

Ross David Petty

Babson College
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ACADEMIC EXPERIENCE

- Babson Research Scholar** (appointed twice for three year terms) 2011-2017
Zwerling Family Term Chair, Babson College 2008-2011
Professor of Marketing Law, Babson College 1998-present
First law professor promoted to full at Babson. Developed & taught MBA electives: Marketing Law, IP Law and Strategy, and Branding Law and undergraduate and MBA electives in Technology Law. Guest lecturer in MBA electives: Product Development, Brand Management & Biotechnology.
Service includes: Appointments Decision Making Body 2007-2009
Graduate Decision Making Body 2001-2004
Graduate Judicial Board 1998-2003
Selection Committee, Gill Faculty Development Fund 2000-2002
- Visiting Senior Lecturer of Law, University of Stirling (Scotland)** 1994-1995
Developed and taught honors half unit in UK media law. Taught company law and commercial law to undergraduates and financial regulation to both undergraduates and post-graduates.
- Associate Professor, Roger A. Enrico Term Chair, Babson College** 1992-1997
Promoted two years early. Developed liberal arts half course entitled: The Bicycle: Vehicle for Societal Change and law component of integrated MBA program. Service includes:
Appointments Committee 1995-1997
Spokesperson, Combined Governance Committee 1993-1994
Chair, Faculty Governance Review Task Force 1992-1993
- Assistant Professor, Babson College** 1988-1992
Developed and exclusively taught graduate elective, Managing the Legal Environment of Business and graduate and undergraduate half course, Advertising Law. Undergraduate elective in government regulation revised to a marketing and competitive strategy orientation. Developed and taught two new clusters of Fundamentals of Business Law with (1) Speech Communication and (2) Microeconomics. Developed new management major in Entrepreneurial Studies and Business Law and new liberal arts concentration in Law and Society. Service includes:
Cluster Advisory Committee 1991-1992
Course Coordinator, Law 1000 1990-1994
Faculty Advisor to Babson Law Society 1989-1994
Board of Faculty Student Advisors 1988-1994
Undergraduate Decision Making Body 1990-1992
College-wide Copyright Committee 1990-1991
Chair, Internal Communication subcommittee 1989-1990
Policies and Procedures Task Force 1989-1990
All College Council 1989
- Adjunct Professor, Babson and Bentley Colleges** 1987
Taught Legal Environment courses in MBA and Undergraduate programs.

FEDERAL TRADE COMMISSION

Assistant Director (acting), Boston Regional Office 1986-1988
Acting second-in-command of 20 person office; substantial responsibility for office management, press relations, attorney recruitment, and supervision.

Assistant Director, Seattle Regional Office 1983-1985
Second-in-command of 20 person office; substantial responsibility for office management, press relations, attorney recruitment, and supervision. Supervised over ten investigations, negotiation of four antitrust consent orders, and drafting of seven comments before government agencies.

Sr. Attorney, Competition Planning & Evaluation Offices 1980-1983
Researched and drafted several memoranda on complex legal issues, including three briefs in a monopolization case and comments on competition cases and issues before other agencies.

Attorney Advisor to the Executive Director (Rotational Assignment) 1980
Compiled budget requests totaling over \$50 million, developed a management information system, and administered the first cessation of activities caused by a funding lapse.

Attorney, Division for Food and Drug Advertising 1977-1980
Obtained preliminary court injunction and negotiated seven consent orders including: the first provision holding a product endorser liable, restitution in excess of \$250,000, and corrective advertising.

XEROX CORPORATION

Service Planning Analyst 1975
Calculated product service cost factors and prepared sections of annual service budgets for 90 offices.

Data Support Analyst 1974
Coordinated data support planning for future products and compiled budget requests.

EDUCATION

HARVARD UNIVERSITY, Kennedy School of Government 1985-1986
M. P. A. emphasizing government regulation of business activity, economics, and business strategy.

UNIVERSITY OF MICHIGAN, School of Law 1975-1977
J. D. *cum laude*. Completed program in 27 consecutive months. Research assistant for two professors and student intern for one semester at the Media Access Project, Washington, D.C.

UNIVERSITY OF ROCHESTER, Grad. School of Management 1973-1974
M. B. A. in marketing and applied economics. Completed only four years after high school.

UNIVERSITY OF ROCHESTER, College of Arts and Sciences 1970-1973
B. A. with Distinction in political science in accelerated program.

HONORS, AWARDS, AND GRANTS

Outstanding reviewer Journal of Public Policy & Marketing	2013
Babson Faculty Research Scholar	2011-2017
Charles M. Hewett Master Teacher Award Academy of Legal Studies in Business	2008
Babson College Faculty Scholarship Award (one of five in the initial offering)	2008
Zwerling Family Term Chair	2008-2011
Highly Commended Paper for Journal of Product and Brand Management	2007
Thomas C. Kinnear Best Paper Award Journal of Public Policy & Marketing	2005
Most prolific single author in past ten years, Journal of Public Policy & Marketing	2002
Finalist, Best Paper Award Journal of Public Policy & Marketing	1998
Babson College, Class of 2000 Faculty Excellence Award	1997
Acad. Legal Studies in Bus. Holmes-Cardozo Award for Excellence in Research	1997
AMA Exceptional Contribution by a JPP&M Reviewer for 1996	1997
Anbar Electronic Intelligence Citation of Excellence	1997
Who's Who in the East (26th ed.)	1997-1998
Who's Who in American Education (4th ed.)	1994-1995
Tenure, Babson College	1994
Who's Who in American Law (8th ed.)	1993
Finalist, Stephen P. Ladas Memorial Award Competition, Int'l Trademark Assoc.	1992, 1993
Roger A. Enrico Term Chair	1992-1997
Who's Who in American Law (7th ed.)	1992
Who's Who in Rising Young Americans	1992
Babson College Summer Research Grants and Course Releases	various
Federal Trade Commission Commendation for Superior Service	1985

