

Todd A. Uglow

Academic & Professional Vita

University of North Texas
College of Merchandising, Hospitality & Tourism
1155 Union Circle #311277
Denton, Texas 76203-5017

Education

Juris Doctor Western State University, College of Law (2001)
Bachelor of Arts California State University, San Bernardino (1996), Business
Administration, emphasis: Marketing

Academic Employment Summary

2020-Present University of North Texas
Senior Lecturer, 2020-present

2006-2020 University of Nevada, Las Vegas
Assistant Professor, Faculty in Residence, 2016-present
Visiting Assistant Professor (2014-2016; adjunct/PTI: 2006-2014)
William F. Harrah College of Hotel Administration
Department of Marketing, Lee Business College at UNLV

2013-present Nevada State College, adjunct professor, Business College

2005-2006 California State University, Fullerton, adjunct professor,
Communications Department

2003 California State University, San Bernardino, adjunct professor,
School of Business, Department of Management

1998-2001 Western State University College of Law
Student Teaching program

Education Employment Overview

Senior Lecturer, University of North Texas. Primary focus is in the areas of law, human resources and management, with an emphasis on resort liability best practices, entertainment, and intellectual property.

Assistant Professor in Residence, UNLV: Primary focus is teaching and leading event capstone classes. Named as member of UNLV Associate Graduate Faculty. Have taught many different courses for the Harrah Hotel College (16 different courses at UNLV.) Professional connections

and active involvement in the hospitality industry allows for creative event opportunities for students across a variety of market segments. Entertainment and law background represents a unique qualification to teach students about music festivals, a crucially important and growing aspect to the hospitality industry. Demonstrated strong commitment to the local community in that nearly all events hosted benefit non-profit, Las Vegas-based charities. Continue to earn high scores from student evaluations with an average of 4.547 in the “Overall Average” section across all courses taught for last four semesters.

Adjunct Faculty/PTI, UNLV: Began teaching Sports Marketing in the Lee Business School. Teaching evaluations were very high and led to more teaching opportunities across many other aspects of marketing, including what was believed at that time to be the first ever college course combining an evaluation of intellectual property and marketing strategy. Other courses taught included Internet Marketing and Integrated Marketing. (See complete list below.) After the reduction of classes in the business school, moved over to the Harrah Hotel College, then asked to teach Special Events Management and Hospitality Marketing.

Adjunct Faculty, California State University, Fullerton. Hand selected by the department chair to teach Sports Communications due to strong background in sports management. Brought in many interesting guest speakers and industry professionals, including CEO of CMG Worldwide and the producer of the Jim Rome Show.

Adjunct Faculty, California State University, San Bernardino. Asked to teach a unique class called *CyberLaw*, which combined legal issues and ethics.

Teaching Awards and Honors

UNLV/CSUN Faculty Excellence Award Winner, 2020

Distinguished Boyd Teaching Award, 2019

UNLV/CSUN Faculty Excellence Award Winner, 2015

Professional Papers Chaired

Mr. Isaac Hayes, 2019

Ms. Porsche Green, 2018

Ms. Jaime Deitsch, 2018

Mr. Kevin Huang, 2016

Academic Awards and Honors

American Jurisprudence Award Recipient, Employment Law, 2000

Merit Scholarship Award Recipient, 1998

Graduate Courses Taught

University of North Texas

CMHT 5830 - Legal and Regulatory Aspects of Merchandising and Hospitality Management

University of Nevada, Las Vegas

Hospitality Entrepreneurship (Master’s in Hospitality Administration Course)

Negotiations (Master's in Hospitality Administration Course)
Talent Acquisition (Master's in Hospitality Administration Course.)
Legal Liability in Sports Management (Leisure and Sports Management program)
Laws of Innkeeping (Master's in Hospitality Administration Course)
Risk Management (Master's in Hospitality Administration Course)

Undergraduate Courses Taught

University of North Texas

HMGY-3200, Hospitality Industry Law
HMGY-2860, Management Foundations in the Hospitality Industry
HMGY-3600, Management of Human Resources in the Hospitality Industry
EDEM- 4980, Intellectual Property in Sports Entertainment (experimental)

University of Nevada, Las Vegas

College of Hospitality Courses:

Special Events Management
Resort Entertainment
Professional Meeting Planning
Meeting and Event Coordination
Festival and Event Management (Capstone)
Hospitality Marketing
Hospitality Law
Catering Management
Travel & Tourism

College of Business Courses:

Sports Marketing
Marketing with Intellectual Property
Fundamentals of Marketing
Product Management
Integrated Marketing
Internet Marketing
Marketing Internship

Nevada State College

Legal Environment of Business
Brand Marketing
Advertising
Principles of Persuasion

