

CURRICULUM VITAE

DEE PRIDGEN

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EDUCATION

J.D. 1974, New York University, member of law review, Order of the Coif

B.A., 1971, Cornell University, graduated with distinction in all subjects, Phi Beta Kappa

PROFESSIONAL SOCIETIES

American Law Institute, elected member since May, 2003, selected to serve on Advisory Committee for ALI Restatement 3d of Consumer Contracts, 2012-present.

ACADEMIC POSITIONS

1985-present	Professor of Law, University of Wyoming, College of Law, Laramie, Wyoming, Carl M. Williams Professor of Law and Social Responsibility since 2008, Centennial Distinguished Professor 1995-99
2002-2010	Associate Dean for Academic Affairs, University of Wyoming, College of Law
1997-1998	Fulbright Scholar/Lecturer, Tokyo University, Faculty of Law
1994 (Spring)	Visiting Professor of Law, University of Baltimore School of Law
1992-1994	Visiting Professor of Law, Catholic University of America, Columbus School of Law
1993 (Fall)	Visiting Professor of Law, University of Maryland School of Law
1983-1985	Associate Professor of Law, University of Wyoming, College of Law
1982-1983	Visiting Associate Professor of Law, University of Wyoming, College of Law
1976-1977	Instructor, Catholic University of America, Columbus School of Law

LEGAL EXPERIENCE

- 1978-1982 Staff Attorney, Federal Trade Commission, Bureau of Consumer Protection, Washington, D.C.
- 1977-1978 Staff Attorney, Legal Research and Services for the Elderly, Washington, D.C.
- 1974-1976 Law Clerk to U.S. District Judge, Barrington D. Parker, Washington, D.C.

COURSES

Consumer Protection
Contracts I & II
Payments/E-Payments Systems
Antitrust

PUBLICATIONS

Books/Treatises

CONSUMER CREDIT AND THE LAW (Thomson Reuters 2014-15) (this two-volume set has been in print and updated yearly since it was first published in 1990; Pridgen was the sole author until joined by Richard M. Alderman in 2007).

CONSUMER PROTECTION AND THE LAW (Thomson Reuters 2014-15) (this two-volume set has been in print and updated yearly since it was first published in 1986; Pridgen was the sole author until joined by Richard M. Alderman in 2007).

Second Edition and 1975-83 Supplements to N. Sobel, EYEWITNESS IDENTIFICATION: LEGAL AND PRACTICAL PROBLEMS (Pridgen, 2d ed. 1981)

Casebook/Supplements

CONSUMER LAW, CASES AND MATERIALS, 4th edition (West, 2013) (with Spanogle, Rohner, Sovern and Peterson)

CONSUMER LAW, CASES AND MATERIALS, 3d edition (West, 2007) (with Spanogle, Rohner and Sovern)

CONSUMER LAW, CASES AND MATERIALS, 2d edition (West, 1991) (with Spanogle, Rohner and Rasor)

SELECTED CONSUMER STATUTES (West 2007, 2009, 2011, 2013 and 2015 eds.) (compiled and edited with Spanogle, Rohner (2007-2013), Sovern (all editions) and Peterson (2013 & 2015 eds.)

Law Review Articles

Wrecking Ball Disguised as Law Reform: ALEC's Model Act on Private Enforcement of Consumer Protection Statutes, 39 N.Y.U. REV. OF LAW & SOCIAL CHANGE 279 (2015), available at <http://socialchangenyu.com/volume-39-issue-2/wrecking-ball-disguised-as-law-reform-alecs-model-act-on-private-enforcement-of-consumer-protection-statutes/>.

