

Katie M. Brown

ASSISTANT PROFESSOR | DEPARTMENT OF KINESIOLOGY & SPORT MANAGEMENT
TEXAS TECH UNIVERSITY
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EDUCATION

Ph.D. in Kinesiology: Specialization in Sport Management

Texas A&M University, College Station, TX

August 2018

Cognate Areas: Brand Management | Trademark Law | Marketing | Economics

Dissertation: *An in-depth examination of trademark litigation strategies and sport brands*

M.S. in Athletic Administration

Troy University, Troy, AL

May 2014

B.S. in Sport Management

Minor: Business Administration

Texas A&M University, College Station, TX

May 2010

ACADEMIC APPOINTMENTS

Texas Tech University

Assistant Professor, 2018 – Present, Department of Kinesiology and Sport Management

REFEREED JOURNAL PUBLICATIONS

Brown, K.M., & Brison, N.T. (2022). Think like adidas: A quantitative analysis of adidas' three-stripe trademark protection strategies. *Marquette Sports Law Review*, 32, 445.

Brown, S.M., & **Brown, K.M.** (2022). Betting on athlete data: The legal landscape of professional sports, athletes' rights, and gaming companies. *Journal of Global Sport Management*, 1-21.

Brown, S.M., & **Brown, K.M.** (2022). Should your wearables be shareable? The ethics of wearable technology in collegiate athletics. *Marquette Sports Law Review*, 32, 97.

Brown, S. M., Brison, N. T., Bennett, G., & **Brown, K.M.** (2022). Do Fans Care About the Activist Athlete? A Closer Look at Athlete Activism Effect on Brand Image. *International Journal of Sport Communication*, 1(aop), 1-9.

Pickett, A.D., Ammon, R., Kruger, L., Yang, H.S., Powell, A., **Brown, K.M.**, & Damon, Z. (2022). Higher education in a pandemic: An exploratory study of student disparities and faculty strategies for promoting student success during COVID-19. *International Journal of Kinesiology in Higher Education*, 1-15.

Cho, S., Brison, N.T., **Brown, K.M.**, & Quinn, K. (2021). A theoretical explanation of sport trademark litigation: Already v. Nike and Forever 21 v. Adidas. *Journal of Global Sport Management*, 1-25.

Sanderson, J., & **Brown, K.M.** (2020). COVID-19 and youth sports: psychological, developmental, and economic impacts. *International Journal of Sport Communication*, 1(1-11).

Huml, M., **Brown, K.M.**, & Bergman, M. (2020). The uphill battle for resources: Fundraising challenges faced by non-revenue sport programs. *Journal of Intercollegiate Sport*, 13(1) 48-68.

Brison, N.T., Pickett A.D., & **Brown, K.M.** (2020). Losing weight with Charles and Dan: Examining potential liability for endorser claims in weight loss advertisements. *Sport Marketing Quarterly*, 29(2) 134-147.

Brown, K.M., Brison, N.T. & Batista, P.J. (2019). An Empirical Examination of Consumer Survey Use in Trademark Litigation. *Loyola of Los Angeles Entertainment Law Review*, 39(3) 237-283.

❖ Awarded the Best Intellectual Property Paper Award by Thomson Reuters

Brown, K.M., & Salaga, S. (2018). NCAA football television viewership: Do consumers care about both absolute and relative quality? *Sport Management Review*, 21(4), 377-390.

Salaga, S. & **Brown, K.M.** (2018). Momentum and betting market perceptions of momentum in college football. *Applied Economics Letters* 25(19) 1383-1388.

Brown, K.M., & Brison, N.T. (2018). A tale of two trademarks: Comparing and contrasting brand protection strategies by adidas and Converse. *The Entertainment and Sports Law Journal*, 16(1-6).

MANUSCRIPTS UNDER REVIEW

Pickett, A.D., **Brown, K.M.**, Damon, Z., & Brison, N.T. (2nd Review). Athlete endorsers in (potentially) misleading weight loss advertisements targeting men: Examining influence on ad believability and purchase intentions. *Health Behavior Research*.

BOOK CHAPTERS

Brown, K.M. (Accepted). Kentucky Basketball. *Corruption and Scandal in American Sport*.

Brown, K.M., & Brown, S.M. (2022). Social Media and Politics in Sport. In *Sport, Social Media, and Digital Technology: Sociological Approaches (1st edition)*. Emerald.

Brown, K.M. (2021). Legal Structure and Terminology. In *ACSM's Resources for the Exercise Physiologist (3rd edition)*. Thompson, W. (Ed.) Indianapolis, IN: American College of Sports Medicine.

