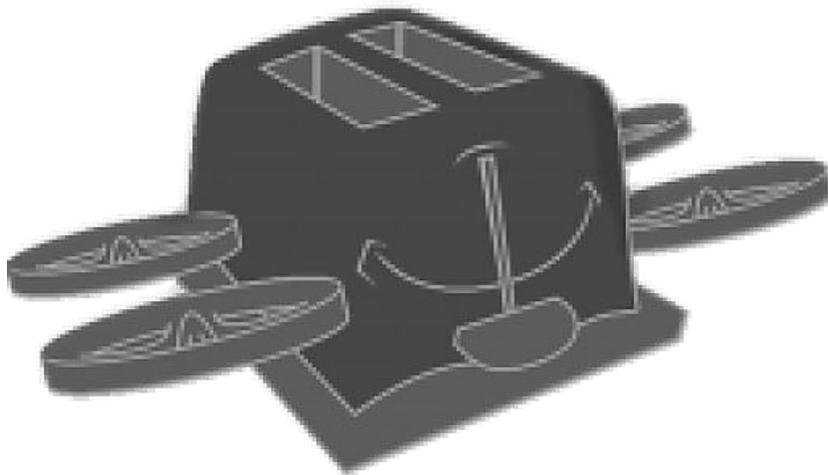


SMALL UAV COALITION

*A Partnership for
Safety & Innovation*

Proposal for Membership



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Summary

The Small UAV Coalition is composed of the leading manufacturers, software and hardware providers, end users, and service providers of companies in the unmanned aerial Systems industry. It is an organization built on the goal of allowing unfettered commercial, civil, and philanthropic use of small UAVs in the United States and abroad. To date, the Small UAV Coalition has been successful in setting the policy debate, and continues to be the leading voice for changes in law and policy to permit the operation of small UAVs beyond the line-of-sight, with varying degrees of autonomy, for commercial, consumer, recreational and philanthropic purposes.

In addition to its advocacy work, the Coalition serves as a meeting ground for the best and brightest minds in the UAV industry. Current members include AGI, Airmap, Amazon, Botlink, Flirtey, Google, Intel, Kespri, PrecisionHawk, Strat-Aero, Verizon, T-Mobile, Walmart, and many others.

Membership in the Coalition costs either \$10,000 or \$5,000/month for Board members, dependent on the size of the organization, \$2,500/month for Associate members, and \$5,000/year for Supporter members. Benefits of different membership levels are discussed below.

Mission

The Coalition is concerned that the current pace of regulatory and policy development, particularly in the United States, is impeding small UAV development, sales, services, and consumer benefits in the near term. Thus, the Coalition seeks to expedite testing and operation of small UAVs in the United States and abroad by spurring and shaping acceptable small UAV regulations and policies.

Specifically, we aim to:

- Promote the safe commercial, civil, and philanthropic use of small UAVs.
- Demonstrate the important economic, environmental, and public safety benefits of small UAVs.
- Develop a sensible, efficient, and open regulatory process to ensure the timely introduction and operation of small UAVs.
- Support American competitiveness and exports in the small UAV industry.

Policy Objectives

The Coalition's top priority is to promote safe and responsible commercial and recreational use of UAVs in the near term. We are working with the Congress, the FAA, the White House, the FCC, the FTC and a host of other agencies and third party stakeholder to meet our key goals. The Coalition also works on other policy issues including privacy, spectrum use, public interest concerns, international trade, and international collaboration on small UAV regulations will proceed on parallel tracks. This approach will ensure that regulatory agencies that are critical to UAV success, beyond the FAA, are aligned with the FAA's timeline.

