

CURRICULUM VITAE OF:

**John M. Grady**

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**EDUCATION**

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2002-2006, *Ph.D.*, Florida State University

*Major Professor:* Dr. Jeffrey James

*Dissertation:* Toward an understanding of the needs of sport consumers with disabilities

1999-2002, *Juris Doctor*, Florida State University College of Law

*Research Interests:* Intellectual property law, Internet law

1995-1999, *Bachelor of Science, Management with Honors in Finance*

Pennsylvania State University, Smeal College of Business

Schreyer Honors College

**PROFESSIONAL EXPERIENCE**

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*Professor*, Department of Sport and Entertainment Management, University of South Carolina, 2019-present

*Director of Undergraduate Programs and Research*, Department of Sport and Entertainment Management, University of South Carolina, 2012-present

*Associate Professor*, Department of Sport and Entertainment Management, University of South Carolina, 2011-2019

*Assistant Professor*, Department of Sport and Entertainment Management, University of South Carolina, 2005-2010

*Legal Experience*

Judicial Clerkship for Honorable Wilfredo Martinez & W. Michael Miller, Orlando, FL, Summer, 2001

## RESEARCH INTERESTS

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Americans with Disabilities Act compliance for service orgs., including stadium accessibility  
Legal issues in sport sponsorship -**current research** is focused on Paris 2024 Olympics  
Olympic sponsorship and brand protection  
Service quality for consumers with disabilities (customer service, front-line staff training needs)  
Sensory Friendly service experiences (serving the needs of unique populations) -current research

## PUBLICATIONS

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### Books (2)

**Grady, J.** (2022). *Law in Sport: Concepts and Cases* (5th edition). Fitness Information Technology: Morgantown, West Virginia (251 pages)

Clement, A., & **Grady, J.** (2012). *Law in Sport: Concepts and Cases* (4<sup>th</sup> edition). Fitness Information Technology: Morgantown, West Virginia (294 pages).

### Publications in Peer Reviewed Journals (n=43)

43. Kim, S.\*, **Grady, J.**, & Ballouli, K. (In press). Navigating emerging trademarks issues for sport brands in the metaverse. *International Journal of Sports Marketing and Sponsorship*. (Special Issue).

42. **Grady, J.** (2023). Regulating ambush marketing in an increasingly social era. *International Journal of Sport Communication*, 16, 315-320.

41. **Grady, J.** (2022). Testing the bounds of universities' merchandising rights in light of *Penn State v. Vintage Brand*. *Journal of Legal Aspects of Sport*.

40. McKelvey, S., **Grady, J.** & Moorman, A.M. (2021). Ambush marketing and Rule 40 for Tokyo 2020: A shifting landscape for Olympic athletes and their sponsors. *Journal of Legal Aspects of Sport*, 31(1), 94-122. Equal contribution. DOI: <https://doi.org/10.18060/24921>

39. Koba, T.\*, Gong, H.\*, Ross, W.J.\*, & **Grady, J.** (2021). Sustainable Olympic development: A proposed benchmark for managing economic outcomes. *Journal of Global Sport Management*, 6(1), 46-49.

38. **Grady, J.** & McKelvey, S. (2018). Congratulations but #SeeYouInCourt: Olympic hashtag restrictions raise concerns over trademark rights and free speech. *Harvard Journal of Sport and Entertainment Law*. 9(2), 101-130. Equal contribution. Available at: <http://harvardjssel.com/wp-content/uploads/2018/06/HLS203.pdf>

Rated as "A" journal by business school rankings.

Acceptance rate 11%, per Editor.

37. McKelvey, S. & **Grady, J.** (2017). #JoinTheConversation: The evolving legal landscape of using hashtags in sport. *Journal of Legal Aspects of Sport*, 27(1), 90-105.  
Authors contributed equally to this manuscript.

Acceptance rate 17%, per Editor.

36. **Grady, J.** (2017). Analyzing Rule 40's restrictions on using athletes in Olympic sponsorship at Rio 2016. *Entertainment and Sports Law Journal*, 15(1), 1-5.

