Course Information:

Dates: January 4 and end on April 19; exam period April 22 – April 28
Location: Online
Website: https://lss.at.ufl.edu/ (Canvas)

Contact Information

Prof. Daniel Sokol
Holland Hall 332
(352) 273-0968
Email: sokold@law.ufl.edu

You may contact me through Canvas or email us directly. I will try to respond within 48 hours.

Office Hours: Monday 3-5 or by appointment.

Course Description:

This subject is an intensive introduction to the law of antitrust, intellectual property, and consumer protection and data privacy. Antitrust focuses typically on mergers, monopolization and other “restraints of trade”. The course also focuses on IP licensing, presents comparisons of what can and cannot be protected, and what rights the owner does and does not obtain. The course will examine the legal implications of technological options to collect and commercialize personal data and of consumer protection more generally. Course objectives:

Course Objectives:

By the end of this course, students will:

- To further student understanding of the role of antitrust, intellectual property, consumer protection and data privacy in sport management.
- To increase student awareness of current legal issues and emerging legal in antitrust, intellectual property, consumer protection and data privacy trends in sport.
To learn to think critically and analytically about the intersection between the law and technology as it relates to monetization of sports businesses.

To provide an understanding of the basic principles of legal risk management.

**Required Texts:** The reading assignments for this course are minimal. All assigned readings are available on the Canvas page.

If you need assistance with Canvas, you can find answers to specific questions on the UF e-learning help main page for canvas: lss.at.ufl.edu/help/

Additional support is offered by the UF Computing Help Desk 352.392.4357 helpdesk@ufl.edu

**Course Information and Policies:**

Please read this syllabus carefully. This course is not completely self-paced. All quizzes, exams, assignments, discussion posts, and so forth must be turned in by the date listed on the syllabus. Quizzes and exams will only be available on the dates and times listed on the syllabus. Please put the relevant deadlines on your calendar! We will not accept assignments, quizzes, or discussion posts after the posted deadlines.

If personal circumstances arise that may interfere with your ability to meet a deadline, please let us know as soon as possible before the due date. Please keep in mind only university authorized excuses will be accepted, and documentation must be provided. Requirements for make-up exams, assignments, and other work are consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Please check the **Course Announcements** periodically for clarifications as needed.

This course is an online course, and all class sessions, assignments, and discussions will be delivered through E-Learning (Canvas). The Course is organized in 12 Weekly blocks with the following elements:

**Lectures:**
Most weeks will have four lectures. These lectures provide you with crucial information.

**Readings:**
Course readings will be assigned for each week, and you will be responsible for material in the
readings, even if it is not covered in the lecture. Reading assignments will involve mainly case law. It is important to keep up with the reading so you can learn the key terms and concepts.

**Exams:**
Three (3) exams will be given during the semester. Exam 1 will cover Antitrust materials. Exam 2 will cover IP Licensing materials. Exam 3 will cover Consumer Protection and Data Privacy materials. Exam content will be based on material from lectures, PowerPoint slides, and other assigned readings (case law and assignments) from the weeks prior to that exam or from a case study. NO MAKE-UP EXAMS will be given without an excused, approved absence. Exams are to be scheduled and taken with ProctorU. Directions for this process can be found on the Canvas course site. Please make sure to schedule exam appointments more than 72 hours from the exam date to avoid additional fees. Any missed exam will result in a zero. If you have a conflict (that warrants a make-up) with the exam dates or times, you must e-mail the course instructor at sokold@law.ufl.edu at least seven days prior to the exam to request a possible make-up time and date. Please provide specific information for your request. Make-ups will only be given for very rare, extenuating circumstances. In the event of an emergency (medical, death in family, etc.), contact the course instructor as soon as possible prior to the exam. Documentation of the emergency will be required.

**Discussion Questions and Discussion Boards:**
Students will take part in four (4) discussions during the semester. See list of deadlines below. Students will be put into groups (dependent on the size of the class) and required to post an Initial Post based on the instructions/subject matter, but must also post subsequent posts/responses to their group member’s posts. Points will be given for your initial post AND your responses to group members. Posts should be well reasoned, articulate, on time, and supported by examples and concepts learned each week. You can respond to your group members with ideas, questions, or your view on their posts. All students are expected to follow rules of common courtesy in email messages, discussions, chats etc.

**Grading, Point Distribution, and Scale:**

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>Discussion Posts</strong></td>
<td>4 X 10 points = 40 points</td>
</tr>
<tr>
<td><strong>Exams</strong></td>
<td>3 X 100 points = 300 points</td>
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</tbody>
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Total Points: 340

A    =  93-100%
A-   =  90-92.9%
B+   =  87-89.9%
Statement related to accommodations for students with disabilities: Students requesting classroom accommodation must first register with the Office of Disability Resources. The UF Office of Disability Resources will provide documentation to the student who must then provide this documentation to the Law School Office of Student Affairs when requesting accommodation.