Sea Changes in Consumer Financial Protection: Stronger Agency & Stronger Laws, 13 WYO. L. REV. 405 (2013)

Putting Some Teeth in TILA: From Disclosure to Substantive Regulation in the Mortgage Reform and Anti-Predatory Lending Act of 2010, 24 LOYOLA CONSUMER LAW REV. 101 (2012)

Rent-to-Own and Automobile Leasing: Information Disclosures in the United States, 7 CONSUMER L.J. 307 (1999)

How Will Consumers Be Protected on the Information Superhighway?, 32 LAND & WATER L. REV. 237 (1997)

Truth in Lending's Right of Rescission: The Well Has Not Run Dry, 43 CONS. FIN. L.Q. 49 (1989) (reprint of chapter from CONSUMER CREDIT AND THE LAW)

Constitutional Interpretation: Who Are the Real Radicals?, 12 OKLA. CITY U.L. REV. 825 (1987)

The Wyoming Natural Gas Consumers' Act of 1985: An Experiment in Controlling Natural Gas Prices and a Response to Indefinite Price Escalation Clauses, 21 LAND & WATER L. REV. 141 (1986) (with Harris)

Advertising and Marketing on Cable Television: Whither the Public Interest? 31 CATH. U.L. REV. 227 (1982) (with Engel)

Enhancing the Flow of Information in the Marketplace: From Caveat Emptor to Virginia Pharmacy and Beyond at the Federal Trade Commission, 14 GA. L. REV. 635 (1980) (with Preston)

Note, NEPA, Environmental Impact Statements and the Hanly Litigation: to File or Not to File, 48 N.Y.U.L. REV. 522 (1973)

Book Review

Review of PRACTITIONER'S GUIDE TO THE OKLAHOMA UNIFORM CONSUMER CREDIT CODE by F.H. Miller, A.C. Harrell, W.L. Wright, J.A. McCaffrey & J.K. Heselton, and ADMINISTRATIVE INTERPRETATIONS OF THE UNIFORM CONSUMER CREDIT CODE, compiled by F.H. Miller, 26 LAND & WATER L. REV. 821 (1991), reprinted in 47 CONS. FIN. L.Q. 293 (1992)

Refereed Journals of Other Academic Disciplines

Ethical and Legal Issues in Marketing, 2 ADVANCES IN MARKETING AND PUBLIC POLICY 185 (1991) (with Patrick E. Murphy)

Satellite Television Advertising and the Regulatory Conflict in Western Europe, JOURNAL OF ADVERTISING (March 1985)

Other Articles and Reports

Consumer Privacy in the Digital Marketplace: Federal Initiatives, Wyoming Lawyer, Vol. 33, No. 5, 14-16 (October 2010).

Predatory Lending: The Hidden Scourge of the Housing Boom, Wyoming Lawyer, Vol. XXVII, No. 5, 18-23 (October 2005).

The Role of State and Private Enforcement in American Consumer Protection, published in Japanese in Houritsu-jihou, November 1999, as translated by Koichi Hosokawa.

A Comparison of Recent Federal and State Advertising Enforcement Activity, report prepared for the Center for Science in the Public Interest, Washington, D.C. (May, 1993)

Commercial Advertising on Television Across National Frontiers: Issues and Strategy for Consumers, report prepared for the International Organization of Consumers' Unions (August 1983)

PROFESSIONAL APPEARANCES AND ACTIVITIES

2015 Lecturer, “The Untapped Abusive Practices Authority at the CFPB: Possibilities for the Future and Lessons from the FTC’s Experience with Unfair Trade Practices,” Attorney training session, Consumer Financial Protection Bureau, Enforcement Division, June 23, 2015, Washington, D.C.

 Guest Lecturer in two consumer protection classes, one undergraduate, one graduate, at Aoyama University, Faculty of Law, April 16-17, Tokyo, Japan

 Panelist, “Debate: How Much Is Enough? The Evolving Advertising Substantiation Standard(s),” at the American Bar Association Consumer Protection Conference, February 12, 2015, George Washington University, Washington, D.C.

 Panelist, “Teaching in the Contracts/Commercial/Consumer Law Curriculum: Challenges and Innovations,” at the Association of American Law Schools annual meeting, January 3, 2015, Washington, D.C.

