

UMKC SCHOOL OF LAW  
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## **PROFESSIONAL EXPERIENCE**

### **University of Missouri – Kansas City School of Law**

Kansas City, MO

Associate Dean of Students, September 2020 – Present

Professor of Law, September 2021 - Present

Associate Professor of Law, August 2005 – September 2021

Awarded Tenure effective September 2009

#### Recent Courses:

Contracts I and II; Business Torts and Unfair Competition (including trademark, right of publicity, false advertising, and other business torts); Art Law; Intellectual Property; and Advanced Trademark Seminar.

Co-Instructor or Instructor for IP competition teams (various years); and Instructor for Hispanic National Bar Association Uvaldo Herrera National Moot Court Competition team (2017 to present).

Advisor to the IP Legal Clinic.

#### Prior Courses:

DiscoveryLaw PLUS Law Course, Commercial Transactions (Payment Systems), Intellectual Property Litigation, Co-Instructor for Appellate Advocacy II, III, and IV (National Team Moot Court Team), and Convention on the International Sale of Goods.

#### Awards:

Sponsored Scholarship Grant, The Honorable Nancy F. Atlas Intellectual Property American Inn of Court in Houston, Texas and the Institute for Intellectual Property & Information Law, 2020

Daniel L. Brenner Faculty Publishing Award, 2007 and 2019

UMKC Law Alumni Association Outstanding Professor of the Year, 2012 and 2014

The Association of Women Law Students Outstanding Faculty Member Award, 2014

UMKC Student Government Association Apple Polisher Award, 2012

The Association of Women Law Students Outstanding Teacher of the Year, 2011

Elmer F. Pierson Good Teaching Award, 2010

#### Selected Law School Committees and Service:

Admissions Committee

Chair (Spring 2020 to present)

Member (2013 to Spring 2019)

Organizer, Ad Hoc Repopulation Committee (Summer 2020)

*Ex Officio* Member, UMKC School of Law Diverse Alumni Network (2020 to present)

Policy and Planning Committee

Chair (Spring 2016 to Fall 2017)

Member (Fall 2015 to Spring 2016; Fall 2017 to Spring 2019)

Co-Organizer, DACA Pro Se Clinic (2017)

Previously Member, Faculty Appointments or Stripp Professorship Search Committee, Assessment Committee, Career Development and Pro Bono Strategic Planning Committee

Previously Chair, Career Development and Pro Bono Committee

Previously Member, internal Tenure Review Sub-Committees and internal Long Term Contract/Promotion Review Sub-Committees

Co-Advisor, Intellectual Property Emphasis Area (2013 to present)

Faculty Advisor, Latino (previously Hispanic) Law Students Association (2005 to present), Phi Alpha Delta (2006 to present), National Lawyers Guild (2006 to 2018), Intellectual Property Law Society (2018 to 2019)

Supervisor, over 90 student notes, comments, and independent research and writing projects (2005 to present)

Co-Organizer (with Andrew Granade, Professor at the Conservatory of Music), Law Review Symposium, Creating and Creativity in Music (2014)

Previously Advisor, General LLM Candidate with Intellectual Property Emphasis and ABA National Appellate Advocacy Competition Team

Selected University Service:

Member, Diversity Advocates (2015, 2016 to 2018)

Mentor, Avanzando (2014 to present)

Member, Provost Teaching Awards Selection Committee (2015)

Previously Member, Copyright Advocates or Copyright Support Team

Selected General Community Service:

Leadership and Member, Mentor Committee, Southeastern Association of Law Schools (Chair or Co-Chair 2019 to present, Member 2014 to 2019)

Member, AALS Art Law Committee (2022)

Requested External Reviewer, Tenure and Promotion (2018, 2020)

Leadership and Member, University IP Committee, American Bar Association Intellectual Property Section (Vice Chair 2017 to 2019; Chair 2015 to 2017; Member Spring 2014 to 2015)

Member, Trademark Litigation Committee, American Bar Association Intellectual Property Section (2015 to present)

Member, Mosaic Conference Organizing Committee (2015 to present)

Member, Authors' Alliance (2014 to present)

Member, Cornell Latino Alumni Association Mentor Coordinator Committee (2015 to 2016)

Previously Mentor, Latino/a Professors' Mentor Program; AALS Women's Section; Southeastern Association of Law Schools

**Freeborn & Peters, LLP** Chicago, IL

Associate, April 2004 – July 2005

Practice Areas: Commercial Litigation; Antitrust; Trademark; Advertising/Marketing Compliance

Co-Chair, Creative Arts Committee, Chicago Bar Association Young Lawyers Section  
Recipient, David C. Hilliard Award for Outstanding Committee Service

**Baker & McKenzie LLP**

Chicago, IL

Associate, September 2000 – April 2004

Practice Areas: Commercial Litigation; Trademark Prosecution and Litigation; Patent Litigation; Advertising and Marketing Compliance