Academic Integrity:
All students must adhere to university regulations regarding academic integrity. Any form of academic dishonesty (including but not limited to any form of cheating, plagiarism, misrepresentation, etc.) will not be tolerated. Any student guilty of academic dishonesty will receive a failing grade (E) for the course, and the matter will be forwarded to the UF Office of Judicial Affairs.

Course Evaluations:
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last few weeks of the semester, but students will be notified when they are open. Summary results of assessments are available to students at: https://evaluations.ufl.edu/results/

Online Assistance:
The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and, therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning. The following links provide support services for students:

Online Computing Help Desk- e-Learning Support Services
The UF Computing Help Desk is available to assist students with technical issues. If you have any issues accessing the online course material you must contact the UF Computing Help Desk immediately for assistance and obtain a case number. or issues with technical difficulties for E-learning in Canvas, please contact the UHelp Desk:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
Other resources are available at http://www.distance.ufl.edu/getting-help for:

**Online Library Help Desk**  
The help desk is available to assist students with access to all of the UF Libraries resources.

**Disabilities Resource Center**  
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. If you have a physical, learning, sensory or psychological disability, please visit our Disabilities Resource Center.

**Counseling and Wellness Center**  
If you would like to speak to a counselor about a problem that you are having, please visit UF’s counseling and wellness center.

**Dean of Students Office**  
If you need help resolving a conflict or would you like access to the student code of conduct, please visit the Dean of Students website.

**Copyright Statement:** The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance, UF Levin College of Law, and UF, and may not be used for any commercial purposes.

**Disclaimer:** This syllabus represents the tentative plans and objectives for the course. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

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Part I: Antitrust

Week 1:

1. Introduction to Antitrust
2. What is antitrust and sports related antitrust specific exemptions (Professional Baseball Exemption, Non-statutory Labor Exemption, Sports Broadcasting Act, Amateur Sports Act)
3. Sherman Act Claims: Elements and Analytical Framework (Section 1 elements, Single Entity Doctrine)
4. Modes of Section 1 Analysis (Per se Illegality, “Quick Look” and Sports Cases, full Rule of Reason)
5. Section 2: Elements and Modes of Analysis

Week 2

6. Market Definition and Extent of Market Power
7. Geographic Market
8. Antitrust and Baseball
9. Antitrust and Football

Week 3

10. Antitrust and Collegiate Issues

Discussion 1 – What is Proper market definition?

11. Sports Leagues as “Single Entities” or Joint Ventures
12. Horizontal Mergers I
13. Horizontal Mergers II

Week 4

14. Vertical Mergers
15. Tying
16. Bundling (including loyalty and market share discounts)
17. Exclusive dealing

Week 5

18. Price Discrimination
19. Price restraints
20. Non price restraints
21. Termination of customers, intermediaries (retailers, wholesalers, dealers, and value-added resellers, agents, and brokers) and competitors

Week 6

22. Common Section 1 Sports Antitrust Challenges
23. Common Section 2 Sports Antitrust Challenges
24. Coordinated Conduct in Europe 1
25. Coordinated Conduct in Europe 2

Week 7

26. Coordinated conduct in China 1
27. Coordinated conduct in China 2
28. Coordinated conduct in Canada 1
29. Coordinated conduct in Canada 2

Discussion 2 – Hot topics Breakdown – advising the business unit

30. Hot Topics in Sports Antitrust I
31. Hot Topics in Sports Antitrust II

Week 7

32. Remedies I: Damages
33. Remedies II: Injunctive Relief
34. Class Actions

Exam 1: Antitrust Exam

Part II: IP Licensing

Week 8

35. Introduction to Licensing
36. Contracting in Licensing
37. Trademark Licensing
38. Copyright Licensing

Week 9

39. Common pitfalls in IP licensing negotiations
40. E-Sports
41. IP licensing strategy

Exam 2: IP Exam: Trademark case study “How Much are Adidas’ Three Stripes Worth?”

Part III: Consumer Protection

Week 10

42. Consumer Protection I
43. Consumer Protection II
44. Consumer Protection III
45. Consumer Protection IV

Discussion 3 - Consumer Protection

Part IV: Data Privacy and Data Protection

Week 11
46. Data breaches – Overview of regulatory regime
47. Privacy Torts
48. Data Breaches Case Study (Autopsy of a Data Breach: The Target Case)

Exam 3: Consumer protection and Data Privacy exam