Domestic operation of small UAVs: Since the fall of 2014, the FAA has authorized small UAV operations under its section 333 authority. The FAA released its long-awaited Final Rule for commercial small UAS operations (Part 107) on June 21, 2016, which will expand opportunities for commercial drone operators and businesses to test and integrate a wider range of innovative UAS applications. The Coalition was pleased to see that the FAA incorporated in the Final Rule two-thirds of our recommendations submitted in response to the Notice of Proposed Rulemaking. While this rule offers promising advancement towards widespread integration of UAS technology, it generally prohibits small UAV operations at night, over people, beyond the visual line of sight, and carrying goods, which will encumber opportunities for many small UAV manufacturers and operators, as well as consumers. The Coalition educates the FAA, Congress, and the media on the safety and efficiency of small UAV operations, while advocating reforms to broaden the regulatory framework to allow for operations not authorized by Part 107 and to expedite the issuance of waivers and exemptions to expand the scope of authorized operations. The Coalition advocates a broad reading of section 333 and Part 107 to permit operations beyond the line of sight, while supporting the FAA's guidance on reasonable restrictions.

The Coalition also has developed a legislative proposal it is pursuing with the U.S. Congress as part of the reauthorization of FAA programs in 2016.

Spectrum: Even for fully-automated UAVs, regulators will likely require, at least initially, some command and control functionality in order to guide UAVs in the event of scenarios that negatively impact UAV flight and destination success. Coalition members believe that existing terrestrial mobile networks, using consumer and commercial bands, will provide adequate coverage for many UAV use cases. However, most, if not all, of these spectrum bands are allocated for terrestrial use only -- airborne use is not authorized. Licensed commercial bands also cannot be used by small UAVs without consent from the exclusive license holders. Clarity and appropriate regulatory authority to utilize existing spectrum allocations for airborne command and control, payload communications, and collision avoidance is needed, and the FAA has tasked the FCC and NTIA with formulating acceptable spectrum solutions. The Coalition works with federal regulators to enable airborne spectrum use for all necessary UAV in-flight functionality.

Public interest concerns: Perceived safety, privacy, nuisance, and other public interest concerns could derail or delay the work of the Coalition. Legislators often react unpredictably to new technologies and, all too often, choose political expediency over sound policy. The Coalition works to educate lawmakers, regulators, and public interest groups that safety is always of utmost concern and that UAV operators and users will respect reasonable expectations of privacy. The Coalition advocates a federal preemption law to prevent a patchwork of municipal and state laws and confine such laws to areas of local interest. The Coalition has aligned with like-minded organizations to oppose State and local efforts that would seriously hinder the industry's development while intruding on the FAA's regulatory authority. Finally, the Coalition has worked with the NTIA closely even before it initiated the multistakeholder process, and expects to continue its work to ensure consumers' privacy.

International trade: The Coalition seeks to expand small UAV export opportunities by addressing export controls and international trade barriers that impact small UAVs. The Coalition works to increase foreign market access for small UAVs, leveraging ongoing trade negotiations that, in total, present the opportunity to define the rules of trade for, and use of, small UAVs for over 60 percent of the world's economy. The Coalition works with the committees that craft trade policy and the United States Trade Representative (USTR) to address tariff and non-tariff barriers that impede trade and operation of small UAVs and related components. In addition, the Coalition highlights progress in the UAV industry worldwide and promotes leadership by other countries to demonstrate the insufficient progress in the U.S.

Outdated export controls classify some commercial and recreational UAVs as weapons, restricted under the International Traffic in Arms Regulations (ITAR). Recent reforms to U.S. export controls did not significantly address small UAVs. The Coalition works with the departments and committees that manage export controls to appropriately categorize small UAVs and reduce barriers to their export.

Coalition Services

The Akin Gump team will collaborate with Coalition members on membership, structure, strategy, tactics and communications to the Congress, the Administration and the media. We will be the conduit for Coalition members to effectively communicate their stories and policy needs to key governmental decision-makers. We host monthly Board meetings, with updates of the Coalition's activities on a weekly basis and at any other time a prompt notice is warranted.

Data driven research / Third party validators: The Coalition will support its advocacy with analysis and white papers on small UAV safety, environmental and economic impacts, export controls, and other issues that emphasize the consumer benefits to be achieved through expedited testing and operation of small UAVs.