SELECTED PROFESSIONAL ACTIVITIES

Editorial Board Member, Journal of Historical Research in Marketing	2013-present
Editorial Board Member, Journal of Consumer Affairs	2013-present
Marketing Law Track Co-Chair, 2010 AMA Winter Educator's Conference	2010
Consultant with Pattishall, McAuliffe, Newbury, Hilliard & Geraldson, LLP	2005-2006
Staff Editor, American Business Law Journal	1989-1992, 2003-present
Member of the Board, Marketing and Society Special Interest Group, AMA	2003-2005 1996-1998
Founder and Executive Secretary, Marketing Law Section, ALSB	1997-present
Editor, American Business Law Review Special Issue on Marketing Law	1997-1998
Chair, Editorial Advisory Board, Advertising Law Anthology	1996-1997
Member, Editorial Advisory Board, Advertising Law Anthology	1995-1998
Editor, Legal Developments Section, Journal of Public Policy & Marketing	1993-1998
Member, Editorial Review Board, Journal of Public Policy & Marketing	1992-present
President, North Atlantic Business Law Association	1993-1994
President-elect, North Atlantic Business Law Association	1992-1993
Program Chair, North Atlantic Business Law Association	1991-1992
Member, American Marketing Association	1992-present
Member, American Bar Association, Antitrust Law section (IP section since 2002)	1988-2012
Member, Academy of Legal Studies in Business (life member since 1997)	1987-present
Member, District of Columbia Bar	1978-present

SELECTED PUBLICATIONS & PRESENTATIONS**BOOKS**

BRANDING LAW FOR ENTREPRENEURS: LEGAL ASPECTS OF STRATEGIC BRAND MANAGEMENT (in manuscript).

SPECIAL ISSUE ON MARKETING LAW (editor), 36(2) American Business Law Journal (Winter 1999).

THE IMPACT OF ADVERTISING LAW ON BUSINESS AND PUBLIC POLICY (Westport, CN: Quorum Books 1992), **reviewed in** 12(2) Journal of Public Policy and Marketing 284 (Fall 1993) and Journal of the Academy of Marketing Science 86 (Winter 1994).

MAJOR ARTICLES AND BOOK CHAPTERS

Social Marketing and the Law in **HANDBOOK OF PERSUASION AND SOCIAL MARKETING**, David W. Stewart ed., Chapter 10 (ABC-CLIO Oct. 2014)

International Advertising Law and Regulation: A Research Review and Agenda – the Devil is in the Details in **HANDBOOK OF INTERNATIONAL ADVERTISING RESEARCH**, Hong Cheng ed. Chapter 20, 395-413 (Wiley - Blackwell 2014).

From Puffery to Penalties: A Historical Analysis of U.S. Masked Marketing Public Policy Concerns, 5(1) Journal of Historical Research in Marketing, 10-26 (2013).

Using the Law to Protect the Brand on Social Media Sites: A Three “M”s Framework for Marketing Managers, 35(9) Management Research Review, 758-769 (2012).

Coca-Cola Brand Protection Before WWII – It’s the Real Thing, 4(2) Journal of Historical Research in Marketing, 224-244 (2012). For a video presentation of this work, see http://www.youtube.com/watch?v=hnTg_451FIk

From Label to Trademark: The Legal Origins of the Concept of Brand Identity in 19th Century America, 4(1) Journal of Historical Research in Marketing 129-153 (2012).

The Evolution of Trademark Law and the Co-development of the Concept of Brand Marketing in the U.S. before 1946, 31(1) Journal of Macromarketing 85-99 (2011) abstracted as **Trademark Law and the Development of Brand Marketing**, in Marketing History: Strengthening, Straightening and Extending, Proceedings of the 14th Biennial Conference in Historical Analysis & Research in Marketing (CHARM) 75-76 (R. A. Hawkins, ed. 2009).

Marketing Tactics Discouraging Price Search: Deception and Competition (with Joan Lindsey-Mullikin), 64(1) Journal of Business Research 67-73 (2011).

MAJOR ARTICLES (con't)

Slogans that Both Promote and Identify the Brand –Using US and EU Trademark Law to Protect Slogans from Imitation (with Susanna H. S. Leong and May O. Lwin), 29(3) *International Journal of Advertising* 473-500 (2010).

The “Amazing Adventures” of Super Hero®, 100(3) *The Trademark Reporter* 729-755 (May-June 2010).

The Strategic Use of Legal Margins: How to Introduce an Extension of Someone Else’s Brand in **LEGAL STRATEGIES: HOW CORPORATIONS USE LAW TO IMPROVE PERFORMANCE**, Antoine Masson and Mary J Shariff, eds. Chapter 15, 317-334 (Springer Publishing 2010).

The Use of Dead Celebrities in Advertising and Marketing: Balancing Interests in the Right of Publicity (with Denver D’Rozario), 38(4) *Journal of Advertising* 39-51 (2009).

Initial Interest Confusion v. Consumer Sovereignty: A Consumer Protection Perspective on Trademark Infringement, 98(3) *The Trademark Reporter* 757-788 (May-June 2008).

Covert Marketing Unmasked: A Legal and Regulatory Guide for Practices that Mask Marketing Messages, (with J. Craig Andrews), 27(1) *Journal of Public Policy & Marketing*, 7-18 (Spring 2008), **abstracted in** *Marketing News* 4 (May 1, 2008).

Advertising Regulation (with Jef I. Richards) in **THE SAGE HANDBOOK OF ADVERTISING**, Tim Ambler & Gerard J. Tellis, eds. 383-397 (Sage Publications 2007).

Transportation Technologies for Community Policing: A Comparison, 8(3), *International Journal of Police Science & Management* 165-175 (2006), **expanded from** *Proceedings of International Symposium on Technology and Society* 51-64, Amsterdam, NL (Sept. 2003).

The Regulation of Practices that Promote Brand Interest: A 3 Cs Guide for Brand Managers, (with Joan Lindsey-Mullikin), 15(1) *Journal of Product & Brand Management* 23-36 (2006) – **selected as Highly Commended Paper by the Emerald Literati Network Awards for Excellence 2007 and one of ten out of 450 possible articles featured on the June 2006 Monthly Highlights on the Emerald website.**

Regulatory Standards, Chapter 19 of **BICYCLE ACCIDENTS: BIOMECHANICAL, ENGINEERING AND LEGAL ASPECTS**, Paul F. Broker and Paul F. Hill, eds, (Lawyers and Judges Publishing Co. 2006), pp. 547-563.

Societal Regulation of the Marketing Function: Does the Patchwork Create a Quilt? 24(1) *Journal of Public Policy & Marketing* 63-74 (Spring 2005), **abstracted in** 2005 *Marketing and Public Policy Conference Proceedings* 180-88 (J. Langenderfer, D. L. Cooke & J. D. Williams, eds. 2005).