Brison, N.T., & **Brown, K.M.** (2019). Legal considerations. In *ACSM's Clinical Exercise Physiology (1st edition)*. Thompson, W. (Ed.) Indianapolis, IN: American College of Sports Medicine.

NATIONAL / INTERNATIONAL REFEREED CONFERENCE PRESENTATIONS

Brown, K.M. & Brown, S.M. (Accepted – 2022, October). *Brands in the Metaverse: Best practices on brand management and protection in the virtual sphere*. Sport Marketing Association Conference. Charlotte, Nc.

Brown, K.M., & Brown, S.M. (Accepted – 2022, February). *NFT – Non-Fungible Token or Nuisance for Trademarks? Examining trademark law and its application for sport brands and athletes regarding NFTs and the changing digital marketplace*. Sport and Recreation Law Association Conference. Atlanta, Georgia.

Brown, S.M., & **Brown, K.M.** (Accepted – 2022, February). *Let's Get Digital: Examining NFTs in College Athletics*. Sport and Recreation Law Association Conference. Atlanta, Georgia.

Brown, S.M., & **Brown, K.M.** (2021, October). *The quantified athlete: Sharing ABD to enhance fan engagement and attachment*. Sport Marketing Association. Las Vegas, Nevada.

Brown, K.M., & Brown, S.M. (2021, February). *Should your wearables be shareable? The ethics of wearable technology in collegiate athletics*. Sport and Recreation Law Association. Virtual Conference.

Brown, S.M., & **Brown, K.M.** (2021, February). *Betting on athlete data: The legal landscape of professional sports, athletes' rights, and gaming companies*. Sport and Recreation Law Association. Virtual Conference.

Brown, K.M., & Pickett, A.C. (2020, May). *Gender and emotional branding in sport*. North American Society for Sport Management Conference. Virtual Conference.

Brown, K.M., Pickett, A.C., & Damon, Z.J. (2020). *Securing the Foundation of Sales and Fundraising Principles via a Fundraising Final Project*. Teaching and Learning Fair at the North American Society for Sport Management Conference. Virtual Conference.

Damon, Z.J., Pickett, A.C., & **Brown, K.M.** (2020, February). *Examining pros, cons, and potential pitfalls in creating and growing online sport management master's programs*. Global Sport Business Association Conference, Cozumel, Mexico.

Damon, Z.J., & **Brown, K.M.** (2019, October). *Gendered leadership sport brand strategy during crises*. Sport Marketing Association. Chicago, IL.

Brown, K.M. & Brison, N.T. (2019, May). *Coping in the wake of #MeToo: An examination of moral reasoning strategies following university legal scandals*. North American Society for Sport Management Conference. New Orleans, LA.

Damon, Z.J., Pickett, A.C., & **Brown, K.M.** (2019, May). *Using a Stock Market Management Project to Reinforce Course Concepts in a Graduate Sport Finance Course*. Teaching and Learning Fair at the North American Society for Sport Management Conference. New Orleans, LA.

Brown, K.M. & Brison, N.T. (2019, February). *An Empirical Examination of Consumer Survey Use in Trademark Litigation*. Sport and Recreation Law Association Conference. Philadelphia, PA.

Cho, S., Brison, N.T., & **Brown, K.M.** (2019, February). *A theoretical explanation of sport trademark litigation: Already v. Nike and Forever 21 v. Adidas*. Sport and Recreation Law Association Conference. Philadelphia, PA.

Brown, K.M., Brown, S.M., & Brison, N.T. (2018, October). *Surviving a legal scandal: Does fan identification affect attitudes toward university misconduct?* Sport Marketing Association Conference. Frisco, TX.

Brown, K.M. & Brison, N.T. (2018, February). *Think like adidas: A quantitative analysis of adidas' three-stripe trademark protection strategies.* Sport Recreation and Law Association. San Antonio, TX.

Cho, S., Brison, N.T., & **Brown, K.M.** (2018, February). *Law and Economics of sport trademarks: Sociocultural Connotations, referential value, and market efficiency.* Sport Recreation and Law Association. San Antonio, TX.

Brison, N.T., **Brown, K.M.** & Batista, P.J. (2018, February). *Supreme Court slants towards free speech.* Sport Recreation and Law Association. San Antonio, TX.

Brown, K.M., Brison, N.T., & Batista, P.J. (2017, November). *We'll sue the stripes off you: An adidas case study.* Sport Marketing Association Conference. Boston, MA.

Brison, N.T. & **Brown, K.M.** (2017, September). *Sole of an All Star®: An evaluation of Converse's trademark infringement allegations.* European Association of Sport Management Conference. Bern and Magglingen, Switzerland.

Brown, K.M., & Salaga, S. (2017, May). *What drives television viewership in NCAA college football?* North American Society for Sport Management Conference. Denver, CO.

