

RITA-MARIE CAIN REID

Bloch School of Management
University of Missouri-Kansas City
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ACADEMIC EXPERIENCE

Professor of Business Law, University of Missouri-Kansas City, Bloch School of Management; 1986-present (Assistant Professor, 1989-92, Associate Professor, 1992-97).

- Teach law of contracts, contract negotiations, business organizations, dispute resolution and government regulation of business to graduate and undergraduate business students.
- Research primarily in the area of marketing regulation, including advertising and ecommerce.

Extension courses, workshops, conferences, planned or taught

Venture Capital Negotiations, ENT 412, 2009-2010.

Bloch School Management Toolkit, 1998-2001.

Bloch School Professional Direct Marketer Certification program, 1989-2000.

Marketing on the Internet. This was a one-day program offered by the Bloch School Center for Direct Marketing in 1995, and presented by Drs. Tom Massey, Roger Pick and me.

“Teaching law to non-lawyers,” presented annually to faculty of the UMKC Paralegal Program, 1989-91.

Drug testing legislation and other issues. Presented to the Bloch School Executive Roundtable, June, 1990.

Rockhurst College; 1984. Taught Law of Business Associations to undergraduates and paralegal students.

University of Kansas School of Law; 1982. Taught Legal Research and Writing to first-year law students.

OTHER PROFESSIONAL EXPERIENCE.

Legal Researcher, LRN Inc., 2005.

Arbitrator, Counsel of Better Business Bureaus, 2001-2010.

Attorney, Sprint Corporation, Westwood, Kansas; 1988-1997.

Represented the company and its subsidiaries in matters before the Federal Communications Commission. Negotiated contracts. Supervised outside counsel. Performed legal research.

Attorney, United Telespectrum, Inc., formerly the mobile communications subsidiary of Sprint Corporation; 1985-1988.

Managed the legal affairs of approximately 15 limited partnerships. Advised corporate officers on all legal aspects of the business, including employment relations, contracts, state and federal regulations and business torts. Supervised outside counsel in litigation.

Attorney, Shughart, Thomson & Kilroy, P.C., Kansas City, Missouri; 1983-1985. (Law Clerk, 1982-1983). Participated in major business litigation involving contract, Uniform Commercial Code and antitrust issues. Solely responsible for banking and insurance collection cases. Supervised paralegals and summer law clerks.

EDUCATION

Legal

University of Kansas School of Law
Juris Doctorate conferred in May, 1983.
Grade Point Average: 3.47/4.0
Class Rank: 13/174

Honors and Activities:

- * Order of the Coif.
- * *Kansas Law Review*, Member, 1981-1983.
- * Winner of *American Jurisprudence* awards for top papers in Contracts, Commercial Law, Business Torts and Conflicts of Laws.
- * Douglas County Legal Aid Society, 1982-1983.
- * Client Counseling Competition Winner, 1981.

Undergraduate

Rockhurst College, Kansas City, MO. Bachelor of Arts degree conferred May, 1980 (magna cum laude).
Major emphasis: English
Grade Point Average: 3.78/4.0
Alpha Sigma Nu, National Jesuit Honor Society.

PUBLICATIONS

1. Reid, Rita-Marie Cain, *Get Real: Organic Marketing under USDA's Proposed Promotion & Research Agreement*, 72 FOOD AND DRUG L. J. 563-94 (2017).
2. Reid, Rita-Marie, Jackson County Oregon's Ban on Genetically Modified Seed: Competing Rights to Farm in Interstate Commerce, *Food Studies: An Interdisciplinary Journal* 7 (2) 23-33 (2017).
3. Reid, Rita-Marie, *The Chicken and the Egg—Animal Welfare, Food Safety and Federalism*, 71 FOOD & DRUG LAW JOURNAL 1 (2016).
4. Reid, Rita-Marie Cain & Kingery, Amber, *Putting a Gag on Farm Whistleblowers: The Right to Lie and the Right to Remain Silent Confront State Agricultural Protectionism*, 11 J. FOOD LAW & POLICY 31 (2015).
5. Reid, Rita-Marie Cain, *Beef Products Inc. v. ABC News: You Say Lean Finely Textured Beef. I Say "Pink Slime."* 69 FOOD & DRUG LAW JOURNAL 625-47 (2014).
6. Reid, Rita-Marie Cain, *Embedded Advertising to Children: An Advertising Tactic that Requires a New Regulatory Approach*, 51 AM. BUSINESS LAW JOURNAL 721-77 (2014).
7. Cain, Rita Marie, *Salad, Safety and Speech under a National Leafy Greens Marketing Agreement*, 67 FOOD & DRUG LAW JOURNAL 311-336 (2012).
8. Cain, *Food Inglorious Food: Food Safety, Food Libel and Free Speech*, 49 AM. BUSINESS LAW JOURNAL 275 (2012).
9. Cain, (2011), *Embedded Advertising on Television: Disclosure, Deception and Free Speech Rights*, JOURNAL OF PUBLIC POLICY AND MARKETING. Vol. 30, No. 2, pp. 226-238.
10. Cain, *Embedded Advertising on Television: Classic Legal Environment and Business Law Content 'Brought to You by ...'* 27 J. OF LEG. STUDIES EDUC. 209 (2010).
11. Cain, "An Analysis of Spyware Enforcement Actions in Pursuit of Sound Internet Advertising Policy," 5 I/S, J. L. & POLICY FOR THE INFORMATION SOCIETY 291 - 317 (2009).
12. Cain, "Spam, Spyware and Free Speech. What is the Appropriate Role of the States in Regulating Internet Marketing?" 12 J. INTERNET L. 1 (January, 2009). Invited Submission.