California State University, Fullerton

Sports Communications

California State University, San Bernardino

Cyberlaw

Academic Committee Service, University of North Texas

Title IX Misconduct Committee (advisor)
Undergraduate Curriculum Committee
College Marketing Committee (Chair)

Academic Committee Service, UNLV

Chair, planning committee, Hospitality Graduate Education and Research Conference, 2019
Department Chair search committee, F&B and Event Management, 2019
Chef Instructor search committee, F&B and Event Management, 2019
Online Education Committee, 2019
ADAA Search Committee, Fall 2018
Faculty Search Committee, Summer 2018
Hospitality College Curriculum Committee, 2017-2019
Strategic Planning Committee, 2017-2018

Events Led (Academic/UNLV-related events)

2020 Graduate Education Conference in Hospitality & Tourism, 1/20
50th Class Reunion, UNLV Hotel College first graduating class, 11/19
Animal Network: Fundraiser and instructor for the TCA 490 capstone event course: 8/2019
UNLVino®: Co-event leader and instructor for the TCA 490 capstone event course: 4/2018
Garden Farms Foundation Charity Benefit Event Leader: 8/2018
UNLVino®: Co-event leader and instructor for the TCA 490 capstone course: 4/2017
National Association for Catering and Events Foundation Fundraiser, Event Lead: 8/2017
Vallen Dinner of Distinction, Co-event leader, 10/2016
UNLV Foundation Dinner, Co-event leader: 10/2016
Nevada SPCA charity benefit: 8/2016
UNLVino®: Co-event leader and instructor for the TCA 490 capstone course: 4/2016
Miracle Flights for Kids Charity Benefit, Event Leader: 12/2015
UNLV Foundation Dinner, co-Event Leader: 10/2015
Goodie Two Shows Foundation Charity Benefit, Event Leader: 8/2015
UNLVino®: Co-event leader and instructor for the TCA 490 capstone course: 4/2015
Dazzle Africa Charity Benefit, Event Leader: 4/2014
Goodie Two Shows Charity Benefit, Event Leader: 12/2014
Ronald McDonald House Charity Benefit, Event Leader: 7/2014
Keep Memory Alive Charity Piano Concert, Event Leader: 8/2013
Children's Heart Foundation Charity Benefit, Event Leader: 7/2013
Miracle Flights for Kids Charity Benefit, Event Leader: 4/2013
Miracle Flights for Kids Charity Benefit, Event Leader: 8/2012
Muay Thai Boxing Event at UNLV to Benefit Three Square Food Bank 4/2012

Conventions, Events & Meetings Experience (Professional)

SEMA, 2012: Designed booth and developed marketing materials for client EZ-Auto.
Hospitality Design Show, 2010-2012: Designed booth and worked booth.

Licensing® International Trade Show: 2010-2012: Designed Booth, developed marketing materials.

Professional Bull Riders (PBR): Handled licensing, as well as development of sponsorship initiatives in connection with over 300 live events per year.

Global Shop® Visual Merchandising Show: 2005-2008: Worked booth and met with attendees and prospective clients.

Licensing® International Trade Show: 2003-2005: Developed marketing materials for employer, CMG Worldwide.

Presentations and Invited Talks

Presenter: “Negotiations for Hospitality Professionals”, Greater Southwest Chapter, Club Managers Association of America, January 2021

Presenter: “The Business of Art”, November 2020, Laguna College of Art & Design

Panelist: “Best Teaching Practices”, 2020 Graduate Education Conference in Hospitality & Tourism “Meetings, Incentive Travel, Conferences and Exhibitions Trends”, presented to Macau

Presenter: “The Business of Art”, April, 2018, Laguna College of Art & Design

Polytechnic University, 7/18 Academic Vita of Todd A. Uglow 5 Co-presenter: “Event Tips and Trends”, Cremation Association of North America, February 2017. “Customer

“Customer Retention for Gaming Destination”, Kandiko Gaming, Argentina, September, 2016

“Service Excellence”, Australian Slot Managers Association: September, 2016

“Service Excellence”, Sands Corporation, July, 2015

UNLV Hospitality 2025: Table Leader: November, 2015

International Gaming Institute, Osaka University of Commerce: September, 2015

“Trends in Meetings, Events, Conferences, Exhibitions and Festivals”, Round Table Discussion: “Marketing to Millennials”, Australian Slot Managers Association: September, 2015

“Beyond Gaming: Meetings, Events and Festivals as Revenue Drivers”, Presentation to Kandiko Gaming, Argentina: September 2015

“Trends and Topics in Event Entertainment”, Society for Incentive Travel Excellence (SITE), October, 2014

“IP for Authors”, Sisters in Crime, Southern Nevada, 2011

“Online Marketing on a Shoestring Budget”, Billiard Congress of America, 2010

“Right of Publicity for Sports Celebrities”, University of Southern California Sports Marketing Association, October, 2003

“Topics in Employment Law”, Riverside Community College, April, 2003.

