



## **Ayala Deutsch 2020 INTA President**

Ayala Deutsch is Executive Vice President & Deputy General Counsel at NBA Properties, Inc. in New York, where she is responsible for managing commercial legal affairs and intellectual property matters for the National Basketball Association (NBA) and its affiliated leagues, including the global acquisition, protection and enforcement of intellectual property rights belonging to the NBA, the Women's National Basketball Association (WNBA), the NBA G League, the NBA 2K League, and USA Basketball. Her specialties include trademark law, copyright law and internet law.

Ms. Deutsch joined NBA Properties in January 1998, was named to oversee the intellectual property department in September 2000, and was appointed as Deputy General Counsel in February 2014. Prior to joining the NBA, Ms. Deutsch was an associate at Cleary, Gottlieb, Steen & Hamilton in New York, where she specialized in intellectual property litigation and arbitration. She previously has served as an Adjunct Professor of sports law at Cardozo School of Law, and as a member of the Trademark Public Advisory Committee of the United States Patent and Trademark Office.

Ms. Deutsch received her J.D. from New York University School of Law in 1989.

In her role as INTA President, Ms. Deutsch is Chair of the Board of Directors and Executive Committee.