

SUNEAL BEDI

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1309 E. 10th Street, HH 4080, Bloomington, IN 47405

EDUCATION

Ph.D. Marketing and Business Ethics, The Wharton School, University of Pennsylvania, 2019 (Joint)

M.S. Marketing, The Wharton School, University of Pennsylvania, 2018

J.D., Harvard Law School, 2012

B.A., *with Honors*, Swarthmore College, 2009

ACADEMIC APPOINTMENTS

Kelley School of Business, Indiana University

Assistant Professor of Business Law and Ethics, 2019-present

Trustees Teaching Award (2021)

3/2 GAP MBA Faculty Award (chosen by students) (2021)

Indiana University Maurer School of Law

Affiliated Faculty, The Center for IP Research, 2019-present

Affiliated Faculty, The Center for Law, Culture, and Society, 2019-present

PUBLICATIONS

The Myth of the Chilling Effect, forthcoming HARV. J.L. & TECH. (2022).

Damaged Damages: Errors in Patent and False Advertising Litigation (with David Reibstein), forthcoming ALA. L. REV. (2022).

Brand as Promise (with Vikram Bhargava), *Journal of Business Ethics* (2021) (in press).

The Shadows of Litigation Finance (with Will Marra), 74 VAN. L. REV. 563 (2021). (Lead Article)

The Corporate Pro Se Litigant, 82 OHIO ST. L.J. 77 (2021).

Towards an Objective Measure of Trademark Fame (with Michael Schuster), 54 U.C. DAVIS L. REV. 431 (2020).

Measuring Trademark Dilution by Tarnishment (with David Reibstein), 95 IND. L.J. 683 (2020). (Lead Article)

World Leaders and Nation Brands, in P. Kotler et al, *Mind Your Marketing*, Vol 1. 2018, pp. 95-103.

Fully and Barely Clothed: Case Studies in Gender and Religious Discrimination in the Wake of Citizens United and Hobby Lobby, 12 HASTINGS BUS. L.J. 133 (2016).

--Jackson Lewis Employment Law Best Paper Award, Academy of Legal Studies in Business 2015

WORKS IN PROGRESS

Branding as Legal Defense

Branding the Police

Boycotting as Ethical Consumerism

Copyright Sampling & Market Effects

SELECTED OP-ED PUBLICATIONS

“Americans Saw Their Country As More Politically Stable After the Capitol Assault. Why?”, U.S. News and World Report (April 13, 2021). with David Reibstein.

“Are Online Dating Companies Swiping Left on Black Lives Matter?”, Thomson Reuters (June 13, 2020). with Vikram Bhargava.

“Just Because You Test Positive for Antibodies Doesn’t Mean You Have Them”, The New York Times (May 13, 2020). with Todd Haugh.

“The Branding of a Pandemic, what works and what doesn’t”, San Francisco Chronicle (March 3, 2020). with Vikram Bhargava.

“Is America Great Again? Data Says No”, U.S. News and World Report (January 23, 2018). with David Reibstein.

“The Importance of Nation Branding”, U.S. News and World Report (March 20, 2018). with David Reibstein.

“Why Swiping Right on Everyone isn’t a Winning Strategy”, Washington Post (November 4, 2015).

“The Lemon that is Lululemon”, Huffington Post (April 22, 2014).

TEACHING

The Kelley School of Business, Indiana University

Ethics and the 21st Century Business Leader

The Ethics and Law of Fashion

Corporate Financial Law and Business Planning (Graduate Level)

The Wharton School, University of Pennsylvania

Introduction to Law and Legal Practice

Law and Social Values

INDUSTRY EXPERIENCE

Ropes & Gray LLP (2012-2014)

Corporate Associate: Worked in the Real Estate and Private Equity transaction groups.

FLOAT/Midwest Design Lab (2011-present)

Business Strategy Advisor: Advising product design firm in San Francisco and Indianapolis. Providing high-level marketing and business strategy including designing and implementing conjoint analysis and market segmentation studies. Providing legal consulting including contract, patent, and trademark review.

Campaign Director (2017-present)

Business Advisor: Currently advising social entrepreneurship startup that attempts to fuse advances in technology with community engagement to increase voter turnout.

SCHOLARLY SERVICE

Journal of Business Ethics—Reviewer (2019-present)

American Business Law Journal—Reviewer (2020-present)

Journal of Empirical Legal Studies—Reviewer (2020-present)

CONFERENCES AND PRESENTATIONS

Academy of Legal Studies in Business Conference 2015 (Philadelphia, PA)*

Academy of Legal Studies in Business Conference 2016 (San Juan, Puerto Rico)*

Bergamo-Wharton Business Ethics Conference 2016 (Bergamo, IT)

Boston University Working Paper Intellectual Property Conference 2017 (Boston, MA)*

The Diversity and Ethics Business Workshop 2017 (Philadelphia, PA)*

Texas A&M Intellectual Property Scholar's Roundtable 2017 (Forth Worth, TX)*

Society of Business Ethics Conference 2017 (Atlanta, GA)*

Association of Consumer Research 2017 (San Diego, CA)

Leavey School of Business, Santa Clara University 2018 (Santa Clara, CA)*
Case Western Working Paper Intellectual Property Conference 2018 (Cleveland, Ohio)*
Journal of Marketing and Public Policy Conference 2018 (Columbus, Ohio)*
Academy of Legal Studies in Business Conference 2018 (Savanah, GA)
Kenan-Flagger Business School, University of North Carolina 2019 (Chapel Hill, NC)*
Mendoza College of Business, University of Notre Dame 2019(Notre Dame, IN)*
Terry School of Business, University of Georgia 2019 (Athens, GA)*
Houston Law School Working Paper Intellectual Property Conference 2019 (Houston, TX)*
Marketing Science Conference 2019 (Rome, Italy)
Journal of Marketing and Public Policy Conference 2019 (Washington D.C.)*
Academy of Legal Studies in Business Conference 2019 (Montreal, Canada)*
Conference on Empirical Legal Studies 2019 (Claremont, CA)*
Kelley School of Business, Young Scholars Research Workshop 2019 (Bloomington, IN)*
Harvard Law School, Litigation Finance 101 Workshop 2019 (Cambridge, MA)
Big Ten and Friends Conference 2020 (Bloomington, IN)*
Academy of Legal Studies in Business Conference 2020 (Virtual)*
Global Marketing Conference 2020 (Seoul, South Korea)*

*denotes presenting author