13. Cain, "When Does Preemption Not Really Preempt? The Role of State Law after CAN-SPAM," 3 I/S J. L.& POLICY FOR THE INFORMATION SOCIETY 751-776 (2008).
14. Cain, "The Politics of Preemption: Invigorating a Classic Classroom Concept," 24 J. LEGAL STUDIES EDUC. 165-202 (2007).
15. Cain, "Uncle Sam Wants You – To Eat Beef?" 11 *Drake Journal of Agricultural Law* 165 (2006).
16. Cain, "Timing is Everything: Copyright Registration and Preregistration," 88 *Journal of the Patent and Copyright Society* 381 (April 2006).
17. Cain, "Recent Developments in Copyright Registration and Preregistration," 34 *Journal of the Academy of Marketing Science* 270 (2006).
18. Cain, "Supreme Court Upholds Compelled Subsidy Ads as Government Speech," 33 *Journal of the Academy of Marketing Science* 633 (2005).
19. Cain, "Federal Do Not Call Registry is Here to Stay. What's Next for Direct Marketing Regulation?" 19 *Journal of Interactive Marketing* 54 (2005).
20. Cain, "Nonprofit Solicitation Under the Telemarketing Sales Rule," 57 *Federal Communications Law Journal* 81 (2004).
21. Cain, "Do Not Call Regulation Survives Constitutional Scrutiny," 32 *Journal of the Academy of Marketing Science* 468 (2004).
22. Cain, "Global Privacy Concerns and Regulation – A Timely Pedagogical Tool," 20 *Journal of Legal Studies Education* 35 (2002).
23. Cain, "Global Privacy Concerns and Regulation -- Is the United States a World Apart?" 16 *International Review of Law, Computers & Technology* 23 (2002).
24. Cain, "Supreme Court Expands Federal Power to Regulate the Availability and Use of Data," 29 *Journal of the Academy of Marketing Science* 425 (2001).
25. Cain, "The Domestic and International Landscape for Internet Taxation," 13 *Global Focus* 49 (2001).
26. Cain, "The Political and Regulatory Environment of Internet Taxation: Opportunities for Learning Abound," 18 *Journal of Legal Studies Education* 277 (2000).
27. Cain, "Managing Legal Compliance in Non-Profit Organizations: Beyond the Code of

- Ethics," 27 *Journal of Business & Public Affairs*, 4 (2000).
28. Cain, "Marketing Activities in the Non-Profit Sector -- Recent Lessons Regarding Tax Implications," 36 *Amer. Bus. Law J.* (Winter, 1999 Special Marketing Law Issue).
 29. Cain, "The Impact of the Revised Uniform Partnership Act on Existing Partnerships," 52, *J. of the Am. Soc. of Chartered Life Underwriters and Chartered Financial Consultants*, 40-45 (Jan. 1998).
 30. Cain and Garrison, "'Check-the-Box' Rules for Entity Tax Classification Take Effect," *Tax Ideas*, pp. 5181-5192 (Sept. 1997).
 31. Garrison and Cain, "Choosing a Business Entity," Chapter A3, *Controller's Business Adviser* (1997 ed.)
 32. Garrison and Cain, "A Close Look at the Small Business Job Protection Act of 1996," 10 *Corporate Controller* 8 (1997).
 33. Cain and Garrison, "IRS Decisions Enhance the Benefits of Limited Liability Companies," 14 *Midwest Law Review* 31 (1996).
 34. Garrison and Cain, "How to Compare and Choose a Business Entity: Part 2," 9 *Small Business Controller* 18 (Summer, 1996).
 35. Cain, "Recent Developments in Telemarketing Regulation," 15 *Journal of Public Policy and Marketing* 17 (1996).
 36. Garrison and Cain, "How to Compare and Choose a Business Entity: Part I," 9 *Small Business Controller* 13 (Spring, 1996).
 37. Cain, "The State of Telemarketing in the States," 9 *Journal of Direct Marketing* 76 (1995).
 38. Cain, "Mail Order Taxation After *Quill*." 13 *Journal of State Taxation* 48 (1995).
 39. Garrison and Cain, "The *Soliman* Decision: What is the Status of your Home Office Deduction Now?" 14 *Regional Business Review* 61 (1995).
 40. Cain and Garrison, "Rejoinder: A Taxpayer's Home is Not His Deduction," 32 *American Business Law Journal* 301 (1994).
 41. Cain, "Call Up Someone and Just Say 'Buy' -- Telemarketing and the Regulatory Environment," 31 *American Business Law Journal* 641 (1994).