Top sport law journal in the United Kingdom

Acceptance rate: 25%, per Editor

35. Mercado, J. & **Grady, J.** (2017). Teaching environmental sustainability across the sport management curriculum. *Sport Management Education Journal*, 11(2), 122-127.

34. **Grady, J.** (2016). Rio 2016: Analyzing Rule 40's moment to shine. *Sport Marketing Quarterly*, 25(3), 182-184.

33. Ballouli, K., **Grady, J.**, & Stewart, R.\*\* (2016). The delicate art of rebranding a minor league baseball franchise. Practices, pitfalls, and payoffs of rebranding the Winston-Salem Warthogs. *Sport Management Review*, 19(2), 211-226.

Impact factor 2.128

This is the top journal in the field of sport management.

\*Publication with former undergraduate student.

32. **Grady, J.** (2016). Predicting the Future for Rio 2016: Legal Issues in Sponsorship, Ambush Marketing, and Social Media. *Entertainment and Sports Law Journal*, 14(2), 1-4.

Top sport law journal in the United Kingdom

Acceptance rate 25% per Editor

31. Paramio-Salcines, J., Downs, P.J., & **Grady, J.** (2016). Football and its communities: The celebration of Manchester United FC's Ability Suite. *Soccer and Society*, 17(5), 770-791.

30. Gillentine, A., **Grady, J.**, Miller, J., & Pettus, K. (2016). Accessible Tailgating: An examination of ADA requirements and implications associated with tailgating activities. *Journal of Legal Aspects of Sport*, 26(1), 52-65. All authors contributed equally to this manuscript.

### Invited Research Presentations

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11. **Grady, J.** & Baker, T.A. (2017). Forecasting Olympic legal issues: From Rio 2016 to LA 2028. Research presentation before the Committee on Sport and Entertainment Law, **Harvard Law School**, Cambridge, MA.

10. **Grady, J.** (2015). Olympic ambush marketing at Rio 2016. University of Florida College of Health and Human Performance Distinguished Speaker Series (Visiting Scholar, SECU Grant).

9. **Grady, J.** (2015). Law and the Olympics. Panel presentation before the Committee on Sport and Entertainment Law, **Harvard Law School**, Cambridge, MA.

**Select Refereed Conference Presentations** (does not include full list)

(\* denotes graduate student; \*\* denotes undergraduate student)

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**Grady, J.,** Moorman, A., Andrew, D., & Kim, S.\* (2024). Worst seats in the house: A review of recent ADA stadium litigation. North American Society for Sport Management (NASSM) conference: Minneapolis, MN.

McKelvey, S. & **Grady, J.** (2024). FTC guides 2023 signal new ballgame for brands and influencers. Sport and Recreation Law Association conference: Baltimore, MD.

**Grady, J.,** Kim, S.\* (2023). Navigating emerging sport trademark issues in the metaverse. North American Society for Sport Management (NASSM) conference: Montreal.

Kim, S., **Grady, J.,** & Ballouli, K. (2023). Protecting “virtual trademarks” in the metaverse: A new frontier for IP law in sport. Sport Marketing Association conference: Tampa, FL.

**Grady, J.** & Dastrup, R.\* (2022) Of sponsors and Sharpies: The curious application of Rule 40 at the Beijing 2022 Winter Games. Sport Marketing Association conference: Charlotte, NC.

**Grady, J.** (2022). A brave new world: Exploring NIL changes through a “fruits of labor” justification. NASSM conference: Atlanta, GA.

**Grady, J.,** Dodds, M., & Mercado, H. (2021). From “brand policing” to “social ambush”: A legal analysis of the theoretical and practical evolution of ambush marketing prevention at mega sport events. Sport Marketing Association conference: Las Vegas, NV.

Dodds, M., **Grady, J.,** & Carrick, S. (2021). Puma v. Tokyo 2020: A comparison of trademark infringement and ambush marketing EASM Conference (virtual).