Media Coverage

Travel Weekly, interviewed regarding the Steve Wynn sexual harassment issue, February, 2018

Las Vegas Review Journal, interview regarding professional food servers, September 2018

Korean Broadcasting System, Interview, July 2018

Premier Magazine, A publication of the UNLV Harrah Hotel College, October, 2015

FOX5 television interview on Sunrise Children’s Hospital/UNLV Capstone Event, 2014

National Public Radio, interview regarding event planning and City of San Diego, 2014

Las Vegas Review Journal, interview on professional baseball player Bryce Harper, 2012

Los Angeles Times, interview on entertainment and the James Dean Estate, 2003

Writings

Contributing author, Las Vegas Food & Beverage Professional, August, 2015

Editor, "The Twelve Cocktails", 2014

Contributing author and editor, The United States Bartender Guild Cocktail Compendium, 2013

Professional Experience and Consulting

Feel Good Brands/Krispy Kreme, Consultant, 2005-present. Advise the CEO on marketing and leasing initiatives in connection with the acquisition of key food and beverage locations on the Las Vegas Strip for five well known food brands: Krispy Kreme Doughnuts, Hot Dog on a Stick, Popcornopolis, Popeye's Chicken and Auntie Anne's Pretzels.

International Creative Licensing, VP Licensing and Co-Founder, 2005-2014

Firm specializing in the development of intellectual property portfolio management, marketing strategy and brand valuation for small to medium-sized businesses. In addition, ICL specializes in representing licensing and marketing interests of professional sports and hospitality related entities.

National Football League, Legal Consultant: Named as an expert witness to testify on right of publicity law in the matter of *Dryer v. NFL* in 2012.

Greg Martin Auctions, Legal Consultant: Testified as an expert witness on the issue of celebrity brand valuation in the matter of *Greg Martin v. Heritage Auctions* in 2012.

Expert Witness: Famous, tier-one sports celebrity. Valuation in marriage dissolution case.

Other Key Clients and Projects:

SCP Auctions: Work directly with CEO to identify and consign key collections, including those belonging to legends such as: Honus Wagner, Bob Cousy, "Wee" Willie Keller, Babe Ruth, Arthur Ashe, Tony Lazerri, Pee Wee Reese, and Christy Mathewson.

Source Interlink Publishing: Represent the most important automobile enthusiast magazines in the world, including Hot Rod Magazine, Lowrider Magazine and Car and Drive for licensing purposes.

Professional Bull Riders: Developed local and national corporate sponsorship opportunities for the top rodeo brand in the United States.

King Features Syndicate: Represented numerous brands and icons from the world of animation, including Betty Boop and Popeye.

United Football League: Represented newest feeder "NFL" feeder league in product licensing and event sponsorship.

Magnabilities: Directed licensing portfolio of a successful gift industry company securing several collegiate brands for a new product line.

CMG Worldwide, Corporate Counsel, Sports & Entertainment Division, 2003-2005

Worked directly with Major League Baseball, National Basketball Association, National Football League, and others in licensing of intellectual property assets belonging to retired sports legends in connection with live events. Founded "CMG Auctions", a division devoted to bringing world class collections to the auction market. Represented world class sports and entertainment legends and brands in the area of licensing and marketing, including working personally with the following brands and clients:

Sports Leagues Represented:

Major League Baseball
National Basketball Association
National Football League
NBA Retired Players Association
United Football League
Major League Baseball
China Baseball League

Professional Sports Teams:

New York Yankees
Los Angeles Dodgers
Cleveland Indians
Real Madrid

Sports Personalities:

The Estate of Babe Ruth/Babe Ruth Baseball League
The Estate of Jackie Robinson
The Estate of Pee Wee Reese
The Estate of Honus Wagner
The Estate of Cy Young
The Estate of Walter Johnson
The Estate of Arthur Ashe
The Estate of Lou Gehrig
The Estate of Vince Lombardi
NFL Player, Jason Taylor
NFL Player, Dwight Freeney
NFL Player, Terrell Suggs
NFL Player (retired), Bart Starr
NBA Player, Wally Szczerbiak
Olympiad, Mark Spitz
Bob Feller
Pete Rose
Monte Irvin

Entertainment Personalities:

The Estate of James Dean
The Estate of Marilyn Monroe
The Estate of Bettie Davis
The Estate of John Belushi
The Estate of Josephine Baker
The Estate of Redd Foxx
The Estate of Liberace
The Estate of Peter Sellers

Brands Represented:

The State Development Agency of New York (I♥NY)

“Let’s Get Ready to Rumble”®