42. Cain, "Misconceptions About Telemarketing Regulation," 10 *Journal of the American Telemarketing Association* 8 (1994)
43. Cain and Garrison, "Home Office Deductions After *Soliman*," 31 *American Business Law Journal* 398 (1993).
44. Cain and Garrison, "Limited Liability Companies -- When Are They the Right Choice," 11 *Journal of State Taxation* 52 (1993).
45. Cain, "Preemption of State Arbitration Statutes and the Exaggerated Federal Policy Favoring Arbitration," 19 *Journal of Contemporary Law* 1 (1993).
46. Cain, "*Quill Corporation v. North Dakota*: An Answer to the Taxing Problem Surrounding Mail-Order Sales," 71 *TAXES* 3 (January, 1993).
47. Cain, "Don't Reach Out and Touch Us Anymore -- Expanding Telephone Consumer Protection," 7 *Journal of Direct Marketing* 60 (1993).
48. Cain, *Amicus* brief of the Tax Policy Research Project filed before the United States Supreme Court in *Quill Corp v. North Dakota* in December, 1991. This case decided issues regarding states' rights to tax mail-order transactions.
49. Cain, "Shareholder Liability Under Superfund--Corporate Veil or Vale of Tears," 17 *Journal of Legislation* 1 (1990).
50. Cain, "Rails to Trails -- Is the National Trails Systems Back on Track After *Preseault*?" 23 *Urban Lawyer* 63 (1991).
51. Cain, "Collecting State Taxes on Mail Ordered Goods: The Time is Coming," 5 *Journal of Direct Marketing* 20 (1991).
52. Cain, "Reprise" The Taxing Problem Surrounding Mail Order Sales," 68 *TAXES* 761 (October 1990).
53. Cain, "The Taxing Problem Surrounding Mail Order Sales," 68 *TAXES* 398 (May 1990).
54. Cain, "Unhappy Trails -- Disputed Use of Railroad Rights-of-Way Under the National Trails Systems Act," 5 *Journal of Land Use and Environmental Law* 211 (1989).
55. Cain, "Compulsory Arbitration of Commercial Disputes," 44 *Business Lawyer* 65 (1988).
56. Cain, "Jar Wars: Drug testing Advice for Private Section Employers," 37 *Defense Law*

Journal 257 (1988).

57. Cain, "Constitutional Struggle Over Telecommunications Regulation," 10 *Comment* 1, (1987). Reprinted in "Public Utilities Law Anthology," National Law Anthology Series (May, 1988).
58. Cain, Book Review of "Red, White and Blue. A Critical Analysis of Constitutional Law," by Mark Tushnet, *Urban Lawyer*, (1990).

PROCEEDINGS:

Reid & Kingery, Putting a Gag on Farm Whistleblowers: Food Safety & Free Speech Confront State Agricultural Protectionism, 45 *Acad. Legal Stud. In Bus. Nat'l Proc.*, [Available here.](#)

Cain, Salad, Safety and Speech: What Will They Look Like under a National Leafy Greens Marketing Agreement? 43 *Acad. Legal Stud. In Bus. Nat'l Proc.*, [Available here.](#)

Cain, Food Inglorious Food: Food Safety, Food Libel and Free Speech, 42 *Acad. Legal Stud. In Bus. Nat'l Proc.* (2011). Outstanding Proceedings Paper Award Winner. [Available here.](#)

Cain, Embedded Advertising to Children: An Advertising Tactic that Requires a New Regulatory Approach, Proceedings of the Marketing and Public Policy Conference, American Marketing Association (2011).

Cain, "An Analysis of Spyware Enforcement Actions in Pursuit of Sound Internet Advertising Policy," Proceedings of the Marketing and Public Policy Conference, American Marketing Association, (2008).

SIGNIFICANT CITATIONS AND REVIEWS:

Citations by Courts:

Animal Legal Defense Fund v. Wasden, Opinion, No. 15-35960 D.C. No. 1:14-cv-00104- BLW (Jan. 4, 2018), citing Rita-Marie Cain Reid & Amber Kingery, *Putting a Gag on Farm Whistleblowers: The Right to Lie and the Right to Remain Silent Confront State Agricultural Protectionism*, 11 *J. Food Law & Policy* 31 (2015).

Animal Legal Defense Fund v. Herbert, Memorandum Order and Decision, No. 2:132-cv-00679-RJS (July 7, 2017), citing Reid, Rita-Marie Cain & Kingery, Amber, *Putting a Gag on Farm Whistleblowers: The Right to Lie and the Right to Remain Silent Confront State Agricultural Protectionism*, 11 *J. FOOD LAW & POLICY* 31 (2015).

Oban US, LLC v. Nautilus, Inc. (US Dist. Ct. Conn, June 23, 2014), citing Rita Marie Cain, “Timing is Everything: Copyright Registration and Preregistration.” 88 J. OF THE PATENT AND COPYRIGHT SOCIETY 381 (April 2006).

Sherwin Williams Co. Employee Health Plan Trust v. Commissioner of Internal Revenue, 330 F. 3d 449 (6th Cir. 2003), citing Rita Marie Cain, “Marketing Activities in the Non-profit Sector-Recent Lessons Regarding Tax Implications,” 36 AM. BUS. L. J. 349 (1999).

Publications citing Reid, Rita-Marie Cain, *Beef Products Inc. v. ABC News: You Say Lean Finely Textured Beef. I Say “Pink Slime.”* 69 FOOD & DRUG L. J. 625-47 (2014):

1. Robert, M. Chiles, Food System Fragility and Resilience in the Aftermath of Disruption and Controversy, J. AGRIC ENVIRON ETHICS (2016) 29:1021–1042.
2. Nicole E. Negowetti, *Opening the Barnyard Door: Transparency and the Resurgence of Ag-Gag & Veggie Libel Laws*, 38 SEATTLE U. L. REV. 1345, 1359 (2015).
3. Fortin, N. D. (2017) *Food Regulation: Law, Science, Policy, and Practice*, John Wiley & Sons, Inc., Hoboken, NJ, USA.