**EDUCATION**

**University of Michigan**

Ann Arbor, MI

Juris Doctorate, 2000

Editor, *Michigan Journal of International Law* (1998-2000)

Member/Secretary, Latino Law Students Association (1997-2000)

Founding Member, Middle Eastern Law Students Association (1999-2000)

Student Intervenor, *Grutter v. Bollinger*

**Cornell University**

Ithaca, NY

Bachelor of Arts, History and *cum laude* in Sociology, 1997

Member/President, Cornell Forensics Society (policy debate and speech); won over 50 awards

Member, Alpha Kappa Delta Sociology Honors Society

Co-Author, *Project Speak Out* (grant-winning project/article)

**PUBLICATIONS**

*Visual Artists Rights After 30: Discrimination via "Integrity"*

Work in Progress

*Trademarks, Captive Speakers, and the First Amendment*

Work in Progress

*"Foreign Language" Trademarks and Cultural Appropriation*

Work in Progress

*Turning Nondisclosure Into Non-Compete: Inevitable Disclosure*

Work in Progress

*Racial Slurs as Trademarks, Free Speech, & Captive Speakers*  
Invited Book Chapter, publication pending

*Presumptions of English Fluency in Contract Formation*  
Accepted Symposium Essay, \_\_ U. Pac. L. Rev. \_\_ (2022)

*Visual Appropriation Art, Transformativeness, and Fungibility*  
Selected Symposium Article, 48 AIPLA Quarterly Journal 171 (2020)

*Scènes à Faire as Identity Trait Stereotyping*  
Selected Symposium Article, 2 Bus., Entrepreneurship & Tax L. Rev. 241 (2018)

*Disparaging Trademark: Who Matters*  
Selected Symposium Article, 20 MICH. J. RACE & L 287 (2015)

*Is eBay Counterfeiting? in Cyberspace Law: Censorship on the Internet*  
Invited Book Chapter, Routledge Books (2013)

*An Uncomfortable Fit?: Intellectual Property Policy and the Administrative State*  
Panelist, 14 MARQ. INTELL. PROP. L. REV. 441 (2010)

*Is a Rose By Any Other Image Still a Rose? Disconnecting Dilution's Similarity Test From Traditional Trademark Concepts*  
39 TOL. L. REV. 591 (2008)

*To Live in In-"Fame"-y: Reconceiving Scandalous Marks as Analogous to Famous Marks*  
25 CARDOZO ARTS & ENT. L.J. 173 (2007)

*Prescriptive Treaties In Global Warming: Applying the Factors Leading to the Montreal Protocol*  
Note, 22 MICH. J. INT'L L. 489 (2001)

#### **PRESENTATIONS AND PRESS COMMENTARY**

Presenter, *Visual Artists Rights After 30: Discrimination via "Integrity"*  
Works-in-Progress, Intellectual Property (WIPIP) Colloquium, St. Louis University School of Law,  
February 19, 2022.

Selected Panelist, *Appropriation Art and Fair Use*  
Association of American Law Schools Annual Meeting, Permissions Culture Panel, Section of Art  
Law, virtual, January 6, 2022.

Selected Panelist, *Presumptions of English Fluency in Contract Formation*  
Association of American Law Schools Annual Meeting, Socio-Economics of Contract Law: Impact on Freedom and Equality Panel, Section on Contract Law, virtual, January 5, 2022.

Presenter, *Scènes à Faire as Stereotyping*, Intellectual Property and Culture,  
Association of American Law Schools Annual Meeting, Washington D.C., Jan. 7, 2021.

Commentator, *New Voices in Intellectual Property Scholarship*,  
Association of American Law Schools Annual Meeting, Jan. 6, 2021.

Moderator, Interview of Anjali Vats on her book, *The Color of Creatorship Intellectual Property, Race, and the Making of Americans*, Mosaic IP Plenary Session, Oct. 31, 2020.

Commentator, *Lucky Brand to Argue Circuit's Trademark Defense Ban Was Rogue*,  
BNA, January 10, 2020.

Selected Panelist, *Turning Nondisclosure Into Non-Compete: Inevitable Disclosure*  
Association of American Law Schools Annual Meeting, Non-Disclosure Agreements and Contract Law Panel, Washington D.C., January 3, 2020.

Selected Presenter, *Transformativeness and Fungibility in Art: Copyright's Fair Use in Visual Appropriation Art*  
BYU Copyright & Trademark Symposium: Issues Facing Modern Media Industries, Brigham Young University Copyright Licensing Office, October 10, 2019.

Presenter, *Foreign Language Trademarks and Appropriation*  
The Neocolonial Afterlives of Trademarks Panel, Race + Intellectual Property Conference, New York University School of Law, April 5, 2019.