MAJOR ARTICLES (con't)

- Obesity and the Role of Food Marketing: A Policy Analysis of Issues and Remedies**, (with Kathleen Seiders), 23(2) *Journal of Public Policy & Marketing* 153-169 (Fall 2004) –**winner of 2005 Thomas C. Kinnear –Journal of Public Policy & Marketing Best Paper Award**, extracted in *Babson Magazine* (Summer 2006), 20-23.
- Of Tartans and Trademarks**, 94(4) *The Trademark Reporter* 859-880 (July-August 2004).
- Seeking a Single Policy for Contractual Unfairness to Consumers: A Comparison of US and EU Efforts**, (with J. Hamilton), 38(1) *Journal of Consumer Affairs* 146-166 (Summer 2004).
- Regulating Target Marketing and Other Race-Based Advertising Practices**, (with A. Harris, T. Broaddus & W. Boyd), 8(2) *Michigan Journal of Race & Law* 335-394(2003), earlier version abstracted in 1997 *Marketing and Public Policy Conference Proceedings* 11-12 (C. Iyer & G. Milne, eds. 1997) and **awarded ALSB Homes-Cardozo Award for Excellence in Research 1997**.
- Wireless Advertising Messaging: Legal Analysis and Public Policy Issues**, 22(1) *Journal of Public Policy & Marketing* 71-83 (Spring 2003).
- Limiting Product Choice: Innovation, Market Evolution, and Antitrust**, 21(2) *Journal of Public Policy & Marketing* 269-274 (Fall 2002).
- The European Union's Consumer Guarantees Directive**, (with J. Hamilton), 20(2) *Journal of Public Policy & Marketing* 289-296 (Fall 2001).
- Teaching Marketing Law: A Business Law Perspective on Integrating Marketing and Law**, 22(2) *Journal of Marketing Education* 129-136 (August 2000), **abstracted in** *AMA Educators' Proceedings* 52-53 (1998).
- Marketing without Consent: Consumer Choice and Costs, Privacy and Public Policy**, 19(1) *Journal of Public Policy & Marketing* 42-53 (Spring 2000).
- It Could Have Been You: Marketing State Lotteries by Exploiting Counterfactual Thought** (with J. Landman), 17(4) *Psychology and Marketing* 299-321 (April 2000).
- Tobacco Marketing Restrictions in the Multi-state Attorneys General Settlement: Is This Good Public Policy?** 18(2) *Journal of Public Policy & Marketing* 244-257 (Fall 1999).
- Editor's Introduction: The What and Why of Marketing Law**, 36(2) *American Business Law Journal* 239-254 (Winter 1999).
- Comparative Advertising in the European Union**, (with P. Spink) 47 *International and Comparative Law Quarterly* 855-76 (Oct. 1998).
- Interactive Marketing and the Law: The Future Rise of Unfairness**, 12(3) *Journal of Interactive Marketing* 21-31 (Summer 1998), reprinted in **Internet Marketing: Readings And Online Resources**, Paul Richardson, ed. (Irwin/McGraw-Hill, 2001), pp.304-314.

MAJOR ARTICLES (con't)

The Impact of the Sport of Bicycle Riding on Safety Law 35(2) American Business Law Journal 185-224 (Winter 1997).

Advertising Law in the US and EU 16(1) Journal of Public Policy & Marketing 2-13 (Spring 1997), nominated as one of four finalists for 1999 Thomas C. Kinnear best paper award.

Integrating Business Law into an Integrated MBA Curriculum: The Babson College Experience (with R. Mandel and T. Lester) 14(1) Journal of Legal Studies Education 17-34 (Spring 1996).

The Law of Misleading Advertising: An Examination of the Differences Between Common and Civil Law Countries 15(2) International Journal of Advertising 33-47 (1996), **reprinted in** 19(1) ADVERTISING LAW ANTHOLOGY 37 (1996), **awarded** 1997 Citation for Excellence by Anbar Electronic Intelligence.

Overview of Bicycle Accidents and the Law (pp 407-417, **Duty of Cyclists to Wear Helmets** (pp. 447-452), **Duty not to wear Audio Headphones** (pp. 452-453), and **Regulatory Standards** (pp. 463-475) **in BICYCLE ACCIDENT RECONSTRUCTION AND LITIGATION** by James Green, Paul Hill et al. (Tucson, AZ: Lawyers and Judges Publishing 1996).

Regulating Product Safety: The Informational Role of the US Federal Trade Commission 18(4) Journal of Consumer Policy 387-415 (1995), **abstracted in** 4 Marketing and Public Policy Conference Proceedings 128 (D. Ringold, ed. 1994).

Comparative Advertising in the EC: Will the Proposed Directive Harmonize Across the Atlantic? (with P. Spink) 14(2) Journal of Public Policy & Marketing 310-17 (1995), **reprinted in** 18(2) ADVERTISING LAW ANTHOLOGY 315 (1995).

Advertising Challenges: A Strategic Framework and Current Review (with R. Kopp) 35(2) Journal of Advertising Research 41-55 (1995), **reprinted in** 18(2) ADVERTISING LAW ANTHOLOGY 3 (1995).

Peddling the Bicycle in the 1890s: Mass Marketing Shifts into High Gear, 15(1) Journal of Macromarketing 21-46 (1995).

Advertising Law and Social Issues: The Global Perspective, 17(2) Suffolk Transnational Law Review 309-349 (1994), **reprinted in** 17(2) ADVERTISING LAW ANTHOLOGY 721 (1994).

Advertising and the First Amendment: A Practical Test for Distinguishing Commercial Speech from Fully-Protected Speech, 12(2) Journal of Public Policy & Marketing 170-177 (Fall 1993), **reprinted in** 17(1) ADVERTISING LAW ANTHOLOGY 285 (1994), **abstracted in** Proceedings of the 1993 Marketing and Public Policy Conference 62 (M. Sheffet, ed. 1993).

Joe Camel and the Commission: The Real Legal Issues, 12(2) Journal of Public Policy & Marketing 276-281 (Fall 1993), **reprinted in** 17(1) ADVERTISING LAW ANTHOLOGY 315 (1994).

MAJOR ARTICLES (con't)

Let's Not Dam(n) the Courts with More Damage Litigation: A Comment on Frederickson's "Recovery for False Advertising..." 31 American Business Law Journal 165-185 (1993), **reprinted in** ADVERTISING LAW ANTHOLOGY 35 (1994).