**Grady, J.** & Burns, S.\*\* (2021). Marketing in a pandemic: Rule 40 and sharing the Olympic marketing space with athletes’ personal brands at Tokyo 2020. SEVT conference: Columbia, SC.

Ammon, R., **Grady, J.,** Wroboleski, A. (2021). Vaccinations and sports fans: Legal fact or fiction. SEVT conference: Columbia, SC.

Moorman, A. & **Grady, J.** (2019). Using a preventive law lens to improve customer experiences of patrons with disabilities. Sport and Recreation Law Association conference: Philadelphia.

**Grady, J.** & Moorman, A. (2018). Rule 40 versus European competition laws: A new challenge to an ongoing sponsorship concern. European Association for Sport Management conference: Malmo, Sweden.

**Grady, J.,** Yan, G., & Watanabe, N. (2018). Policing user-generated Olympic content: Periscope’s use during Rio 2016. Sport and Recreation Law Association conference: San Antonio, TX.

Koba, T.\*, Gong, H.\*, Ross, W.J.\*, **Grady, J.** (2018). Proposing a metric to measure Olympic development sustainability. SEVT conference: Columbia, SC.

**Grady, J.**, Carson, A.\*\*, & Ballouli, K. (2017). The “social” evolution of Olympic legal and brand protection. *Sport Marketing Association conference*: Boston, MA.

McKelvey, S., & **Grady, J.** (2017). Examining the legal intersection of ambush marketing prevention and Olympic hashtag usage. *European Association for Sport Management conference*, Bern, Switzerland.(International)

**Grady, J.**, Brown, M., & Gillentine, A. (2017). Integrating undergraduate research into the sport management curriculum. *North American Society for Sport Management conference*, Teaching and Learning Fair. Denver, Colorado.

## TEACHING

(This list is focused on courses taught at the University of South Carolina. Courses I developed are noted with \*)

Event Development (for sport and related special events, including tournaments)

Sport and the Law (undergraduate)

Advanced Sport and the Law (Masters)

Business Law (undergraduate)

Seminar in Sport and Entertainment Law and Risk Management (Doctoral seminar)\*

Research Experience (undergraduate, thesis preparation course)\*

Senior Thesis (undergraduate)\*

In addition, I developed the department’s Undergraduate Research Track which allows students in the major to graduate with “distinction in research” upon completion of select courses and a senior thesis or project.

## HONORS & AWARDS

Award	Level	Year
Carolina Trustees Professor (for Teaching excellence and Research/Scholarship)	University	2023
Sport and Recreation Law Association, van der Smissen Outstanding Leadership Award (Highest scholarly honor within field of Sport Law)	Professional	2019
2017 Advocate for First-Year Students Award	University	2017
Pathways to Academic Leadership, Fellow	University	2017-2018
USC Breakthrough Leadership in Research Award, Nominee	University	2016, 2015
College of HRSM Outstanding Faculty Researcher of the Year, Finalist	College	2016-2017
John Gardner Inspirational Faculty Award	University	2016

Outstanding Faculty Advisor of the Year	University	2015
Michael J. Mungo Undergraduate Teaching Award	University	2014
Mortar Board Honor Society Excellence in Teaching	University	2014
Outstanding Faculty Advisor of the Year Award (USC Student Affairs, Student Organizations)	University	2015
Michael J. Mungo Undergraduate Teaching Award	University	2014
Sport and Recreation Law Association (SRLA) Research Fellow *designation held by fewer than 17 scholars	Professional	2014
Sport and Recreation Law Association Honor Award (for Service to the association)	Professional	2014
Distinguished Undergraduate Research Mentor Award	University	2013
Young Professional Award, Sport & Recreation Law Association (for Research & Teaching)	Professional	2010
Ada B. Thomas Outstanding Faculty Advisor Award	University	2009
College of HRSM Teacher of the Year	College	2009
Mortar Board Honor Society Excellence in Teaching	University	2008
College of HRSM Distinguished Researcher of the Year	College	2008
Sport and Recreation Law Association Graduate Student Research Award	Professional	2004