Brown, K.M., & Salaga, S. (2017, February). *NCAA football television viewership: Do consumers care about both absolute and relative quality?* Eastern Economic Association Conference, New York, NY.

Brown, K.M., Damon, Z.J., & **Pickett, A.C.** (2016, May) *Job preparedness, networking, and mock interview assignment: A one-year follow-up.* Teaching and Learning Fair at the North American Society for Sport Management Conference, Orlando, FL.

Brown, K.M., & Salaga, S. (2016, May). *Momentum effects and the hot hand in college football.* North American Society for Sport Management Conference. Orlando, FL.

Brown, K.M., & Batista, P.J. (2016, February). *To sue or not to Sioux?* Sport and Recreation Law Association Conference. New Orleans, LA.

Brown, K.M., Damon Z.J., & Walker, M. (2015, October). *More than stretchy pants? A brand community comparative analysis on Crossfit and Lululemon.* Sport Marketing Association Conference. Atlanta, GA.

Damon, Z.J., **Brown, K.M.**, & Walker, M. (2015, October). *Brand community in the box: A time-series approach to measuring the influences of organizational identification and leadership on brand community.* Sport Marketing Association Conference. Atlanta, GA.

Brown, K.M., & Batista, P.J. (2015, March). *A comparative analysis of the arbitration process of twelve international sport federations.* Sport and Recreation Law Association Conference. Charlotte, NC.

Batista, P.J., & **Brown, K.M.** (2015, March). *The gold rush is over: California denies worker compensation benefits to non-resident professional athletes*. Sport and Recreation Law Association Conference. Charlotte, NC.

GRANTS

Co-Principal Investigator. Brown, K.M. & Damon, Z.J. (2022). *Finding the "U". Helping Student-Athletes find their Actual Brand and Identities Beyond the Sport and Classroom*. Total Funding: \$30,000. **Not Funded.**

Co-Principal Investigator. Brown, S.M., **Brown, K.M.**, & Sanderson, J. (2021). *Data Policies and Compliance in Sport*. Facebook Research Grant. Total Funding: \$93,000. **Not Funded.**

Principal Investigator. **Brown, K.M.** (2020). *An Analysis of Non-Normative Marketing Strategies for the Sport Domain; Gender and Emotional Branding in Sport*. Catalyst Grant. Total Funding: \$1,210. **Funded.**

Co-Principal Investigator. Brown, S.M., **Brown, K.M.**, & Brison, N.T. (2020). *Americans and Privacy: Understanding Sport Fans' Attitudes, Perceptions, and Concerns with Data Privacy*. Facebook Research Grant. Total Funding: \$94,500. **Not Funded.**

Co-Principal Investigator. Damon, Z.J., **Brown, K.M.**, & Pickett, A.C. (2019). *Cross-Divisional Partnership for Student Athlete Wellbeing and Leadership Skills Development*. National Collegiate Athletic Association (NCAA) Innovations in Research and Practice Grant. Total funding: \$25,000. **Not Funded.**

Principal Investigator: **Brown, K.M.** (2017). *Sole of an All Star®: An evaluation of Converse's trademark infringement allegations*. Graduate Student Research and Presentation Grant funded by the George Bush Presidential Library Foundation. \$1000. **Funded.**

Principal Investigator: **Brown, K.M.** (2016). *Determinants of television viewership in college football*. College of Education and Human Development Research Scholar Award. \$500. **Funded.**

Principal Investigator. **Brown, K.M.** (2018). Student Travel Grant. Sport Recreation and Law Association. \$100.

Principal Investigator: **Brown, K.M.** (2015). *Momentum effects and the hot hand in college football*. Graduate and Professional Student Council Travel Grant. Texas A&M University. \$500.

Principal Investigator: **Brown, K.M.** (2015). *More than stretchy pants and burpees? A brand community comparative analysis on CrossFit and Lululemon*. College of Education and Human Development Graduate Student Travel Grant. Texas A&M University. \$500.

Principal Investigator **Brown, K.M.** (2014). *A comparative analysis of the arbitration process of twelve international sport federations*. College of Education and Human Development Graduate Student Travel Grant. Texas A&M University. \$500.

AWARDS AND HONORS

Best Intellectual Property Law Review Article for 2019

Brown, K.M., Brison, N.T. & Batista, P.J. (2019). An Empirical Examination of Consumer Survey Use in Trademark Litigation. *Intellectual Property Law Review*.