Publications citing Cain, *Food Inglorious Food: Food Safety, Food Libel and Free Speech*, 49 AM. BUS. L. J. 275 (2012):

1. Jacob Gershman, ‘Pink Slime’ Lawsuit: Food-Libel Law Explained, Wall Street Journal, Mar. 14, 2017.
2. Zhien Feng; Gangmin Weng, Symmetry and Asymmetry Mechanism of Different Trust Dimensions in Food Safety Management and the Causes, *Carpathian Journal of Food Science & Technology* . 2016, Vol. 8 Issue 1, p134-141.
3. Denis W. Stearns, *Pay No Attention to the Man Behind the Curtain: Concealment, Revelation, and the Question of Food Safety*, 38 SEATTLE L. REV. 1399, 1417, 1418 (2015).
4. Nicole E. Negowetti, *Opening the Barnyard Door: Transparency and the Resurgence of Ag-Gag & Veggie Libel Laws*, 38 SEATTLE U. L. REV. 1345, 1355, 1356, 1360, 1382, 1386, 1387 (2015).
5. Ross Petty, *Social Marketing and the Law*, in THE HANDBOOK OF PERSUASION AND SOCIAL MARKETING, 271, 281 (David W. Stewart, ed. 2014).
6. NC Sasaki, *Beef Products, Inc. v. ABC News:(Pink) Slimy Enough to Determine the Constitutionality of Agricultural Disparagement Laws?* 31 PACE ENVIRN’L L. REV. 771, (2014) (cited 7 times).
7. Bill Kovarik, “Media Law, Moot Court Cases,” at <http://www.environmentalhistory.org/billkovarik/media-law-coms-400/cases/>

Publications citing Cain, *Salad, Safety and Speech under a National Leafy Greens Marketing Agreement*, 67 FOOD & DRUG L. J. 311-336 (2012):

1. Margot J. Pollans, *Regulating Farming: Balancing Food Safety and Environmental Protection in a Cooperative Governance Regime*, 50 WAKE FOREST L. REV. 399, 414, 423 (2015).
2. Denis W. Stearns, *A Continuing Plague: Faceless Transactions and the Coincident Rise of Food Adulteration and Legal Regulation of Quality*, 2014 WISC. L. REV. 421, 441 (2014).
3. Drew Kershen, "Agricultural Law Bibliography, (4th Quarter 2012), Food and Drug Law," *American Agricultural Law Association*, at <http://aglaw-assn.org/2013/01/24/agricultural-law-bibliography-4th-quarter-2012/>
4. National Agricultural Law Center, Bibliography, <http://nationalaglawcenter.org/ag-law-bibliography/categories/21-food-and-drug-law/>

Publications citing, Rita Marie Cain, "Embedded advertising on television: Disclosure, deception and free speech rights," *Journal of Public Policy & Marketing*, 30(2), 226–238 (2011):

1. L.G. Jacobs, *Memo to Cannabis Regulators: The Expressions Hair Design Decision Does Not Limit Your Broad Authority to Limit All Forms of Discounting*, 49 McGeorge L. Rev. 67, 70 (2017).
2. Yana R. Avramova, Doctoral Dissertation: The Effect of Brand Placements in Written Narratives, University of Antwerp (2017).
3. Michael T. Roberts, *Food Law in the United States* 345 (Cambridge University Press 2016).
4. Karine Charry & Tina Tessitore, Chapter 12 Product Placement, Its Supporters and Detractors: A Quest for Balance in Advertising in New Formats and Media: Current Research and Implications for Marketers (Patrick De Pelsmacker ed. 2016).
5. EA van Reijmersdal, SC Boerman, M Buijzen, E Rozendaal, *This is Advertising! Effects of Disclosing Television Brand Placement on Adolescents*, *Journal of Youth and Adolescence*, 1-15 (2016).
6. Boerman, S.C., & Van Reijmersdal, E. A. (2016) *Informing consumers about hidden advertising. A literature review of the effects of disclosing sponsored content*. In De Pelsmacker, P. (Ed.), *Advertising in new formats and media: Current research and implications for marketers* (pp. 115-146), Emerald Group Publishing, London, UK.
7. Sophie C. Boerman, Eva A. van Reijmersdal, Peter C. Neijens, *Using Eye Tracking to Understand the Effects of Brand Placement Disclosure in Television Programs*, *J. OF ADVERTISING* 1 (2015).
8. Eva Adriana van Reijmersdal, Nienke Lammers, Esther Rozendaal & Moniek Buijzen, *Disclosing the persuasive nature of advergames: moderation effects of mood on brand responses via persuasion knowledge*, 17 *INT. J. OF ADVERTISING* 70 (2015) (cited twice).
9. SC Boerman, EA van Reijmersdal, PC Neijens, *How audience and disclosure characteristics influence memory of sponsorship disclosures*, *INT. J. OF ADVERTISING*

