

# SUNEAL BEDI

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1309 E. 10<sup>th</sup> Street, HH 4080, Bloomington, IN 47405

## ACADEMIC APPOINTMENTS

Kelley School of Business, Indiana University

Associate Professor of Business Law and Ethics, 2024-present

Jerome Bess Faculty Fellow, 2024-present

Assistant Professor of Business Law and Ethics, 2019-2024

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

## 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

## PUBLICATIONS

*The (Business) Ethics of Litigation Finance*, Sunéal Bedi, forthcoming THEORETICAL INQUIRES IN THE LAW (2025) (peer reviewed).

*Valuing Corporate Compliance*, Todd Haugh and Sunéal Bedi, 109 IOWA LAW REVIEW 541 (2024).  
--Business Law & Ethics Department Best Paper Award (2024).

*Academia in Court: How Marketing Scholarship Informs the Law*, Dave Reibstein, Christopher Borek, Robert Vigil, & Sunéal Bedi IMPACT AT JMR (July 2022).

*Measuring Fair Use's Market Effect*, Sunéal Bedi & Mike Schuster, 6 WISCONSIN LAW REVIEW 1467 (2023).

*The Myth of the Chilling Effect*, Sunéal Bedi, 35 HARVARD JOURNAL OF LAW & TECHNOLOGY 267 (2022).  
--Business Law & Ethics Department Best Paper Award (2022).

*Damaged Damages: Errors in Patent and False Advertising Litigation*, Sunéal Bedi & David Reibstein, 73 ALABAMA LAW REVIEW 385 (2022).

*Brand as Promise*, Vikram Bhargava and Suneal Bedi, 179 JOURNAL OF BUSINESS ETHICS 919 (2021) (peer reviewed).

*The Shadows of Litigation Finance*, Suneal Bedi & Will Marra, 74 VANDERBILT LAW REVIEW 563 (2021). (Lead Article)

--Excerpted in casebook *Contract Law & Its Application*, Daniel Bussel.

*The Corporate Pro Se Litigant*, Suneal Bedi, 82 OHIO STATE LAW JOURNAL 77 (2021).

*Towards an Objective Measure of Trademark Fame*, Suneal Bedi & Michael Schuster, 54 U.C. DAVIS LAW REVIEW 431 (2020).

*Measuring Trademark Dilution by Tarnishment*, Suneal Bedi & David Reibstein, 95 INDIANA LAW JOURNAL 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*, Suneal Bedi, 12 HASTINGS BUSINESS LAW JOURNAL 133 (2016).

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

## **WORKING PAPERS**

*Putting the Trust Back in Trust Settlements* (with Samir Parikh), forthcoming *Cornell Law Review* (2025 symposium piece)

*Heritage Reparations and Intellectual Property*, with Vikram Bhargava.

--Virginia Maurer Best Ethics Paper Award, Academy of Legal Studies in Business Conference (2023).

*Litigation Finance as Non-Market Strategy* (with Will Marra)

*Reforming Police Reform*, Suneal Bedi

--Runner up, Best Interdisciplinary Paper Award, Academy of Legal Studies in Business Conference (2022).

*A Conceptual Framework for the Expressive Boycott*, with Mansur Khamitov

*Marketing's Ethical Blindspot: Catering to Consumer Preferences*

*Mirror Mirror: National Self Enhancement Bias*, with Dave Reistein

## **WORKS IN PROGRESS**

*Marketing Innocence*

*Offensive Compliance*

*Insider Trading (Holding)*

*Ethical Implications of Designing the Remote Work Environment*

## **TEACHING AND RESEARCH AWARDS**

Jackson Lewis Employment Law Best Paper Award, Academy of Legal Studies in Business (2015)  
Trustees Teaching Award (2021)  
3/2 GAP MBA Faculty Award (2021)  
Poets & Quants Best Business School Professor (2021)  
Business Law & Ethics Best Paper Award (2022)  
Runner up Best Interdisciplinary Paper Award, Academy of Legal Studies in Business (2022)  
Virginia Maurer Best Ethics Paper Award, Academy of Legal Studies in Business (2023)  
Nominated for Sauvain Teaching Award (2023)  
3/2 GAP MBA Faculty Award (2023)  
3/2 GAP MBA Faculty Award (2024)  
Business Law & Ethics Best Paper Award (2024)