Presenter, *Trademarks, Captive Speakers, and the First Amendment*  
Works-in-Progress, Intellectual Property (WIPIP) Colloquium, University of Houston Law Center, February 8, 2019.

Panelist, *IP for Authors & Illustrators*  
Small Business Bootcamp, Mid-Continent Public Library's Square One, Small Business Services, The Clay County Economic Development Council, and SEED Law, September 21, 2018.

Moderator, *Enforcing Intellectual Property Rights in the U.S.*  
USPTO China IP Road Show, University of Missouri Kansas City School of Law, August 30, 2018.

Presenter, *Secondary Liability in Trademark: Dilution, Counterfeiting, Cybersquatting*  
Kansas Bar Association, 2018 Intellectual Property Institute, May 4, 2018.

Invited Symposium Speaker, *Scenes a Faire as Stereotyping*  
Scene Change: Innovation in Media and Entertainment Law, University of Missouri School of Law,  
March 1, 2018

Commentator, *Google Waives Right to Respond to Supreme Court Trademark Petition*,  
BNA, September 27, 2017

Panelist, *Trademark Morality: The Cultural and Expressive Implications of Regulating Immoral and  
Offensive Trademarks*  
Southeastern Association of Law Schools Annual Conference, Boca Raton, Florida, August 2017

Discussant, *Digital Pressures in Intellectual Property Law*  
Southeastern Association of Law Schools Annual Conference, Boca Raton, Florida, August 2017

Presenter, *Hot Topic: Transformative Fair Use in Copyright*  
The Time is Now! Series: Hot Topics in Law and Practice, UMKC CLE, June 23, 2017

Presenter, *Contributory Trademark Infringement*  
Association of Intellectual Property Firms Annual Meeting, September 2016

Presenter, *Insulting and Scandalous Trademarks*  
Community of Reason KC, May 2016

Presenter, *Disparaging Trademarks, the First Amendment, and the Impact on Other Statutory  
Objections*  
Midwest Intellectual Property Institute, May 2016

Moderator and co-Organizer, *Teaching Progressive IP*  
2<sup>nd</sup> Annual Mosaic Conference: Diverse Voices in IP Scholarship, March 2016

Presenter, *Cancelling Trademark Registrations that Disparage Native Americans: Successes and  
Challenges*  
20<sup>th</sup> Annual Tribal Law & Government Conference, March 2016

Blog Posting, *The Inconsistent and Incoherent Position of Ben Carson on a Muslim Presidency*  
Race and the Law Prof Blog, September 2015

Presenter, *Disparaging Trademarks: Defined and as Speech*  
Intellectual Property Scholars Conference, August 2015

Presenter, *Disparaging Trademarks and the First Amendment*  
The Time is Now! Series: Hot Topics in Law and Practice, UMKC CLE, June 26, 2015

Panelist, *Intellectual Property Strategies*  
Midwest Symposium on Technology Entrepreneurship, May 2015

Presenter, *B&B v. Hargis*  
University Intellectual Property Law Committee, ABA-IP Law Section, April 2015

Interview, *I Fought the Law, But the Law Won* (trademark and branding)  
*Movers & Shakers*, KMBZ 1660, February 2015

Panelist, *Ownership Issues for Student Entrepreneurs: Intellectual Property, Inadvertent Partnerships; Interactions with Tech Transfer Office*  
United States Association for Small Business and Entrepreneurship (USASBE), January 2015

Commentator, *TTAB Ruling on Registration So Limited It Shouldn't Be Preclusive, Hargis Argues*  
BNA, November 2014

Presenter, *Progressive Intellectual Property Scholarship: Disparaging Trademarks*  
1<sup>st</sup> Annual Mosaic Conference: Diverse Voices in IP Scholarship, November 2014

Presenter, *Summary of Recent Efforts to Modify the IP Policy at the University of Pittsburgh*  
University Intellectual Property Law Committee, ABA-IP Law Section, October 2014

Commentator, *Chobani Trademark Dispute Over 'How' Comes Down to Standard Confusion Analysis*  
BNA, October 2014

Invited Symposium Speaker, *Regulating Brands: Disparaging Trademarks*  
The Highest Tribute: The Michigan Journal of Race & Law at 20, Sept. 2014

Panel Moderator, *Stolen Art? Who Owns the Art Hanging on the Wall?*  
ABA Annual Meeting, August 2014

Presenter, *From Coffee to Football: TM Introduction and Recent Issues*  
Kansas Women's Attorney Association Annual Conference, July 2014

Presenter, *Fair Use Victory in Hathi-Trust Appeal and Cancellation of REDSKINS Mark*  
University Intellectual Property Law Committee, ABA-IP Law Section, July 2014

Presenter, *Latour v. Columbia University and Ohio State v. Skreened*  
University Intellectual Property Law Committee, ABA-IP Law Section, May 2014