FTC Advertising Regulation: Survivor or Casualty of the Reagan Revolution? 30(1) American Business Law Journal 1-34 (1992), **reprinted in** 16(1) ADVERTISING LAW ANTHOLOGY 45 (1993).

Putting Business Into Business Law: The Integration of Law and Business Strategy, (with R. Mandel) 10(2) Journal of Legal Studies Education 207-218 (1992).

The U.S. International Trade Commission: Import Advertising Arbitrator or Artifice? 17(1) North Carolina Journal of International Law and Commercial Regulation 45-69 (1992) **reprinted in** 15(2) ADVERTISING LAW ANTHOLOGY 397 (1992).

Competitor Suits Against False Advertising: Is Section 43(a) of the Lanham Act: Pro-consumer Rule or Anti-competitive Tool? 20(2) University of Baltimore Law Review 381-427 (1991), **reprinted in** 17(1) ADVERTISING LAW ANTHOLOGY 659 (1994), **finalist** 1993 Stephen P. Ladas Memorial Award Competition, United States Trademark Association.

Supplanting Government Regulation with Competitor Lawsuits: The Case of Controlling False Advertising 25(2) Indiana Law Review 351-395 (1991) **reprinted in** 15(2) ADVERTISING LAW ANTHOLOGY 295 (1992) **reviewed in** 82 Trademark Reporter 817 (Sept.-Oct. 1992) **finalist** 1992 Stephen P. Ladas Memorial Award Competition, United States Trademark Association.

The Evolution of Comparative Advertising Law: Has the Lanham Act Gone Too Far? 10(2) Journal of Public Policy & Marketing 161-181 (Fall 1991).

Regulation vs. the Market: The Case of Bicycle Safety, (pts. 1 & 2) 2 RISK: Issues in Health and Safety 77-88 & 93-120 (1991).

Predatory Promotion: A New Theory of Antitrust Liability? 27(2) American Business Law Journal 215-249 (1989), **reprinted in** 14 ADVERTISING LAW ANTHOLOGY 31 (1991).

Antitrust and Innovation: Are Product Modifications Ever Predatory? 22(4) Suffolk Law Review 977-1028 (1988).

The Consumer Product Safety Commission's Promulgation of a Bicycle Safety Standard, 10(1) Journal of Products Liability 25-50 (1987).

NOTES & PROCEEDINGS

Advertising (and Product Safety) in CONSUMER SURVIVAL: AN ENCYCLOPEDIA OF CONSUMER RIGHTS, SAFETY, AND PROTECTION, Wendy Reiboldt and Melanie Horn Mallers, eds., 7-15 (ABC-CLIO 2014).

NOTES AND PROCEEDINGS (con't)

Bicycle Safety Standard in CONSUMER SURVIVAL: AN ENCYCLOPEDIA OF CONSUMER RIGHTS, SAFETY, AND PROTECTION, Wendy Reiboldt and Melanie Horn Mallers, eds., 63-69 (ABC-CLIO 2014).

F. Beverley Robertson: The Tragic Life of Poundmaker's Defence Counsel, 73 Manitoba History 19-28 (Fall 2013).

Towards a Modern History of Brand Marketing: Where Are We Now? Varieties, Alternatives, and Deviations in Marketing History, Proceedings of the 16th Biennial Conference in Historical Analysis & Research in Marketing (CHARM) 210-220 (L. Neilson ed. 2013).

Who was Caroline Close Stewart? 24(2) The Stewarts 119-126 (2013).

Robertsons of Foxbar, Clan Donnachaidh Annual 25-28 (J.I. Robertson, ed. 2012).

Sorting the Stewarts of Ballymoran: The First Four Generations in County Down (with J. Douglas Cawley), 23(4) The Stewarts 303-321 (2011).

The Post-Culloden Migration of Robertsons to Paisley, Clan Donnachaidh Annual 24-27 (J.I. Robertson, ed. 2011).

Labels and Trademarks and Prints, Oh My! Legal Evidence of US Interest in Brand Protection in the 1800s, Marketing History in the New World, Proceedings of the 15th Biennial Conference in Historical Analysis & Research in Marketing (CHARM) 145-156 (L. Neilson ed. 2011).

Naming Names: Part three –Safeguarding brand equity in the U.S. by developing a family of trademarks, 17 (8) Journal of Brand Management Special Issue on Brand Governance –Managing and Safeguarding Brand Equity 561-567 (2010).

Post Boom Bicycling in Minneapolis: Counting Transportation Use, Cycle History: Proceedings of 20th International Cycle History Conference 73-80 (Gary Sanderson, ed. 2010). This paper was revised as **Bicycling in Minneapolis in the Early 20th Century**, 62(3) Minnesota History 84-95 (Oct. 2010).

Brand Parody Products: Is the Harm Worth the Howl? 26(2) Journal of Consumer Marketing 64-65 (2009).

Gild by Association, The Wall Street Journal R5, R11 (Dec. 15, 2008).

Recognizing the Rights of Consumers as Brand Co-owners, 17(6) Journal of Brand & Product Management 414-415 (2008).

Pet Peeves: Trademark Law and the Consumer Enjoyment of Brand Pet Parodies, 42(3) Journal of Consumer Affairs 461-470 (2008).

NOTES AND PROCEEDINGS (con't)

Flavor Trademark Hard for the Trademark Appeal Board to Swallow, 36(3) Journal of the Academy of Marketing Science (2008)(available at <http://www.springerlink.com/content/d41x024k21227404/?p=54341f0d1d564cadace5d92483789265&pi=31>, pp4-5).

The Rise, Fall and Rebirth of Bicycle Police, 17(2) IPMBA News, 5-8 (Spring 2008).

Naming Names: Trademark Strategy and Beyond: Part two –Dealing with rival brand names, 15(4) Journal of Brand Management 232-238 (March 2008).

Naming Names: Trademark Strategy and Beyond: Part one --Selecting a brand name, 15(3) Journal of Brand Management, 190-97 (Jan. 2008).

Essay: Taming the Obesity Beast: Children, Marketing, and Public Policy Considerations, (with Kathleen Seiders), 26(2) Journal of Public Policy & Marketing, 236-42 (2007).

Peddling Schwinn Bicycles: Marketing Lessons from the Leading Post WW II US Bicycle Brand, Marketing History at the Center: Proceedings of the 13th Conference in Historical Analysis & Research in Marketing (CHARM) 162-171 (B. Branchik, ed. 2007).