## **TEACHING**

The Kelley School of Business, Indiana University  
*Ethics and the 21<sup>st</sup> 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*

## **SERVICE ACTIVITIES**

### *Discipline Service*

Journal of Business Ethics—Reviewer (2019-present).  
American Business Law Journal—Reviewer (2020-present).  
Journal of Empirical Legal Studies—Reviewer (2020-present).  
Journal of Public Policy and Marketing—Reviewer (2020-present).  
Journal of Applied Economics—Reviewer (2023-present).  
Ethics Section officer—Academy of Legal Studies in Business (2022-present)

### *Department Service*

Research Committee Chair—(2021-2023) (activities include organizing outside speakers, hiring research assistants, organizing internal research talks)

Hiring Committee Member (2020-2021)  
Ethics Group Coordinator (2024-present)

*Kelley Service*

Kelly Scholar Weekend Interviewer (Feb 2021)  
Young Women's Institute Speaker (May 2021)  
Direct Admit Day Speaker (Feb. 2021, March 2021)  
Up Next Biz Academy Speaker (April 2022)  
Accounting Leadership Workshop Panelist (April 2022)  
Kelly Direct Admit Day Speaker (March 2023)  
Kelly MEET Diversity Weekend Speaker (June 2023)  
Research Committee Member (2022-present)  
Kelly MEET Diversity Weekend Speaker (June 2024)

## **SELECTED BUSINESS PRESS PUBLICATIONS**

“What if Litigation Funding Reduces Litigation?”, The Hill (September 26, 2023). with Will Marra

“You Might Be Surprised to See Countries Agreeing on These Social Issues”, US News & World Report (September 8, 2023). with Dave Reibstein.

“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.

“Exploring the Shadows of Litigation Finance”, The CLS Blue Sky Blog, January 21, 2021. with Will Marra.

“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).

## 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. Proving 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.

## CONFERENCES AND PRESENTATIONS

\*denotes presenting author

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

*Fully and Barely Clothed: Case Studies in Gender and Religious Discrimination in the Wake of Citizens United and Hobby Lobby*

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

*The Corporate Pro Se Litigant*

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

Commentator

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

*Measuring Trademark Dilution by Tarnishment*

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

*The Ethics of Brand Dilution*

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

*Measuring Trademark Dilution by Tarnishment*

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

*Marketing's Ethical Blindspot*

Association of Consumer Research 2017 (San Diego, CA)

Leavey School of Business, Santa Clara University 2018 (Santa Clara, CA)\*

*Measuring Trademark Dilution by Tarnishment*

Case Western Working Paper Intellectual Property Conference 2018 (Cleveland, Ohio)\*  
*Measuring Trademark Dilution by Tarnishment*

Journal of Marketing and Public Policy Conference 2018 (Columbus, Ohio)\*  
*Boycotting as Ethical Consumerism*

Academy of Legal Studies in Business Conference 2018 (Savanah, GA)  
*Towards an Objective Measure of Trademark Fame*

Kenan-Flagger Business School, University of North Carolina 2019 (Chapel Hill, NC)\*  
*Measuring Trademark Dilution by Tarnishment*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Mendoza College of Business, University of Notre Dame 2019(Notre Dame, IN)\*  
*Measuring Trademark Dilution by Tarnishment*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Terry School of Business, University of Georgia 2019 (Athens, GA)\*  
*Measuring Trademark Dilution by Tarnishment*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Houston Law School Working Paper Intellectual Property Conference 2019 (Houston, TX)\*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Marketing Science Conference 2019 (Rome, Italy)  
*Mirror Mirror: National Self Enhancement Bias*