2014 Conference co-planner and presenter, “POM Wonderful Case and Deceptive Food Marketing,” at Food: Perceptions, Practices and Policies, 14th Consumer Issues Conference, October 8-10, 2014, Laramie, Wyoming

 Conference faculty and presenter, “Increasing the Prominence of Consumer Law and Influencing Policy” at Teaching Consumer Law Conference, May 30-31, Santa Fe, New Mexico, in conjunction with the University of Houston Law Center

2013 Expert consultant on federal False Claims Act case involving Truth in Lending Right of Rescission, Sam Boyd & Associates, Dallas, Texas, October – December 2013

 Conference co-planner, “Navigating the New Healthcare Market,” 13th Consumer Issues Conference, October 3-5, 2013, Laramie, WY

- Guest Lecturer at Faculty Seminar, “Changes in U.S. Consumer Financial Protection,” at Aoyama University, April 22, 2013, Tokyo, Japan
- 2012 Conference co-planner and presenter, “Sea Changes in Consumer Protection: Stronger Agency and Stronger Laws,” at Consumer Financial Protection: Who’s in Charge, 12th Consumer Issues Conference, October 4, 2012, Laramie, WY
- Conference faculty and presenter, “Substance and Disclosure in Consumer Credit” at Teaching Consumer Law Conference, May 18-19, 2012, University of Houston Center for Consumer Law, Houston, Texas
- Symposium Presenter, “Putting Some Teeth in TILA: From Disclosure to Substantive Regulation in the Mortgage Reform and Anti-Predatory Lending Act of 2010,” Loyola Consumer Law Review Symposium 2012, The Continuing Effects of the Mortgage Crisis on Consumers, February 24, 2012, Loyola University Chicago, Chicago, Illinois
- 2011 Conference co-chair and presenter, “21st Century Snake Oil Sales: FTC Regulation of Over-the-Counter Drug Marketing,” at Pills, Potions and Profits, 11th Consumer Issues Conference, October 6, 2011, Laramie, WY
- 2010 Conference co-chair and presenter, “Consumer Privacy in the Digital Marketplace: Federal Initiatives,” at Unlocking the Digital Marketplace: Legal and Ethical Issues, 10th Annual Consumer Issues Conference, October 1, 2010, Laramie, WY
- Testified before U.S. Senate Subcommittee on Consumer Protection, Product Safety, and Insurance on “The Federal Trade Commission’s Enforcement Tools against Unfair and Deceptive Trade Practices in Financial Products & Services and other Sectors,” March 17, 2010, Washington, D.C.
- 2009 Conference co-chair and presenter on “Food Phobia: Weight Loss and Dietary Supplement Marketing Issues,” at Food Safety, Security and Sources: 9th Annual Consumer Issues Conference, September 25, 2009, Laramie, WY
- Member, ABA Site Team, University of West Virginia College of Law, Morgantown, West Virginia, visit February 22-25, 2009
- 2008 Conference co-chair and presenter on “The Federal Trade Commission Goes Green: New Initiatives on Energy for Consumers,” at Focus on Energy & Telecommunications, 8th Annual Consumer Issues Conference, September 25, 2008, Laramie, Wyoming
- Conference faculty and moderator of “Striking the Balance between Hot Topics and Foundational Subjects” at Fourth Teaching Consumer Law Conference, May 23-24, 2008, University of Houston Center for Consumer Law, Houston, Texas
- 2007 Member, ABA Site Team, Franklin Pierce Law Center, Concord, New Hampshire, visit October 22-24, 2007
- Conference co-chair and presenter on “Fair Credit Reporting Act: Navigating the Maze,” at Money Matters: 7th Consumer Issues Conference, September 27, 2007, Laramie, Wyoming