TEACHING ACTIVITY | COURSES DEVELOPED & TAUGHT

Texas Tech University

Graduate

- SPMT 5346 Law in the Sport Industry
- SPMT 5344 Applied Issues in Sports Analytics
- SPMT 5329 Event Management in Sport

Undergraduate

- SPMT 4353 Social Issues in Sport (*online*)
- SPMT 4354 Current Issues in Intercollegiate Athletics (*online*)
- SPMT 4357 Financial and Economic Aspects of Sports
- SPMT 4359 Legal Aspects of Sport (*online*)
- SPMT 4359 Legal Aspects of Sport
- SPMT 4358 Leadership and Management in Sport

Texas A&M University

Instructor of Record

- SPMT 217 Foundations of Sport Management (*online*)
- SPMT 217 Foundations of Sport Management
- SPMT 225 Practical Skills for Professionals in Sport

Teaching Assistant

- SPMT 481 Athlete Agent Seminar (*online*)
- SPMT 217 Foundations of Sport Management (*online*)
- SPMT 481 Athlete Agent Seminar (*online*)
- SPMT 421 Legal Aspects of Sport (*online*)
- SPMT 655 Sport Law – Graduate (*online*)
- SPMT 337 International Sport Business (*online*)

ONLINE COURSE EDITING AND DEVELOPMENT

Texas Tech University

Graduate

- SPMT 5346 Law in the Sport Industry

Undergraduate

- SPMT 4353 Social Issues in Sport
- SPMT 4359 Legal Aspects of Sport
- SPMT 4354 Current Issues in Intercollegiate Athletics

Texas A&M University

Undergraduate

- SPMT 217 Foundations of Sport Management

INVITED GUEST LECTURES

Introduction to Sport Finance & Economics Southern Methodist University (<i>online</i>)	April 2020
Premise Liability SPMT 4355: Sport Facilities and Event Management	November 2019
Athletes and Social Media SPMT 3373: Sport Communication	October 2019
Coaches and Social Media SPMT 3373: Sport Communication	October 2019
Brand Management SPMT 321: Risk Management in Sport Organizations	November 2017
Recreational Sport SPMT 217: Introduction to Sport Management	November 2017
The Sporting Goods and Licensed Products Industries SPMT 217: Introduction to Sport Management	November 2017
Marketing and the Law: Consumer Protection SPMT 423: Marketing Aspects of Sport	November 2017
Sport Promotion SPMT 423: Marketing Aspects of Sport	October 2017
Presentations and Power Poses – Texas A&M University SPMT 482: Writing Seminar in Sport Management	November 2015
Executive Summaries—Texas A&M University SPMT 482: Writing Seminar in Sport Management	April 2015

GRADUATE STUDENT COMMITTEE MEMBERSHIP (Non-Thesis)

Texas Tech University*Advisor*

- ☐ December 2019: Jay Falcon (M.S. Sport Management)
- ☐ May 2020: Gwennie Puente (M.S. Sport Management)
- ☐ December 2020: Arif Ljuso (Dual Degree: MBA and M.S. in Sport Management)
- ☐ May 2022: Margaret Begley (M.S. Sport Management)

Committee Member

- ☐ May 2020: Joseph Kolpin (M.S. Interdisciplinary Studies)
- ☐ May 2021: Carmichael Wiley (M.S. Interdisciplinary Studies)

JOURNAL REVIEWER DUTIES

Ad Hoc Reviewer:

*Sport Marketing Quarterly**Global Sport Business Journal**International Entrepreneurship and Management Journal**Communication in Sport***PROFESSIONAL MEMBERSHIP**

Sport Marketing Association 2017 - Present

North American Society of Sport Management 2015 - Present Sport and Recreation Law Association
2014 - Present**SERVICE**

Graduate Admissions Committee 2019-present

Graduate School Scholarship/Fellowship Application Evaluator 2022

Faculty Search Committee, Department of Kinesiology & SPMT 2022

Abstract Reviewer, Annual SRLA Conference 2019-2021

Sport and Recreation Law Association Marketing Committee 2021

Faculty Search Committee, Department of Kinesiology & SPMT 2021

Frontiers Guest Editor 2021

Frontiers Editorial Review Board Member 2021

Faculty Search Committee, Department of Kinesiology & SPMT 2020

Faculty Search Committee, Department of Kinesiology & SPMT 2019

Title IX at 45 Summit Volunteer 2017

Texas A&M POWER Writing Consultant 2016 – 2018

Resume Editor, Sport Management Career Workshop 2016

Faculty Search Committee, Texas A&M Division of Sport Management 2015

Research Project Assistant, United States Grand Prix at the Circuit of the Americas 2014

ACADEMIC EXPERIENCE

Social Media Strategist 2016 - 2018

Texas A&M Division of Sport Management, College Station, TX

Graduate Research & Teaching Assistant 2014 - 2018

Texas A&M Division of Sport Management, College Station, TX