Journal of Marketing and Public Policy Conference 2019 (Washington D.C.)\*  
*Marketing's Ethical Blindspot*

Academy of Legal Studies in Business Conference 2019 (Montreal, Canada)\*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Conference on Empirical Legal Studies 2019 (Claremont, CA)\*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Kelley School of Business, Young Scholars Research Workshop 2019 (Bloomington, IN)\*  
*The Shadows of Litigation Finance*

Harvard Law School, Litigation Finance 101 Workshop 2019 (Cambridge, MA)  
*The Shadows of Litigation Finance*

Big Ten and Friends Conference 2020 (Bloomington, IN)\*  
*Damaged Damages: Errors in Patent and False Advertising Litigation*

Academy of Legal Studies in Business Conference 2020 (Virtual)\*  
*Rejecting Data Privacy*

Global Marketing Conference 2020 (Seoul, South Korea)\*  
*Mirror Mirror: National Self Enhancement Bias*

Law & Society 2021 (Virtual)\*  
*The Myth of the Chilling Effect*

Copyright Scholars Roundtable (Virtual)\*  
*Measuring Fair Use's Market Effect*

Law & Society 2022 (Lisbon, Portugal)\*  
*Marketing's Ethical Blindspot*

Responsibility in Business Research Annual Conference 2022 (Philadelphia, PA)

Annual Policing Training and Reform Conference 2022 (Virtual)\*  
*Procedural Justice and the Police Brand*

Compliance Roundtable at Duke University 2023 (Durham, NC)\*  
*Valuing Corporate Compliance*

University of Connecticut Marketing Department 2023 (Mansfield, CT)\*  
*A Conceptual Framework for the Expressive Boycott*

George Washington Business School 2023 (Washington, DC)\*  
*Heritage Reparations*

Northwestern University, Kellogg 2023 (Chicago, IL)\*  
*Marketing's Ethical Blindspot: Catering to Consumer Preferences*  
*Heritage Reparations*

Marketing & Public Policy Conference 2023 (Washington DC)\*  
Panelist on the uses of marketing methodology in the law

Tel Aviv University Faculty of Law 2023 (Tel Aviv, Israel)\*  
*The Business Ethics of Litigation Finance*

Academy of Legal Studies in Business Conference 2023 (San Diego, California)\*  
*Heritage Reparations*  
*Valuing Corporate Compliance*

Society for Business Ethics Conference 2023 (Boston, MA)\*  
*Heritage Reparations*

INSEAD Annual Choice Symposium 2023 (Fontainebleau, France)\*  
*Marketing's Ethical Blindspot: Catering to Consumer Preferences*  
*A Conceptual Framework for the Expressive Boycott*

Southern Political Science Conference 2024 (New Orleans, LA)\*  
*Marketing Innocence*

Florida State University Law School 2024 (Tallahassee, FL)\*  
*Valuing Corporate Compliance*

Cintas Institute for Business Ethics, Xavier University 2024 (Virtual)\*  
*Valuing Corporate Compliance*

Emory Law School 2024 (Atlanta, GA)\*  
*Heritage Reparations*

Law & Economics Center, 18<sup>th</sup> Meeting of American College of Business Court Judges 2024 (Reno, NV)\*  
*Litigation as Non-Market Strategy*  
*The Business Ethics of Litigation Finance*

Global Ethics Summit Keynote Speaker 2024 (Atlanta, GA)\*  
*Valuing Corporate Compliance*

International Association for Business & Society 2024 (Annapolis, MD)  
*Heritage Reparations*

University of Oxford Center for Corporate Reputation Symposium 2024 (Oxford, England)  
*Heritage Reparations*

Academy of Legal Studies in Business Conference 2024 (Washington DC)\*  
*Business Ethics of Litigation Finance*

Society of Business Ethics Conference 2024 (Chicago, IL)\*  
*Business Ethics of Litigation Finance*