Telemarketing in ENCYCLOPEDIA OF PRIVACY, William G. Staples, ed. (Greenwood Press 2007), pp. 552-555.

Book Review: Raising Customer Switching Costs –Profitable Marketing, but Public Policy Problem, 25(2) Journal of Public Policy & Marketing 250-253 (2006).

Marketing Law: Hit or Mislead –Secondary Brand Associations, 15(5) Marketing Management 44-48 (2006).

The Bicycle as a Communications Medium: A Comparison of Bicycle Use by the U.S. Postal Service and Western Union Telegraph Company, Cycle History: Proceedings of 16th International Cycle History Conference 147-159 (Andrew Ritchie, ed. 2005).

An Analysis of Consumers' Interpretations of the Semantic Phrases Found In Reference Price Advertisements, (with L. Compeau, J. Lindsay-Mullikin, & D. Grewal), 38 Journal of Consumer Affairs 178-187 (Summer 2004).

Tartan Law: A Celebration of National Tartan Day, 35 Business Law Review 97-110 (2002).

The Product Life Cycle and the Use of Bicycles to Deliver Goods and Services, Milestones in Marketing History: Proceedings of the 10th Conference in Historical Analysis and Research in Marketing (CHARM) 117-127 (T. Witkowski, ed. 2001).

Limiting Product Choice: A Consolidation of Antitrust Theory, Marketing and Public Policy: Conference Proceedings 115-125 (R. Hill & C. Taylor, eds. (2001).

NOTES AND PROCEEDINGS (con't)

The Rise of the Asian Bicycle Business: State Support and Survival Strategies, Cycle History: Proceedings of the 11th International Cycle History Conference 189-204 (2001).

Marketing without Consent: Consumer Costs and Privacy –A Preliminary Analysis, 1999 Marketing and Public Policy Conference Proceedings 73-79 (G. Gundlach, W. Wilkie and P. Murphy eds. 1999).

Squeezing Environmental Law into a Safety Law Session While Integrating with Other Business Disciplines, 16(1) Journal of Legal Studies Education 37-44 (Winter/Spring 1998).

Bicycle Racing: The Social Impact of the Ultimate Technology-Based Sport, Cycle History: Proceedings of the 8th International Cycle History Conference 107-118 (1998).

Book Review: Pleased be Ad-Vised by Douglas J. Wood and Law and Advertising by Dean K. Fueroghne, 16(1) Journal of Public Policy & Marketing 189-191 (Spring 1997).

Women and the Wheel: The Bicycle's Impact on Women, Cycle History: Proceedings of the 7th International Cycle History Conference 112-133 (1997).

The Bicycle: Vehicle for Societal Change –A Two Hour STS Course, Science, Technology & Society Curriculum Newsletter 1-5 (Fall 1996).

A Word From the Chair 18(1) ADVERTISING LAW ANTHOLOGY xv-xvii (1996).

European Regulation of Misleading Advertising: A Conceptual Analysis 16(4) Journal of Media Law & Practice 23-26 (1995).

Peddling the Bicycle and the Development of Mass Marketing, Cycle History: Proceedings of the Fifth International Cycle History Conference 107-116 (1995).

Book Review: Legal Issues in Marketing Decision Making by Dorothy Cohen, 14(2) Journal of Public Policy & Marketing 334-338 (1995).

Introduction: The Marketing Discipline's Contribution to Advertising Law, 17(1) ADVERTISING LAW ANTHOLOGY xi-xvii (1994).

Bicycle Safety: A Case Study in Regulatory Review, 17(2) Regulation 22-24 (1994).

The Bicycle's Role in the Development of Safety Law, Cycle History: Proceedings of the Fourth International Cycle History Conference 125-143 (1994).

The Role of Law in the Marketing Curriculum, 4 AMA Educators' Proceedings 48-52 (1993).

NOTES AND PROCEEDINGS (con't)

The Federal Trade Commission's Informational Approach to Product Safety, 25 Business Law Review 117-132 (1992).

Challenging Import Advertising Before the U.S. International Trade Commission: A Public Policy Exploration of (Largely) Uncharted Territory, Proceedings of the 1992 Marketing and Public Policy Conference 20-32 (P. Bloom & R. Starr, eds. 1992).

The Civil War Record of Private John Stewart, Company A, 53rd North Carolina Infantry in FINLEY STEWART: THE RECORD OF OUR IMMIGRANT ANCESTOR AND SOME OF HIS PROGENY by Julius M. Stewart and Virgil M. & Edna Stewart Spencer 784-794 (1992).

Recent Trends in FTC Advertising Enforcement, 24 Business Law Review 103-113 (1991).

OVERVIEW: Advertising Law and Competition, 14 ADVERTISING LAW ANTHOLOGY xiii-xxi (1991).

Comparative Advertising Law in the 1990s, 23 North Atlantic Business Law Review 159-175 (1990) **reprinted in** 15(2) ADVERTISING LAW ANTHOLOGY 377 (1992).

A Survey of Advertising Law: The Competitor's Perspective, 22 North Atlantic Regional Business Law Review 141-157 (1989) **reprinted in** 14 ADVERTISING LAW ANTHOLOGY 527 (1991).

The Federal Government & Bicycle Safety: Part Three –The Market Approach and Bicycle Helmets, 22 Bicycle Forum 4-7 (1989).

Predatory Practices Under Antitrust Law: Now That Pricing is Out, Is Anything In? 21 North Atlantic Regional Business Law Review 186-212 (1988).

The Federal Government & Bicycle Safety: Part Two –The CPSC Bicycle Safety Standard, 21 Bicycle Forum 4-7 (1988).

The Federal Government & Bicycle Safety: Part One –The National Perspective on Bicycle Safety, 20 Bicycle Forum 4-6 (1988).

TEACHING MATERIALS

Introduction to Judo Brand Diversion, available at <http://faculty.babson.edu/petty/JBD/default.htm> (2005).

The Law of Misleading Advertising: The Limits of Factual Promotion of Brand Attributes, available at <http://faculty.babson.edu/petty/AdLaw/default.htm> (2005).

Protecting Your Customer Value Proposition available at <http://faculty.babson.edu/petty/CVP/index.html> (2005).

TEACHING MATERIALS (con't)

Trademark Strength, available at <http://faculty.babson.edu/petty/TrademarkStrength/index.html> (2005).