- (2015).
10. Min-Wook Choi, *A Study on the Branded Content as Marketing Communication Media in the Viewpoint of Relational Perspective*, 8 INDIAN J. OF SCIENCE & TECH. 116, 118 (2015).
 11. Benjamin C. Storm & Eve Stoller, *Exposure to Product Placement in Text can Influence Consumer Judgments*, 10 APPL. COGNIT. PSYCHOLOGY 3064 (2014).
 12. S.C. Boerman, *This Program Contains Product Placement: Effects of Sponsorship Disclosure on Television Viewers' Responses*, Ph.D. Thesis, Ch. 4 (2014).
 13. Peter S. Menell, *Advertising: Useful Information or Mind Control?* 47 CAL. DAVIS L. REV. 787, 794 (2014).
 14. Sophie C. Boerman, Eva A. van Reijmersdal, and Peter C. Neijens, *Effects of Sponsorship Disclosure Timing on the Processing of Sponsored Content: A Study on the Effectiveness of European Disclosure Regulations*, 31 PSYCHOLOGY & MARKETING 214-24, 215, 219 (2014).
 15. Zahr K. Said, *Mandated Disclosure in Literary Hybrid Speech*, 88 WASH. U. LAW REV. 419 (2013) (cited 9 times).
 16. Eva A. van Reijmersdal, Karolina Tutaj and Sophie C. Boerman, *The effects of brand placement disclosures on skepticism and brand memory*, 38 COMMUNICATIONS 127-46, (2013) (cited 5 times).
 17. Rebecca Wulff, "When Forewarnings go Wrong - The Effect of Ego Depletion on Consumers' Reactions to Product Placement," Master's Thesis, University of Amsterdam, Graduate School of Communications, at 4 (June 28, 2013).
 18. Sophie C. Boerman, Eva A. van Reijmersdal, & Peter C. Neijens, "Sponsorship Disclosure: Effects of Duration on Persuasion Knowledge and Brand Responses," *Journal of Communication*, 1, 2, 7 (Oct. 2012).
 19. Petty, Ross D., "From puffery to penalties: a historical analysis of US masked marketing public policy concerns." *Journal of Historical Research in Marketing* 5.1 (2013): 10-26.
 20. Russell, Cristel Antonia, Hope Jensen Schau, and David Crockett. "Cultural Diversity in Television Narratives: Homophilization, Appropriation and Implications for Media Advocacy." *Journal of Public Policy & Marketing* (2012): 1-38.
 21. Zahr K. Said, *Mandated Disclosure in Literary Hybrid Speech*, 88 *Wash. U. Law Rev.* 419 (2013), citing Cain, *Embedded Advertising on Television: Classic Legal Environment and Business Law Content "Brought to You by . . ."*, 27 *J. Legal Studies Education* 209 (2010).

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1. David J. Rutenberg, "Silence of the Spam: Improving the CAN-SPAM Act by Including an Expanded Private Cause of Action" 14 *Vand. J. Ent. & Tech. L.* 225 (Fall, 2011).
2. David Lorentz, "The Effectiveness of Litigation Under the CAN-SPAM Act," 30 *Rev. Litig.* 559 (Spring, 2011).
3. Igor Helman, "Spam a Lot: The States' Crusade against Unsolicited Email in Light of the CAN-SPAM Act and the Overbreadth Doctrine," 50 *Boston College L. Rev.* 1525,

1562 (2009). (cited 3 times).

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1. Carrie de Silva, (2012) "Health and Safety - Teaching Law, Educating for Prevention", *International Journal of Law in the Built Environment*, Vol. 4 Iss: 3.
2. Cain, Food Inglorious Food: Food Safety, Food Label and Free Speech, 49 *Am. Bus. L. J.* 275 (2012).
3. Carrie de Silva, (2008) "Teaching Law to NonLawyers," Building Resilience Conference Proceedings.

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1. *Oban US, LLC v. Nautilus, Inc*, footnote 8 (US Dist. Ct. Conn, June 23, 2014).
2. Thomas M. Landrigan, "Application or Registration?: Confusion Regarding the Copyright Act's Prerequisite to Copyright Infringement Lawsuits," 44 *Ind. L. Rev.* 581 (2011).
3. Matthew J. Astle, "Help! I've Been Infringed and I Can't Sue!: New Approaches to Copyright Registration," 41 *U. Mem. L. Rev.* 449 (Spring 2011).
4. KA Andresen, "Law and business of computer software." Thomson/West (2010).
5. Paul M. Schoenhard, "Reconceptualizing Inventive Conception: Strengthening, Not Abandoning the First-to-Invent System," 17 *Fed. Cir. B.J.* 567, at note 107 (2008-2009).
6. IP Australia, Searchable Networked Intellectual Property Electronic Resource, p. 49 (Sept. 2006) found at <http://www.ipaustralia.gov.au/pdfs/sniper/bulletin2006-09.pdf>.
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1. Strasser, Mark. "Government Speech and Circumvention of the First Amendment." *Hastings Const. LQ* 44, (2016): 37, 45.
2. David Gilbertson and David S. Barari, "Indexing The South Dakota Constitutional Conventions: A 21st Century Solution To A 125 Year Old Problem," 53 *S.D. L. Rev.* 260 (2008).
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4. Andrew J. Marshall, *Johanns v. Livestock Marketing Association – Government Speech, It's What's for Dinner*, 53 *S. D. L. Rev.* 363, 365 (2008).
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William H. Redmond, "Intrusive Promotion as Marketing Failure: How Should Society Impact Marketing?" *Journal of Macromarketing*, 2005, citing Rita Marie Cain, "Do Not Call Regulation Survives Constitutional Scrutiny." *Journal of the Academy of Marketing Science* 32 (4), 468-469 (2004).