Invited Symposium Speaker (one of three), *Transforming Art: Copyright's Fair Use in Visual Art*

Inaugural Intellectual Property Scholarship Symposium, 29<sup>th</sup> Annual ABA Intellectual Property Law Section Spring Conference, April 2014

Speaker, *Transforming Art: Copyright's Fair Use in Visual Art*  
2014 Southeast/Southwest People of Color Legal Scholarship Conference, February 2014

Invited Speaker, *Transforming Art: Copyright's Fair Use in Visual Art*  
Michigan State University Fall Intellectual Property Speaker Series, October 2013

Keynote Speaker, Scholarship Reception Benefitting the HBAGKC Scholarship Fund  
Hispanic Bar Association of Greater Kansas City, October 2013

Speaker, *Fairness in Pre-Acceptance Behavior: Equity Based Option Contracts*  
23<sup>rd</sup> Annual Midwestern People of Color Conference, Loyola University, April 2013

Panelist, *Intellectual Property Concerns for Cyber-Entrepreneurs*  
UMKC CLE, Film in the Law: Entrepreneurial Law and the Information Age, May 2, 2012

Commentator, *Support Fading for Anti-Online Piracy Bill*  
Local Fox affiliate, available online, Jan. 2012

Commentator, *Pancakes vs. Prayer*  
Local CBS affiliate, Sept. 2010

Panelist, *An Uncomfortable Fit?: Intellectual Property Policy and the Administrative State*  
62<sup>nd</sup> Annual Meeting, Southeastern Association of Law Schools, Palm Beach, 2009

Speaker, *Taking an Intangible: Trademarks and the Takings Doctrine*  
2008-2009 Texas Wesleyan Lecture Series, March 25, 2009

Speaker, *The Myths of Dilution*  
2009 Intellectual Property Scholars Roundtable, Drake University

Speaker, *Tort or Property? Trademarks and the Takings Doctrine*  
61<sup>st</sup> Annual Meeting, Southeastern Association of Law Schools, Palm Beach, August 2008

Speaker, *Territoriality, Dilution, and Unfair Competition: The Premature Death of Niche Geographic Fame*  
18<sup>th</sup> Annual Midwestern People of Color Conference, Hamline University School of Law, May 2008

Speaker, *The Art of the Contract*  
Volunteer Lawyers & Accountants for Artists, Apr. 29, 2008



Speaker, *Is a Rose by Any Other Image Still a Rose? Disconnecting Dilution's Similarity Test from Traditional Trademark Concepts*

5<sup>th</sup> Annual Works in Progress Intellectual Property Colloquium, American University School of Law, Sept. 28, 2007

Invited Speaker, *Scandalous Trademarks: How Scandalous is Too Scandalous?*

2007 Intellectual Property Institute, Kansas Bar Association, May 4, 2007

Speaker, *Timing is Everything: Scandalous and Generic Trademark Registrations and the Takings Doctrine*

Midwest People of Color Conference, Washington University in St. Louis School of Law/St. Louis University School of Law, April 15, 2007

Invited Speaker, *Compliance with Electronic Form of Advertising: An Overview*

Heartland Association Fall Seminar, Nov. 1, 2006

Speaker, *Timing is Everything: Of Trademark Applications and Post Registration Limitations to Scandalous and Disparaging Trademarks*

Intellectual Property Colloquium 2006, University of Pittsburgh School of Law, October 8, 2006.

Speaker, *Update on Supreme Court Decisions on Intellectual Property Law*

UMKC Law Professors Litigation CLE Seminar, September 15, 2006

Speaker, *To Live in In-"Fame"-y: Reconceiving Scandalous Marks as Analogous to Famous Marks*

6<sup>th</sup> Annual Intellectual Property Scholars Conference, Berkeley Center for Law & Technology and Stanford Program in Law, Science and Technology, August 11, 2006

Invited Speaker, *Compliance with Telephonic and Electronic Advertising Law*

2006 Intellectual Property Institute, Kansas Bar Association, May 12, 2006

Speaker, *A Means to an End: Misapplication of Section 112, Paragraph 6*

Third Annual Intellectual Property & Communications Law and Policy Scholars Roundtable, Michigan State University, January 28, 2006

Co-Presenter, *Current Issues Related to Telemarketing*

The Legal Aspects of Direct and Indirect Marketing in Illinois, Lorman Education Services, August 26, 2003

Panelist, *Zealous Advocacy Under Zero Tolerance*

ABA Section of Litigation: Section Annual Meeting, April 24-27, 2002

**PROFESSIONAL ACTIVITIES AND AFFILIATIONS**

Member, Bars of Illinois, Northern District of Illinois, and Federal Circuit Court of Appeals

Member, Hispanic Bar Association of Greater Kansas City

Member, National Hispanic Bar Association

Member, American Bar Association