



INTA PAC Board of Governors

Officers

Chair

Michael Moore

Assistant General Counsel, Senior Director, Trademarks & Copyrights
Mattel, Inc.

Michael Moore is Assistant General Counsel, Senior Director, Trademarks and Copyright for Mattel, Inc. and its family of companies, where he is responsible for managing all trademark and copyright matters for Mattel's brands including Barbie, Hot Wheels, Fisher Price, American Girl, Thomas & Friends, UNO, among other famous toy brands. Mr. Moore joined Mattel in December 2000.

He has served on the INTA PAC Board since 2013, and is a current member of INTA's Board of Directors.

Vice Chair

Erin Hennessy

Partner
Haynes & Boone LLP

Erin Hennessy focuses her practice on trademark law, copyright law, and Internet and social media issues spanning many industries including media, publishing, technology, retail, fashion, and financial services. Ms. Hennessy has been recognized for bringing "high-level in-house experience" to her work, which "gives her a massive competitive advantage in the form of refined business acumen" (*WTR 1000*, Globe Business Publishing, 2018).

Ms. Hennessy counsels clients on all aspects of intellectual property with an emphasis on supporting legal, business and marketing teams with branding issues facing their businesses. She handles worldwide trademark matters including trademark counseling, clearance, registration, protection and enforcement, domain name and Internet issues, litigation, licensing, and transactional matters. She has worked on various policy issues such as the launch of the new gTLDs, trademark dilution, and cybersquatting.

Ms. Hennessy currently serves as Counsel to the INTA Board of Directors and as Vice Chair of the INTA Political Action Committee, and previously was a member of the INTA Board. She is a member of the Miami University College of Arts and Sciences Advisory Board, and a member of the Corsearch Advisory Board. She previously served as chief trademark counsel for Time Warner and chair of her prior firm's Trademark and Copyright Practice.

Treasurer
Jennifer McDowell
Director of Government Relations
INTA

Jennifer McDowell is INTA's Director of Government Relations, based in Washington, D.C. In this role, she serves as the Association's liaison with the federal and state legislatures and agencies and participates in the development of INTA's policies and positions on federal, state, and relevant international agency issues.

Ms. McDowell has a J.D. from The Catholic University of America and a B.S. from the University of Alabama.

Members, Board of Governors

Ayala Deutsch
Executive Vice President & Deputy General Counsel
NBA Properties, Inc.
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 IP 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 IP department in September 2000, and was appointed as Deputy General Counsel in February 2014. Prior to joining the NBA, she was an associate at Cleary, Gottlieb, Steen & Hamilton in New York, where she specialized in IP 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, she is Chair of the Board of Directors and Executive Committee.

Mary Aversano
Principal
Aversano IP Law

Ms. Aversano is an attorney with significant experience in all aspects of domestic and international trademark law including clearance, prosecution, maintenance, agreements, and

enforcement on a global basis. She has experience with related areas of copyright, domain names, and social media, as well as proficiency with online investigations, cease and desist letters, enforcement programs, and contentious matters including TTAB proceedings and UDRP complaints. Further, she has e-discovery experience in the field of financial services, medical patent areas and environmental.

Since 1998, Ms. Aversano has been active with INTA. She served as Co-Chair and Chair of the Brand Names Education Foundation (since renamed the INTA Foundation), which was established to encourage the study of trademarks at the college, university, and law school level throughout the world. She also served as team leader for the Trade Dress Image Library Subcommittee and was the team leader for the U.S. Non-Traditional Marks Subcommittee.

Ms. Aversano is author of the Blog on Non-Traditional Marks (<http://ntmblog.wordpress.com>). She is a member of the International Association of Privacy Professionals and admitted to practice law in California, District of Columbia, and New York.

Tish L. Berard

Senior Counsel, Trademarks
Velcro USA Inc.

Tish L. Berard is Senior Counsel of Trademarks for Velcro USA Inc. and its related companies (“Velcro Companies”) based in Manchester, New Hampshire. She joined Velcro Companies in 2018 as Legal Counsel for North America, and was then promoted to Senior Counsel, Trademarks. In this role, she enjoys protecting the iconic VELCRO® brand and educating the public about the proper use of Velcro Companies’ marks.