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1. Frederick R. Zufelt, "Recent Development: National Federation of the Blind v. Federal Trade Commission: The Fourth Circuit's Uncertain Scrutiny of the Telemarketing Sales Rule," 85 *N.C.L. Rev.* 1241, 1250 (2007).
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 11. Sandeep Krishnamurthy, *Contemporary Research in E-Marketing Volume 1*. Hershey, PA: Idea Group Inc., 2005.
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2. Petty, Ross and Joan Lindsey-Mullikin, "The Regulation of Practices that Promote Brand Interest: A '3Cs' Guide for Consumer Brand Managers." *Journal of Product & Brand Management* Vol. 15 Iss: 1 (2006).
3. Petty, Ross, "Marketing Without Consent: Consumer Choice and Costs, Privacy, and Public Policy." *Journal of Public Policy & Marketing* vol. 19 no. 1, Spring 2000.
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1. Scott Andrew Bowman and Danaya C. Wright, "Charitable Deductions for Rail-Trail Conversions: Reconciling the Partial Interest Rule and the National Trails System Act," 32 *Wm. & Mary Envtl. L. & Pol'y Rev.* 581 n. 49 (2008), citing , Cain, "Unhappy Trails - Disputed Use of Railroad Rights-of-Way Under the National Trails Systems Act," 5 *Journal of Land Use and Environmental Law* 211 (1989).
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4. Blasé and Westmoreland, "Quill has been Plucked! MTC States are Slowly Eroding the Substantial Nexus Standard," *N. Dakota L. Rev.* 73 1997 (p.685) citing Cain, "Mail Order Taxation in the Post-Quill Era," *J. State Taxation* March, 1995 and characterizing it as one of the "most important articles" regarding the Supreme Court case *Quill v. North Dakota*.
5. Ross Petty, "Advertising Law in the United States and European Union," 16 *Journal of Public Policy & Marketing* 2 (1997) citing Cain, "Recent Developments in Telemarketing Regulation," 15 *Journal of Public Policy & Marketing* 135-41 (1996).
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11. Montange, "Fixing the Unbroken in the Federal Railbanking and Trails Use Statute: A Rejoinder to 'Unhappy Trails'," 6 *J. of Land Use and Environ. L.* 53 (1990), reviewing Cain, "Unhappy Trails -- Disputed Use of Railroad Rights-of-Way Under the National Trails Systems Act," 5 *Journal of Land Use and Environmental Law* 211 (1989).
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7. State Taxation: Unitary Developments," *Multistate Tax Commission Review*, April, 1994.

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1. Laura Aldrich, "Rethinking the Home Office Deduction," 49 *Tax Lawyer* 383 (1996).
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3. Danos, Danos and Ballard, "The Wisdom of 'Sound' Legal Analysis," 32 *Am. Bus. L. J.* 277 (1994), reviewing same.

Publications citing Ecommerce Tax Policy Website (Cain and Garrison)

1. Internet Sales Taxation, found at <http://students.ou.edu/G/Colt.R.Galbraith-1/myproject.html>

2. Internet Sales Tax, found at <http://www.tenspider.com/business-law/internet-sales-tax.html>

PRESENTATIONS AT PROFESSIONAL MEETINGS

Reid, Get Real: Organic Marketing under USDA's Proposed Promotion & Research Agreement, Annual Meeting of the international Academy of Legal Studies in Business, Savannah GA, Aug. 10, 2017.

Reid, Jackson County Oregon's Ban on Genetically-Modified Seed, International Conference on Food Studies, Berkeley CA, Oct. 12, 2016.

Reid, The Chicken and the Egg – Animal Welfare, Food Safety and Federalism, Annual Meeting of the international Academy of Legal Studies in Business, Philadelphia PA, August, 2015.

Reid & Kingery, The Right to Farm versus the Right to Lie -- Agricultural Protectionism Confronts Food Safety & Free Speech, Annual Meeting of the international Academy of Legal Studies in Business, Seattle, WA, Aug. 6, 2014.

Cain, You Say "Lean Finely Textured Beef;" I say "Pink Slime." Annual Meeting of the international Academy of Legal Studies in Business, Boston, MA, August 8, 2013.

Cain, Salad, Safety and Speech: What Will They Look Like under a National Leafy Greens Marketing Agreement? Annual Meeting of the international Academy of Legal Studies in Business, Kansas City MO, August 9, 2012.

Cain, Food Inglorious Food: Food Safety, Food Libel and Free Speech, annual meeting of the international Academy of Legal Studies in Business, New Orleans, LA, August, 2011.

Cain, Embedded Advertising to Children: An Advertising Tactic that Requires a New Regulatory Approach, at the Marketing and Public Policy Conference, American Marketing Association, June 3, 2011, Washington, D.C.

Cain, Disclosure and Deception: Regulation of Material Connections between Ad Sponsors and their "Endorsers" in New and Traditional Media, annual meeting of the international Academy of Legal Studies in Business, August, 7, 2010, Richmond, VA.

Cain, Legal Issues Regarding Embedded Advertising in TV and other Creative Media, annual meeting of the international Academy of Legal Studies in Business, August 6, 2009, Denver CO.

Cain, "New Perspectives Regarding Internet Advertising and Preemption Policy," annual meeting of the Academy of Legal Studies in Business, August 15, 2008, Long Beach CA.

Cain, "An Analysis of Spyware Enforcement Actions in Pursuit of Sound Internet Advertising Policy," annual Public Policy Conference of the American Marketing Association, Philadelphia, PA, May 30, 2008.

Cain, "When Does Preemption Not Really Preempt? The Role of State Law after CAN-SPAM," Pacific Southwest Academy of Legal Studies annual conference, February, 2007, Palm Springs CA. Awarded Honorable Mention in Best Paper Competition.

Cain, "The Politics of Preemption – Invigorating a Classic Classroom Concept," Academy of Legal Studies in Business, August, 2006, St. Petersburg, FL.

