Is Social Media Regulation the “New Way” to Protect the Olympic Brand?

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FLORIDA GYM 320

John Grady is an Associate Professor in Sport and Entertainment at the University of South Carolina. His research interest focus primarily on the legal aspects of the business of sport. This includes concentrations in the implementation of the Americans with Disabilities Act by the sport and entertainment venue industries as well as intellectual property protection by professional and collegiate sport properties.

Dr. Grady designed the Department of Sport and Entertainment Management’s undergraduate research track. He was the recipient of the 2014 Michael J. Mungo Undergraduate Teaching Award, the university’s highest teaching honor. He is also the Research Fellow of the Sport and Recreation Law Association and President-Elect of the same group.

During the Summer 2012, Dr. Grady conducted research on-site at the 2012 Olympic Games in London. His current research focuses on understanding how Rule 40 will impact sponsorship of Olympic athletes in the context of ambush marketing as well as analyzing how social media is changing the Olympic sponsorship landscape.