Overview of Global Antitrust Law, available at <http://faculty.babson.edu/petty/antitrust/baseslide.html> (2004).

Curious George and the Legal System, Babson # 149-C01 (2001).

Proctor & Gamble v. Paragon Trade Brands: Diapers and Patents, Babson # 161-C99 (1999).

Proctor & Gamble v. Paragon Trade Brands: Diapers and Antitrust (A) & (B), Babson # 148-C99 (1999).

Al Dunlap and Corporate Transformation (A)(supervised development) (1999).

Al Dunlap and Corporate Transformation: The Bubble Bursts at Sunbeam (B)(supervised development) (1999).

Al Dunlap and Corporate Transformation (TN)(legal section)(1999).

Borden, Inc. v. Kraft, Inc. (A)(with R. Kopp) ECCH # 595-043-1 (1996).

Borden, Inc. v. Kraft, Inc. (TN & B Case)(with R. Kopp) ECCH # 595-043-8 (1996).

Federal Trade Commission v. Kraft, Inc. (A)(with R. Kopp) ECCH # 596-005-1 (1996).

Federal Trade Commission v. Kraft, Inc. (TN)(with R. Kopp) ECCH # 596-005-8 (1996).

Federal Trade Commission v. Kraft, Inc. (B)(with R. Kopp) ECCH # 596-006-1 (1996).

Federal Trade Commission v. Kraft, Inc. (TN)(with R. Kopp) ECCH # 596-006-8 (1996).

Federal Trade Commission v. Kraft, Inc. (C)(with R. Kopp) ECCH # 596-007-01 (1996).

Federal Trade Commission v. Kraft, Inc. (TN)(with R. Kopp) ECCH # 596-007-08 (1996).

PRESENTATIONS

Antitrust & Product Strategy: A Consumer Choice Conceptualization. Presented at the 2014 Marketing and Public Policy Conference, Boston, MA (June 2014).

Canada's 2010 Anti-spam Law: The Third Evolutionary Stage in Spam Control Legislation – What More is Needed? Presented at the inaugural meeting of the Canadian Academy of Legal Studies in Business, Toronto, ON (May 2014).

PRESENTATIONS (con't)

Antitrust and Product Strategy: A Conceptualization for Managers. Presented at the Annual Meeting of the Academy of Legal Studies in Business, Boston, MA (August 2013).

Towards a Modern History of Brand Marketing: Where Are We Now? Presented at the 16th Biennial Conference in Historical Analysis & Research in Marketing (CHARM), Copenhagen (May 2013).

Dot Product and Dot Brand: A Policy Analysis of the new Generic Top Level Domain Name Program and the Initial Set of Applications. Presented at the Annual Meeting of the Academy of Legal Studies in Business, Kansas City, MO (August 2012).

From Puffery to Punishment: A Sketchy History of the Sketchy Practices of Masked Marketing and their Public Policy Concerns. Presented at the 2012 Marketing and Public Policy Conference, Atlanta, GA (June 2012).

International Advertising Law and Regulation: A Research Review and Agenda –The Devil is in the Details. Presented at the 2011 Marketing and Public Policy Conference, Washington, DC (June 2011).

Labels and Trademarks and Prints, Oh My! Legal Evidence of US Interest in Brand Protection in the 1800s. Presented at the 15th Biennial Conference in Historical Analysis & Research in Marketing (CHARM), New York City (May 2011).

The World Wide Web vs. National Trademark Laws –Protecting the Brand in Global Commerce. Presented at the International Trade & Academic Research Conference, London, UK (Nov. 2010).

The “Amazing Adventures” of Super Hero® Presented at the Annual Meeting of the Academy of Legal Studies in Business, Richmond, VA (Aug. 2010).

Comparative Consumer Unfairness in the 21st Century: Is US Vague Preferable to EU Specific? Presented at the 2010 Marketing and Public Policy Conference, Denver, CO (May 2010).

Bandwidth Gone Wild: Restoring a More Competitive Balance to Trademark Law for the Benefit of Consumers, Presented at the Annual Meeting of the International Trademark Association, Boston, MA (May 2010) and the Annual Meeting of the Academy of Legal Studies in Business, Denver, CO (Aug. 2009).

Publishing Legal Scholarship in Marketing Journals, Presented as part of a panel discussion on publish legal scholarship in business journals at the Annual Meeting of the Academy of Legal Studies in Business, Denver, CO (Aug. 2009).

Bicycle History by the Numbers: The Case of Minneapolis in 1895-1911, Presented at the 20th International Cycle History Conference, Freehold, NJ (July 2009).

PRESENTATIONS (con't)

Trademark Law and the Development of Brand Marketing, Presented at the 14th Biennial Conference in Historical Analysis & Research in Marketing (CHARM), Leicester, UK (May 2009).

Judo Brand Diversion: Using Another's Trademark to Your Advantage, Presented as one of four finalists (and ultimately the winner) in the Thomas Hewett Master Teacher Award competition at the Annual Meeting of the Academy of Legal Studies in Business, Long Beach, CA (Aug. 2008).

Pet Peeves: Trademark Law and the Consumer Enjoyment of Brand Pet Parodies, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Long Beach, CA (Aug. 2008).

Teaching Misleading Advertising, Presented as part of a panel on teaching marketing law topics at the Annual Meeting of the Academy of Legal Studies in Business, Long Beach, CA (Aug. 2008).

Initial Interest Confusion v. Consumer Sovereignty: A Consumer Protection Perspective on Trademark Infringement, Presented at the 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 2008).

Resale Price Maintenance: The Supreme Court's Decision in *Leegin* and its Implications for Marketing Scholarship and Practice, Presented on a panel discussion at the 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 2008).

Promotes like an Advertisement, Distinguishes like a Trademark –American and European Legal Requirements for Protecting the Marketing Value of Advertising Slogans, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Indianapolis IN. (Aug. 2007).

Branding Law Workshop for Entrepreneurs, Presented as part of a panel on teaching law to entrepreneurs at the Annual Meeting of the Academy of Legal Studies in Business, Indianapolis IN. (Aug. 2007).

The Walt Disney Company: Cartoons, Characters, and Copyright Strategy in the Face of Technological Change, Finalist in Technology Case Competition presented at the Annual Meeting of the Academy of Legal Studies in Business, Indianapolis IN. (Aug. 2007).