Public relations: The Coalition has spearheaded a dynamic and strategic nationwide campaign to boost public support for small UAVs. It is imperative that the Coalition frame the issues to highlight the benefits of small UAVs for consumers, the economy, and society. The Coalition's campaign will educate policymakers, regulators, and other key stakeholders through leadership that dispels myths and counters any perception that small UAV operations are potentially detrimental to public safety and privacy.

Membership

The Small UAV Coalition offers three levels of membership, which include Board membership, Associate membership, and Supporter membership levels.

Companies represented on the Board will designate one member to participate in all meetings and to vote on Coalition issues. Associate members (companies not on the Board) receive most of the same benefits as the Board, with the exception of the right to vote and attend certain Board-level meetings. These benefits include:

- Meetings with policymakers and regulators
- Ability to contribute to and comment on all Coalition legislative efforts
- Weekly updates on all Coalition activities
- Ability to participate in committees and working groups of the Coalition
- Access to all Coalition resources
- Quarterly meetings with other members
- Invites to Coalition events, including Hill visits and meetings with FAA
- Name on all Coalition material and on the Coalition website
- Promotion of company news by Coalition

Supporter member benefits include:

- Monthly legislative update calls to discuss related developments within Congress and government agencies
- Invites to selected Coalition events
- Branding on Coalition materials and on the Coalition website
- Promotion of company news by Coalition

All revenue collected from membership dues will be used to fund the successful achievement of the Coalition's mission – integration of commercial UAV's into the national airspace.

Membership gives your company or association access to the Small UAV Coalition's talented team with the expertise, relationships and knowledge to ensure the U.S. does not continue to fall behind other nations in this rapidly growing industry.



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Gregory Walden is a nationally recognized authority in the fields of aviation and government ethics, with extensive experience in government service and private practice. Mr. Walden counsels UAV manufacturers and operators; airlines; air taxi operators; fixed-base operators; airports; security companies; shippers; and citizens groups with matters pending before the U.S. Department of Transportation (DOT), the Federal Aviation Administration (FAA), the National Transportation Safety Board (NTSB), the Transportation Security Administration (TSA), U.S. Customs and Border Protection (CBP) and Congress.

Mr. Walden served as chief counsel of the FAA and as associate deputy attorney general with the U.S. Department of Justice, where he previously served as special assistant and counselor to the assistant attorney general of the Civil Division. Mr. Walden also served as associate counsel to President George H. W. Bush as a member of the Interstate Commerce Commission. He served as transition ethics counsel for then-President-elect George W. Bush.

With respect to his government ethics practice, Mr. Walden advises companies and individuals on the meaning and application of various ethics laws, including provisions in Title 18, the standards of conduct for executive branch officers and employees, financial reporting requirements applicable to presidential appointees and candidates for Congress, and LDA and FARA registration.

Mr. Walden has taught aviation law at George Mason University School of Law since 1998. He also developed and teaches the university's first post graduate course in transportation law for the School of Public Policy. He is co-author of *Aviation Law – Cases and Materials*, published by Carolina Academic Press (2006).

Education

J.D., University of San Diego School of Law, *magna cum laude*, 1980

B.A., Washington & Lee University, *cum laude*, 1977

Clerkships

U.S.C.A., D.C. Circuit

Bar Admissions

California

District of Columbia

Court Admissions

U.S.C.A., 4th Circuit

U.S.C.A., 9th Circuit

U.S.C.A., D.C. Circuit

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Michael E. Drobac helps clients from the technology and telecommunications sectors define public policy objectives, develop strategic messaging in support of those objectives and define and execute outreach strategies. He advocates before Congress and federal agencies in support of policy objectives.

Practice & Background

Mr. Drobac brings exceptional experience and unique insight to his work on behalf of technology and communications clients. His experience working within the Internet industry, combined with insights on legislative processes acquired during his years on Capitol Hill, afford him an ability to provide advice informed by both perspectives.

