, Dean Marks Joining as EVP,
Deputy General Counsel, and Chief, Global Content Protection**

WASHINGTON — The Motion Picture Association of America, Inc. (MPAA) announced today that Executive Vice President for Content Protection and Chief of Operations, Michael D. Robinson will retire in March 2015. At the beginning of January, Dean Marks, currently Senior Vice President Intellectual Property at Warner Bros. Entertainment Inc. will join the MPAA as Executive Vice President, Deputy General Counsel, and Chief, Global Content Protection.

Michael Robinson heads worldwide content protection enforcement operations and countermeasures for the MPAA on behalf of its member studios. Robinson's tenure has been marked by a strategic decision to focus content protection efforts on sophisticated criminal operations designed to profit off the creative work of others.

Robinson joined the MPAA in 2006 following a distinguished law enforcement and public service career. As Director of the Michigan State Police, he developed an international reputation as an innovative law enforcement leader, and was elected president of the International Association of Chiefs of Police. Following the terrorist attacks of September 11, 2001, Robinson joined a team of executives tasked with building the new Transportation Security Administration, and was appointed TSA's Assistant Administrator responsible for U.S. commercial aviation security.

MPAA Chairman and CEO, Senator Chris Dodd said, "Mike Robinson has been an exceptional leader during his time at the MPAA. I want to thank him for his hard work and commitment to protecting the rights of creators around the world. Mike is respected not just by those who work with and for him, but by everyone who has had the pleasure of coming into contact with him in our offices across the globe. We have been so fortunate to have benefitted from his expertise over the years. I'd also like to congratulate Mike on an extremely successful career – from his years in public service to his contribution at the MPAA, his career has been marked by dedication, loyalty, and accomplishment."

"I'm truly grateful for the time I've spent at the MPAA." Said **MPAA Executive Vice President for Content Protection and Chief of Operations, Michael Robinson**. "I will miss the remarkable team I've had the honor of leading for the past eight years, and the colleagues I have enjoyed working alongside. I wish them nothing but the best."

At Warner Bros., Marks is currently responsible for establishing and guiding business practices with respect to copyright related issues, digital rights management and content protection technology. He also works extensively on copyright policy. Prior to his current position, he was Senior Counsel, Intellectual Property in the Time Warner Corporate Legal Department. In that capacity, he served as a private sector advisor to the U.S. Government delegation to the World Intellectual Property Organization 1996 Diplomatic Conference, which resulted in the adoption of the WIPO Copyright Treaties. Dean also actively participated in negotiations that resulted in the passage of the Digital Millennium Copyright Act in 1998.

Senator Dodd added, “Dean Marks has an impressive record protecting intellectual property rights and is one of the most knowledgeable in the field. As technology grows increasingly important for both producing great content and expanding audience access, the enforcement of intellectual property rights remains a top priority. And I believe Dean is well-positioned to further our global content protection efforts, and we look forward to welcoming him to the MPAA in the New Year.”

“I am very pleased to join the MPAA and look forward to engaging fully with this exciting opportunity,” said **Dean Marks, Senior Vice President Intellectual Property at Warner Bros. Entertainment Inc.** “I am also grateful that I will have time with Mike to learn from his expertise and experience, ensuring a smooth transition and continued unwavering efforts to protect the content of the MPAA member companies.”

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

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