The Use of Dead Celebrities in Marketing: A Legal and Public Policy Analysis, Presented at the 2007 Marketing and Public Policy Conference, Washington, DC (June 2007).

Peddling Schwinn Bicycles: Marketing Lessons from the Leading Post WW II US Bicycle Brand, Presented at the 13th Conference in Historical Analysis and Research in Marketing (CHARM), Durham, NC (May 2007).

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Naming Names: Trademark Strategy and Beyond, Presented at the Annual Meeting of the North Atlantic Regional Business Law Association, Salem, Ma. (April 2007).

Secondary Brand Associations: The Legal Issues of Licensing and Misleadingness, Presented at the Annual Meeting of the Academy of Legal Studies in Business, St. Petersburg, Fl. (Aug. 2006).

The Walt Disney Company: Cartoons, Characters, and Copyright Strategy, Presented at the Annual Meeting of the North Atlantic Regional Business Law Association, Wellesley, Ma. (April 2006).

Masked Marketing –the Legal Issues, Presented in a panel discussion at the American Marketing Association Winter Educators Conference, St. Petersburg, Fl. (Feb. 2006).

The Bicycle as a Communications Medium: A Comparison of Bicycle Use by the U.S. Postal Service and Western Union Telegraph Company, Presented at the 16th International Cycle History Conference, Davis Ca. (September 2005).

Societal Regulation of the Marketing Function: Does the Patchwork Create a Quilt? Presented at the 2005 Marketing and Public Policy Conference, Washington, DC (June 2005).

Trademark Strategy Revisited –Again: Beyond Trademarks to a Legal Portfolio Approach for Brand Protection, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Ottawa, On. (August 2004).

Of Tartans and Trademarks, Presented at the European Business Research Conference, Edinburgh, Scotland (June 2004) and the Annual Meeting of the Academy of Legal Studies in Business, Las Vegas, Nv. (August 2002).

Virtual Price Competition: A Unified Model of Practices that Promise a Bargain and their Policy Concerns, Presented at the 2004 Marketing and Public Policy Conference, Salt Lake City, Utah (May 2004) and University of Notre Dame Marketing Seminar, South Bend, Indiana (March 2004).

Transportation Technologies for Community Policing: A Comparison, Presented at the International Symposium on Technology and Society, Amsterdam, NL (September 2003).

Judo Trademark Diversion, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Nashville, Tn. (August 2003).

Tenure Standards at Babson College, Presented in a Panel Discussion at the Annual Meeting of the Academy of Legal Studies in Business, Nashville, Tn (August 2003).

Food Marketing and Managing the Health Risks of Supersized Americans: A Public Policy Analysis, Presented at the 2003 Marketing and Public Policy Conference, Washington, DC and First Annual Conference of the Public Health Advocacy Institute: Legal Approaches to the Obesity

PRESENTATIONS (con't)

Epidemic, Boston, Ma. (June 2003), and the University of Massachusetts Marketing Doctoral Seminar, Amherst, Ma. (November 2003).

Publishing in Legal Articles in Marketing Journals, Presented in a panel discussion at the Annual Meeting of the Academy of Legal Studies in Business, Las Vegas, Nv. (August 2002).

The Ferengi Rules of Acquisition: A Commercial Code for the 24th Century? Presented in a panel on Star Trek Law at the Annual Meeting of the Academy of Legal Studies in Business, Las Vegas, Nv. (August 2002).

Wireless Advertising Messaging: Legal Analysis and Public Policy Issues, Presented at the 2002 Marketing and Public Policy Conference, Atlanta, Ga. (June 2002).

Genetically Modified Food Labeling: A Legal Analysis, Presented in a panel discussion at the 2002 Marketing and Public Policy Conference, Atlanta, Ga. (June 2002).

Limiting Product Choice: Innovation, Market Evolution, and Antitrust, Presented at the Notre Dame Research Workshop and Conference on Marketing, Competitive Conduct, and Antitrust Policy, Sound Bend In. (May 2002).

Tartan Law: A Celebration of National Tartan Day, Presented at the Annual Meeting of the North Atlantic Regional Business Law Association, Boston, Ma (April 2002).

Technology and Advertising Law: The Current State of Co-Evolution, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Albuquerque, N.M. (August 2001).

Teaching Technology Law Topics in a Marketing Law Course, Panel Presentation at the Annual Meeting of the Academy of Legal Studies in Business, Albuquerque, N.M. (August 2001).

Limiting Product Choice: A Consolidation of Antitrust Theory, Presented at the 2001 Marketing and Public Policy Conference, Washington D.C. (June 2001).

The Product Life Cycle and the Use of Bicycles to Deliver Goods and Services, Presented at the 10th Conference in Historical Analysis and Research in Marketing (CHARM), Raleigh, N.C. (May 2001).

The EU Consumer Guarantees Directive, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Baltimore, Md. (August 2000).

Al Dunlap and Corporate Transformation (A) & (B) Presented at the Academy of Management Conference, Toronto, On. (August 2000).

The Rise of the Asian Bicycle Business: State Support and Survival Strategies, Presented at the Tenth International Cycle History Conference, Osaka Japan (August 2000) and at a Babson College Board of Research Presentation, Wellesley, Ma. (November 2000).

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Unfairness in Consumer Contracts: A Comparison of the EU and US Approaches, Presented at the 2000 Marketing and Public Policy Conference, Washington D.C. (June 2000).

Tobacco Marketing Restrictions: How Restrictive Are They? Presented at the Annual Meeting of the Academy of Legal Studies in Business, St. Louis Mo. (August 1999).

Publishing in Business Journals Panel Presentation at the Annual Meeting of the Academy of Legal Studies in Business, St. Louis Mo. (August 1999).

Marketing Without Consent: Consumer Costs and Privacy --A Preliminary Analysis Presented at the 1999 Marketing and Public Policy Conference, Notre Dame, In. (June 1999).

Teaching Ethics Using Court Decisions Presented at the 1999 Marketing and Public Policy Conference, Notre Dame, In. (June 1999).

Teaching Marketing Law: A Business Law Perspective Presented at the Annual Meeting of the Academy of Legal Studies in Business, San Diego, Ca. and 1998 American Marketing Association's Summer Marketing Educators Conference, Boston, Ma. (August 1998).

The Social Impact of the Bicycle Presented at the Annual Meeting of the League of American Bicyclists, Wellesley, Ma. (August 1998).