Mr. Drobac previously worked as head of government affairs for two different technology-related organizations—Netflix and the Online Publishers Association—and served in a senior role at a third, IAC/InterActiveCorp. He established, and served as the first director of Netflix’s Washington, D.C. office, where he identified and developed the first official set of short and long -term policy goals for the company on federal, state and international policy issues. He also advocated before Congress and other federal agencies in support of policy objectives including net neutrality, interconnection access, privacy, accessibility rules, taxation and copyright issues, and represented the company in market expansion in Canada and Latin America.

Prior to his tenure in the private sector, Mr. Drobac served for nearly 10 years in the offices of three U.S. senators. Mr. Drobac also founded an Internet startup to address chronic disease through lead generation and gamification.

Education

LL.M., London School of Economics and Political Science, 2003

J.D., University of Oregon School of Law, 2001

M.A., Stanford University, 1996

B.A., Stanford University, 1995



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Education

J.D., Fordham University
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B.S., University of
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Bar Admissions

District of Columbia

Maryland

Ed Pagano focuses his practice on public law and policy matters.

Practice & Background

Mr. Pagano joined Akin Gump after serving in the Obama administration as Senate Liaison and Deputy Assistant to the President for Legislative Affairs, where he served as the president's liaison to the Senate. In this role, Mr. Pagano was responsible for managing the Senate Legislative Affairs Office and charged with advancing the president's legislative agenda and promoting his priorities on Capitol Hill. He coordinated the administration's legislative strategy on Senate action concerning issues that included patent reform, immigration reform, the Affordable Care Act, the Violence Against Women Act, reforms to the Foreign Intelligence Surveillance Act (FISA), gun violence prevention and judicial nominations. He was a member of the White House privacy and FISA working groups.

Before joining the White House in 2012, Mr. Pagano worked for nearly two decades with Sen. Patrick Leahy (D-VT), both for the senator's office and for the Senate Judiciary Committee, chaired by Sen. Leahy. During that time, Mr. Pagano advised Sen. Leahy on legislation—such as the Leahy-Smith America Invents Act, the first major reform of the patent system in 60 years—and Supreme Court hearings and confirmations, including those of Justice Sotomayor and Justice Kagan.

Mr. Pagano served as senior counsel on the Judiciary Committee, focusing on economic and criminal justice legislation, including the Sarbanes-Oxley Act, the USA PATRIOT Act, as well as antitrust issues and data breach legislation. Mr. Pagano began his professional career as an associate at a large law firm before moving on to the Clinton-Gore presidential campaign in 1992.



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Gregory Guice's practice focuses on legislative and regulatory matters that affect the full spectrum of today's communications and information technology markets, including network providers (broadband over fiber, cable, wireless, and copper), communications equipment and device manufacturers, and Internet and application providers.

Practice & Background

Mr. Guice brings over 14 years of experience in communications policy and regulatory issues from both his work on Capitol Hill and at the Federal Communications Commission (FCC). Mr. Guice advises clients on broadband policy, spectrum policy, cybersecurity, public safety and universal service.

Immediately prior to joining Akin Gump, Mr. Guice was the Director of Legislative Affairs at the FCC. In this role, Mr. Guice developed and implemented advocacy strategy in support of the Commission's groundbreaking broadband policy initiatives, including incentive auctions legislation. Prior to being Director of Legislative Affairs at the FCC, Mr. Guice was counsel to the Subcommittee on Communications, Technology and the Internet for the House Energy and Commerce Committee, where he advised the Chairman and committee members on a range of communications issues, including universal service, public safety, broadband policy, privacy, cybersecurity and competition policy. Mr. Guice spent nearly 10 years prior to that at the FCC working on wireline, wireless, and public safety regulatory matters.

Mr. Guice received his J.D. from George Mason University School of Law.