Cain, Timing is Everything: Copyright Registration and Preregistration, " Southern Academy of Legal Studies in Business, March, 2006, San Antonio, TX.

Cain, "Uncle Sam Wants You – To Eat Beef?" Academy of Legal Studies in Business, Annual Meeting, August, 2005, San Francisco, CA.

Cain, Master Teacher Symposium presentation, "Ecommerce Taxation: Illustrating Classic Business Law Concepts, Academy of Legal Studies in Business, Annual Meeting, August, 2004, Ottawa, Ontario, Canada. Peer-reviewed competition finalist.

Cain, paper presentation and refereed proceedings, "The Constitutionality of the Federal Do Not Call Registry and the Future of Direct Marketing Regulation," Academy of Legal Studies in Business, Annual Meeting, August, 2004, Ottawa, Ontario, Canada.

Cain, "Terrorism and Telemarketing – Emerging Policy Governing Nonprofit Solicitation." American Marketing Association, Marketing and Public Policy Conference, May, 2003, Washington, D.C.

Cain, "The Domestic and International Landscape for Internet Taxation," Annual meeting of the Academy of Legal Studies in Business, August, 2000, Baltimore.

Cain, invited paper presentation, "The Political and Regulatory Environment of Internet Taxation," Hurst Research Seminar, University of Florida, February, 2000.

Cain, "The Value of Legal Compliance Programs in the Nonprofit Sector," Annual meeting of the Academy of Legal Studies in Business, August, 1999, St. Louis.

Cain, Invited panelist, Publishing Legal Research in Business Journals, Annual meeting of the Academy of Legal Studies in Business, August, 1999, St. Louis.

Cain, "Marketing Activities in the Non-Profit Sector -- Recent Lessons Regarding Tax Implications" American Marketing Association, Marketing and Public Policy Conference, June,

1998, Washington, D.C.

Cain, "The Revised Uniform Partnership Act: The Impact of its Mandatory Provisions on Existing Partnerships." Annual meeting of the Academy of Legal Studies in Business, August, 1997, Atlanta.

Cain, panel presentation, Consumer/Industry Dialogue on Direct Marketing and Mail Order, Direct Marketing Association, April, 1996, Omaha.

Cain and Garrison, "IRS Decisions Enhance the Benefits of Limited Liability Companies." Annual meeting of the Midwest Business Administration Association, March, 1996, Chicago.

Cain, "Improved Consumer Protection under the Telephone Consumer Protection Act." Annual Meeting of the Academy of Legal Studies in Business, August, 1995, Milwaukee.

Cain, invited panel presentation, "Recent Developments in Telemarketing Regulation." Annual Meeting of the Academy of Legal Studies in Business, August, 1995, Milwaukee.

Cain and Garrison, "Choosing an Entity: Tax Considerations." Annual meeting of the Midwest Business Administration Association, March, 1995, Chicago.

Cain and Garrison, "The Marriage Penalty Revisited: Should the Two-Earner Deductible be Reconsidered?" Annual meeting of the Midwest Business Administration Association, March, 1994, Chicago.

Cain, "Telemarketing and the Regulatory Environment." Annual Meeting of the Academy of Legal Studies in Business, August, 1993, Colorado Springs.

Cain, Invited panel presentation, "State Taxation of Out-of-State Vendors: Expanded Definitions of 'Retail Sale' and 'Nexus' to Include Mail Order Sellers." American Bar Association Tax Committee, May, 1991, Washington, D.C.

Cain, "Preemption of State Arbitration Statutes and the Exaggerated Federal Policy Favoring Arbitration," Midwest Business Administration Association, April, 1991, Chicago.

Cain, "Rails to Trails: Is the National Trails System Back on Track after *Preseault*?" Annual Meeting of the American Business Law Association, August, 1990, Toronto.

Cain, panel presentation, "Pending Federal Drug Testing Legislation," Bloch School Executive Roundtable, June, 1990.

Cain, "The Taxing Problem Surrounding Mail Order Sales," Annual meeting of the Midwest Business Administration Association, March, 1990, Chicago.

Cain, "Shareholder Liability Under Superfund -- Corporate Veil or Vale of Tears," Annual meeting of the American Business Law Association, August, 1989, Portland ME.

Cain, "Unhappy Trails -- Disputed Use of Railroad Rights-of-Way Under the National Trails System Act," annual Meeting of the Midwest Business Administration Association, March, 1989, Chicago.

Cain, "Mandatory Arbitration of Commercial Disputes," Annual meeting of the American Business Law Association, August, 1988, New Orleans.

Cain, "Drug Testing by Private Sector Employers," Annual Meeting of the Midwest Business Law Association, March, 1988, Chicago.

AWARDS

Research Excellence, Academy of Legal Studies in Business, 2015.

Outstanding Proceedings Paper, Academy of Legal Studies in Business, 2011.

Bloch Summer Research Award, 2012, \$5000.

Kemper Summer Research Stipend, 2010 and 2011, \$12,500/year.

Kemper Summer Research Stipend, 2009, \$13,500.

UMKC Development Leave, Fall, 2008, full pay.

Kemper Summer Research Stipend, 2005, 2006, 2007, \$12,000/year.

Kemper Summer Research Stipend, 2004, \$10,000.

UMKC Development Leave, Fall, 2002, full pay.

National Science Foundation, travel stipend, to attend a 5-day faculty workshop, Teaching Online Ethics, Golden, CO, May, 2002.

Faculty Performance Shares, 2001, \$5000.00.