- 2006 Conference co-chair and presenter on Predatory Lending Issues, at Home on the Range: the 6th Consumer Issues Conference, September 28, 2006, Laramie, Wyoming
- Conference faculty and moderator of "Teaching Materials: Past, Present and Future," at Third Teaching Consumer Law Conference, May 19-20, 2006, University of Houston Center for Consumer Law, Houston, Texas
- Commentator, 6th Annual Loyola Antitrust Colloquium, April 28, 2006, Institute for Consumer Antitrust Studies, Loyola University Chicago, School of Law, Chicago, Illinois
- 2005 Contributing Member, ABA Adjunct Faculty Committee, "Adjunct Faculty Handbook," 2005
- Member, ABA Site Team, University of Idaho College of Law, visit April 3-6, 2005
- 2004 Presented Paper, "Amazing Claims: Deceptive Marketing of Weight Loss Products," at the 5th Wyoming Consumer Issues Conference, October 7, 2004, Laramie, Wyoming
- Conference faculty and presenter on "Innovative Teaching Methods," at Second Teaching Consumer Law Conference, May 21-22, 2004, University of Houston Center for Consumer Law, Houston, Texas
- 2003 Presented Paper, "Truth in Lending and Consumer Leasing Disclosures: What's the Point?" at the 4th Wyoming Consumer Issues Conference, March 25, 2003, Laramie, Wyoming
- 2002 CLE presentation on Internet Law, Wyoming Bar Association Annual Conference, Jackson, Wyoming, September 13, 2002
- Conference Faculty and presenter on "Selecting Teaching Materials," and "Innovative Teaching Methods," at Teaching Consumer Law Conference, April 26-27, 2002, University of Houston Center for Consumer Law, Houston, Texas
- Presented Paper, "Consumer Privacy Protection on the Internet" at 3d Wyoming Consumer Issues Conference, March 15, 2002, Laramie, Wyoming
- 2001 Presented Paper, "Gateway to Injustice: Arbitration Imposed on U.S. Consumers by Adhesion Contracts," at the 8th International Conference on Consumer Law, Auckland, New Zealand, April 10, 2001.
- Presentation on "Consumer Protection on the Internet," Second Annual Consumer Issues Conference, University of Wyoming, Laramie, Wyoming, March 20, 2001
- 1999 Presented Paper, "Rent-to-Own and Automobile Leasing: Information Disclosures in the United States," at the 7th International Conference on Consumer Law, Helsinki, Finland, May 21, 1999
- 1998 Lecture, "U.S. Consumer Law: Paternalism or Individualism?" Tokyo University Civil Law and Anglo-American Law faculty seminar, June 26, 1998.

Lecture, "The Role of State and Private Enforcement in American Consumer Protection," Tokyo Forum of the International Association for Consumer Law, Tokyo, Japan, June 11, 1998, to be published in Japanese in Houritsu-jihou, as translated by Koichi Hosokawa.

Keynote Lecture, "U.S. Consumer Law," at meeting of regional consumer professional group, co-sponsored by the U.S. Information Service, Fukuoka, Japan, May 23, 1998.

Speaker, "Consumer Protection on the Internet," Tokyo University Anglo-American Law faculty/graduate study group, April 15, 1998.

Speaker, "American Consumer Law and Consumer Protection on the Internet," Faculty Seminar, Yamanashi Gakuin University, Kofu, Japan, February 25, 1998.

- 1997 Commentator, Tokyo University, on presentations by Professor Michael Joachim Bonell, Professor of Law, University of Rome, on Unidroit Principles of International Commercial Contracts, October 7, 1997; and by Professor Gerald J. Thain, Professor of Law, University of Wisconsin Law School, on U.S. Regulation of Cigarette Advertising, December 10, 1997.
- 1996 Centennial Distinguished Professor Inaugural Lecture, "How Will Consumers Be Protected on the Information Superhighway?" University of Wyoming, College of Law, Laramie, Wyoming, March 29, 1996
- 1993 Panelist, First Annual Consumer Law Conference, "Rent-to-Own: Rip-Off or Realism?" University of Wisconsin Law School, Madison, Wisconsin, October 23, 1993
- 1990 Presentation to the Federal Trade Commission on Deceptive Advertising Regulation, as part of a panel of legal scholars, Washington, D.C., November 5, 1990
- 1987 Presented paper, "State Consumer Protection Law" at annual meeting of the American Council on Consumer Interests, Denver, Colorado, April 3, 1987
- Speech on "Meaning of the Constitution," at "We the People" Conference, sponsored by the Wyoming Commission on the Bicentennial of the United States Constitution, Cheyenne, Wyoming, February 7, 1987
- 1986 Seminar Speaker on "Law and Economics" at Mountain Bell Academic Seminar, October 22, 1986
- 1983 Presented paper, "Videotex: The Consumer Protection Issues," at annual meeting of the American Council of Consumer Interests, Kansas City, Missouri, March 19, 1983
- 1982 Presented paper, "Advertising Issues in New Communications Technologies," at meeting of the Working Group on Information Technology and the Consumer of the International Organization of Consumers' Unions, Ottawa, Ontario, October 14, 1982