Education

J.D., George Mason University
School of Law, 1999

B.A., University of North
Carolina at Chapel Hill, 1987

Bar Admissions

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Virginia

Court Admissions

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Education

B.A., University of Texas
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Ryan Thompson focuses his practice on public law and policy matters, providing strategic counsel in advocacy, legislative affairs and crisis management matters. His experience includes issues involving the energy, transportation, technology, defense and environment sectors.

Practice & Background

Prior to joining Akin Gump, Mr. Thompson served as chief of staff to Sen. James Inhofe (R-OK). As chief of staff, Thompson served as counselor to Sen. Inhofe in connection with the Senator's work on the Environment and Public Works Committee and as a senior member of the Senate Armed Services Committee. He was responsible for developing and executing legislative, political and communications strategies on behalf of the Senator and in concert with Senate leadership and committee staff.

Mr. Thompson served as press secretary to Sen. Inhofe, prior to his role as chief of staff. As press secretary, he directed national communications strategy and provided daily strategic counsel on the implication of current events, public policy and legislation.

While he was a student at the University of Texas at Austin, Mr. Thompson began his political career working in the campaign finance office of Sen. John Cornyn's (R-TX) Senate campaign.

Mr. Thompson is a founding member of the Article One Society at the National Republican Senatorial Committee (NRSC) for the 2010 campaign cycle.



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Education

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Roger Murry represents clients before Congress, the administration and outside stakeholders on a variety of public policy issues.

Prior to joining Akin Gump, Mr. Murry was managing director at Parven Pomper Strategies (PPS) Inc., representing domestic and international clients on international trade, foreign affairs and health care issues.

He joined PPS after serving as a trade and health care advisor for Rep. Ellen Tauscher (D-CA), chair of the New Democrat Coalition and a leader on pro-trade Democratic policy. Mr. Murry served as the congresswoman's point person for international trade, health care reform, financial services and patent reform. He began his Hill career with Rep. Grace Napolitano (D-CA).

Mr. Murry holds a bachelor's degree in international relations and economics from Claremont McKenna College.



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Education

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2008

Amanda Armistead represents clients before Congress and the administration, working with them to develop and implement successful legislative and regulatory strategies. She focuses her practice on public law and policy matters that primarily impact clients in the developing digital economy and emerging technology sectors.

To effectively advise and represent clients in these industries, Ms. Armistead tracks a wide variety of legislative and regulatory issues, involving technology, transportation and infrastructure, aviation, tax and appropriations.

Prior to joining Akin Gump, Ms. Armistead served as assistant vice president at a well-known Washington lobbying firm, where she advocated on behalf of clients with interests in homeland security, defense and trade issues.

Ms. Armistead graduated with honors from Wake Forest University with a degree in political science and German. While at Wake Forest, she spent a semester in Vienna, Austria, and completed an internship at a presidential campaign headquarters.



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Education

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Casey Duggan works with clients from a wide range of industries in the development and execution of successful legislative and regulatory strategies designed to effectively communicate client priorities to key House, Senate and related government agency officials.

Through close tracking of relevant executive and legislative branch action, Ms. Duggan provides timely updates on key legislation, comprehensive reports on congressional hearings, and notices of agency announcements and regulations. Ms. Duggan has extensive experience in monitoring legislative updates related to transportation and infrastructure, commerce and appropriations.

Prior to joining Akin Gump Strauss Hauer & Feld LLP, Ms. Duggan worked in the office of Chief Deputy Whip Patrick McHenry (R-NC) within the U.S. House of Representatives. During her time in the office, Ms. Duggan managed constituent relations for a 700,000-person district and communicated legislative updates through weekly mailings and individualized letters.

Ms. Duggan graduated with honors from the University of Virginia (UVA) with a degree in public policy. While at UVA, she studied political science for a semester in Paris, France; and completed internships with a D.C.-area nonprofit, a D.C.-area lobbying firm and the U.S. House of Representatives.