Bloch Foundation Grant and STAR funds, 2000-05, \$25,000, to fund an internet site on e-commerce taxation and other legal issues (with Larry Garrison). See: <http://www.bloch.umkc.edu/ecommerce>.

Bloch School Technology Grant, Summer, 1999, \$5000.00

Kemper Summer Research Stipends. Awarded approximately \$5000.00 in each of 2002, 2001, 2000, 1997, 1996, 1994, 1993, 1992, and 1991 for various research projects.

Rothschild Award for Graduate Research Assistance. Awards of \$2666 and \$3000 in 1990 and 1991, respectively, for various research projects.

Direct Marketing Educational Foundation Fellowship, to attend 2-day Direct Marketing Professors' Institute in Chicago, May, 1995.

UMKC Office of Research Administration, Faculty Research Grant. Awarded \$3217 for research regarding telemarketing regulations.

UMKC Office of Research Administration, Travel Grants. Awarded approximately \$2500 between 1990-2007 to attend professional meetings.

Bloch School New Horizons Travel Grants. For travel to professional meetings between 1995-2011.

PROFESSIONAL SERVICE AND ASSOCIATIONS

Memberships in professional organizations

Missouri Bar Association, licensed to practice, 1983-present.

Supreme Court of the United States Bar, admitted to practice before the Court, 1992-present.

Academy of Legal Studies in Business, 1989-present.

President, Marketing Law Section, 1999-2000, 2005-06, 2011-12.
Research Mentors Committee

American Bar Association, 1986-1995.
Business Law Committee
Tax law Committee

American Corporate Counsels' Association, 1993-1995.

Other professional activities

Central Exchange, Kansas City, member, 2008-present.

Membership Experience Committee, CX Ambassador, 2010-2012.

American Business Law Journal, staff editor, 1990-1993; invited reviewer, 1994, 1995, 1998, 1999, 2001- present.

Journal of Legal Studies Education, invited reviewer, 2001- present.

Journal of the Academy of Marketing Science, invited reviewer, 2002-2009.

Promotion Reviewer for Associate Professor Linda Christiansen, University of Indiana, Southeast, 2011.

Tenure Reviewer for Sylvester Williams, Elizabethtown University, 2009.

Tenure Reviewer for Megan Mowrey, Clemson University, 2007.

Tenure Reviewer for Anna Rominger, University of Indiana Northwest, 1997.

Judge, American Bar Association, Final Round of the 1994 Law Students' Negotiations and Dispute Resolution Competition.

Promotion Reviewer for Associate Professor Don Mayer, Oakland University, 1993.

Midwest Law Review, Invited reviewer for the "Midwest Award of Excellence," 1992.

Textbook reviewer for several publishers between 1991-2012.

UNIVERSITY and COMMUNITY SERVICE

University:

University of Missouri, President's Awards Committee, 2013-.

UMKC Program Evaluation Committee, 2009-2011.

UMKC Committee on NCAA Recertification, Governance Subcommittee, 2007-2008.

University of Missouri Academic Grievance Hearing Panel, 1994-2002.

UMKC Provost Search Committee, 2000-2001.

Facilitator, Chancellor's Design Initiative, 2000.

UMKC Intercollegiate Athletics Committee, 1999-2005.

UMKC Committee on NCAA Recertification, Governance Subcommittee Chair, 1998-2000.

UMKC Student Grievance Hearing Panel and Student Conduct Committee, 1989 -99.

UMKC Chancellor's Ad Hoc Grade Appeals panel, 1994-1999.

UMKC Graduate Council, 1990 - 1992.

UMKC Joint JD/MBA Degree Committee, 1987-88.

Bloch School:

Bloch School Governance Committee, 1986 – 2016. Chair, 2004-05, 2006-08, 2011- 2016.

Bloch School Faculty Executive Committee, 2011- present, 2005-2008. Chair, 2005-06.

Bloch School, MBA revision work group, 2009-2010.

Bloch School AACSB Curriculum Committee, 2009-10.

Bloch School MBA Admissions Committee, 2009-10.

Bloch School Promotion and Tenure Committee, 2005-2008.

Bloch School Continuing Education Committee, 1991-1992, 2001.

Coordinator, Bloch School Teaching Exchange Lunch Program, 1998-2000.

Bloch School Search Committee for the Marion Merrell Dow Professor of Entrepreneurship, 1997 - 99.

Bloch School BBA Continuous Improvement Committee, 1997-2005.

Bloch School Grade Appeals Committee, 1992 – 1998, 2003, 2005.

Bloch School Media Lunch, presenter, April, 1996.

Bloch School Faculty Performance Evaluation Committee, 1994 -1996.

Bloch School Research and Awards Committee, 1988 -1992.

Bloch School Graduate and Doctoral Criteria Drafting Group, 1991.

Board of Directors, Bloch School Paralegal Program, 1989 - 1991.

Graduation Marshall for numerous years between 1987 and 2009.

Community:

Queen of the Holy Rosary Church, Green Team, 2013-present.

Community Blood Center, Century Society, 2008-present (for contributing blood or platelets more than 100 times).

Pets for Life, animal assisted therapy dog handler, 2002-present.

Youth Entrepreneurs, KC Advisory Board Member, 2010- 2012.

St. Agnes Church, Volunteer Bookkeeper, 2009-2013.

Kansas City Community Gardens, Board member, 2001-2008, Marketing Committee, Newsletter Editor, 2002--04.

Luncheon speaker (on business ethics) for the Society of Chartered Property and Casualty Underwriters, April, 1996.