The Bicycle's Role in History Presented at the Annual Meeting of the Wellesley Historical Society, Wellesley, Ma. (May 1998).

Advertising Law in the 21st Century Presented at the 1998 Marketing and Public Policy Conference, Washington, D.C. (May 1998).

Interactive Marketing and the Law: The Future Rise of Unfairness Presented at the Annual Meeting of the North Atlantic Business Law Association, Wellesley, Ma. (April 1998).

Potential Barriers to Interactive Marketing Discussion Leader at the Marketing Science Institute's Workshop on Research Frontiers in Interactive Marketing, Cambridge, Ma. (September 1997).

Bicycle Racing: The Social Impact of the Ultimate Technology-Based Sport Presented at the Eighth International Cycle History Conference, Glasgow, Scotland (August 1997).

Regulating Racially Discriminatory Advertising: Brown v. Board of Education Meets Modern Marketing Presented at the Annual Meeting of the Academy of Legal Studies in Business, Atlanta, Ga. (August 1997) and the 1997 Marketing and Public Policy Conference, Boston, Mass. (May 1997).

Teaching Marketing Law: The New Courses Panel Chair and Presenter at the Annual Meeting of the Academy of Legal Studies in Business, Atlanta, Ga. (August 1997).

The Bicycle: What is So Special About It? Lecture presented at the American Precision Museum, Windsor, Vt. (July 1997).

PRESENTATIONS (con't)

Teaching Marketing and Public Policy Courses Panel Chair and Presenter at the 1997 Marketing and Public Policy Conference, Boston, Mass. (May 1997).

Women and the Wheel: The Bicycle's Impact on Women, Presented at the Seventh International Cycle History Conference, Buffalo, NY (September 1996).

Advertising Law in the US and EU, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Quebec, Canada (August 1996).

The Use of Business Cases When Teaching Law, Panel presentation at the Annual Meeting of the Academy of Legal Studies in Business, Quebec, Canada (August 1996).

Gambling on the Integrity of Revenue-Starved States: Should State Lottery Marketing be Regulated? Presented at the 1996 Marketing and Public Policy Conference, Washington, DC (May 1996).

Workstyle and Time Management Panel Presenter at Babson College Board of Research Program, Wellesley, Mass. (May 1996).

Comparative Advertising in the EC: Will the Proposed Directive Harmonize Across the Atlantic? (with P. Spink), Presented at the Annual Meeting of the Academy of Legal Studies in Business, Milwaukee, Wisconsin (August 1995).

Peddling the Bicycle and the Development of Mass Marketing, Presented at the Fifth International Cycle History Conference, Cambridge, England (September 1994).

Integrating Business Law into an Integrated MBA Program, Presented at the Annual Meeting of the Academy of Legal Studies in Business, Dallas, Texas (August 1994).

Marketing Law: Opportunities for Business Law Faculty, Panel Chair and Presenter at the Annual Meeting of the Academy of Legal Studies in Business, Dallas, Texas (August 1994).

Regulating Product Safety: The Informational Role of the Federal Trade Commission, Presented at the 1994 Marketing and Public Policy Conference, Washington, D.C. (May 1994).

Regulatory Review at the Consumer Product Safety Commission, Presented at the Annual Meeting of the North Atlantic Business Law Association, N. Easton, Mass. (April 1994).

Publishing in Journals of Other Business Disciplines, Panel Presenter at the Annual Meeting of the North Atlantic Business Law Association, N. Easton, Mass. (April 1994).

The Bicycle's Role in the Development of Safety Law, Presented at the 4th International Cycle History Conference, Boston, Mass. (October 1993).

The Role of Law in the Marketing Curriculum, Presented at the 1993 Summer Marketing Educator's Conference, Boston, Mass. (August 1993).

PRESENTATIONS (con't)

Advertising and the First Amendment: A Practical Test for Distinguishing Commercial Speech from Fully-Protected Speech, Presented at the 1993 Marketing and Public Policy Conference, E. Lansing, Mi. (June 1993).

Advertising Law and Social Issues: The Global Perspective, Presented at the Annual Meeting of Academy of Legal Studies in Business, Charleston, S.C. (August 1992).

Teaching Advertising Law: Alternative Approaches, Presented at the Annual Meeting of Academy of Legal Studies in Business, Charleston, S.C. (August 1992).

Challenging Import Advertising Before the U.S. International Trade Commission: A Public Policy Exploration of (Largely) Uncharted Territory, Presented at the 1992 Marketing and Public Policy Conference, Washington, D.C. (May 1992).

The Federal Trade Commission's Informational Approach to Product Safety, Presented at the Annual Meeting of the North Atlantic Business Law Association, Wellesley, Mass. (April 1992).

Getting Published, Panel presentation at the Annual Meeting of the North Atlantic Business Law Association, Wellesley, Mass. (April 1992).

Regulation vs. the Market in Bicycle Safety, Presented at the East Coast Bicycle Conference, Cambridge, Mass. (September 1991).

U.S. International Trade Commission's Regulation of Import Advertising, Presented at the Annual Meeting of the American Business Law Association, Portland Me. (August 1991).

Putting Business into Business Law: The Integration of Law and Business Strategy, Presented at the Annual Meeting of the American Business Law Association, Portland Me. (August 1991).

Current Trends in FTC Advertising Enforcement, Presented at the Annual Meeting of the North Atlantic Business Law Association, Waltham, Mass. (April 1991).

Business Law and Ethics: The Cluster Approach, Panel presentation at the Annual Meeting of the North Atlantic Business Law Association, Waltham, Mass. (April 1991).

The Changing Face of Advertising Law, Presented at the Babson College Business Faculty Forum, Wellesley, Mass. (February 1991).

Comparative Advertising Law in the 1990s, Presented at the Annual Meeting of the North Atlantic Business Law Association, Boston, Mass. (April 1990).

A Survey of Advertising Law: The Competitor's Perspective, Presented at the Annual Meeting of the North Atlantic Business Law Association, Lowell, Mass. (April 1989).

Getting Published in Student-Edited Law Journals, Panel presentation at the Annual Meeting of the North Atlantic Business Law Association, Lowell, Mass. (April 1989).

PRESENTATIONS (con't)

Predatory Practices under Antitrust Law, Presented at the Annual Meeting of the North Atlantic Business Law Association, Wellesley, Mass. (April 1988).

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