Prior to her role at Velcro Companies, Ms. Berard was trademark counsel, and subsequently Vice President and General Counsel, for Hearts On Fire Company in Boston, Massachusetts for 10 years. She was responsible for all legal matters for Hearts On Fire, including intellectual property maintenance and enforcement. She also practiced in Phoenix, Arizona in the firm of Squire, Sanders & Dempsey, LLP where she worked in both the litigation and trademark practice sections, and the boutique IP firm of Sullivan Law Group, where she led the trademark practice group and also focused on IP litigation.

Ms. Berard served as the 2018 INTA President.

Ronald Chillemi

Partner
Leichtman Law PLLC

Ron Chillemi is a trial attorney with substantial business experience. His practice is dedicated to representing corporations and individuals in complex litigation, particularly those involving government investigations and emerging e-commerce issues.

With experience as a federal prosecutor and senior state law enforcement official, he regularly defends his clients against investigations and actions commenced by the Department of Justice, the offices of States Attorneys General and professional licensing boards, and committees of the U.S. Congress. With his experience as a Senior Vice President of a Top 50 online retailer and as a litigator of high-stakes civil cases at a large New York law firm, he regularly counsels

businesses in managing disputes and risks, especially in intellectual property and e-commerce matters.

Mr. Chillemi has been recognized through numerous awards for his trial skills and creative solutions. He received both the Department of Justice Director's Award for Superior Performance (2007) and was named 2011 Prosecutor of the Year by the Federal Law Enforcement Foundation.

He is a graduate of Cornell Law School, the London School of Economics (M.A.), and the University of Pennsylvania (B.A.).

Rodrick Enns

Partner

Enns & Archer, LLP

Rod Enns joined the INTA PAC Board of Governors in 2018. He has been active in INTA for more than 30 years, serving on and chairing a variety of committees, mostly in the policy realm. He sat on the INTA Board of Directors from 2008 to 2010, chaired the 2005 Leadership Meeting, and in 2003 was a member of the President's Select Committee on the Federal Trademark Dilution Act whose work led to the Trademark Dilution Revision Act of 2006.

Mr. Enns practices law with Enns & Archer LLP in Winston-Salem, North Carolina, and focuses on counseling and dispute resolution in trademarks, copyrights, and antitrust and trade regulation matters.

Kathryn Eyster

Partner

Tepper & Eyster, PLLC

Kathryn Eyster is a founding member of Tepper & Eyster, PLLC in Raleigh, North Carolina. She advises clients in a range of industries on the selection, adoption, use, and enforcement of trademarks and service marks, with a particular focus on the unique challenges presented in regulated industries.

Ms. Eyster has a long and active history with INTA, where she has served on and chaired several subcommittees, including the USPTO Subcommittee and the U.S. Legislation Subcommittee, both of which have kept her active in the dialogue to shape trademark policy.

She has also served on the Board of Directors of the Triangle Intellectual Property Law Association (TIPLA), where she is a former President, as well as participating as a member of the Trademark Specialization Committee of the North Carolina State Bar.

Ms. Eyster has been called on to speak to both legal and business audiences by organizations throughout the United States and Europe. She is recognized as a "Super Lawyer" in the intellectual property field and has appeared in the WTR 1000 list of leading trademark professionals since 2014.

Ms. Eyster is a long-time supporter of INTA PAC and has served on its Board since 2018. She is a mother of three and an avid supporter of Duke basketball.

Philip G. Hampton
Senior Partner
Polsinelli PC

Philip G. Hampton II is a seasoned multi-faceted intellectual property practitioner leveraging almost 40 years of experience. He partners with clients on trademark and copyright matters including selection, clearance, prosecution, enforcement, and maintenance of their IP and portfolio management, trademark audits, licensing, and dispute resolution. His practice also focuses on patent and trademark litigation, patent and trademark counseling, licensing and merchandising agreements based on patents, trade secrets, and transactions related to the transfer of IP pursuant to corporate acquisitions. He has prepared, filed, and prosecuted both U.S. and foreign patent applications and prepared opinions regarding patentability, validity, and infringement issues. He has also participated in appeals before both the Board of Patent Appeals and Interferences and the Trademark Trial and Appeal Board.

Prior to joining Polsinelli, Mr. Hampton was nominated by President Clinton to serve as the Assistant Commissioner for Trademarks, making him responsible for the Trademarks Office from 1994 – 1998. Mr. Hampton has devoted much of his time to actively making IP a more inclusive area of the law, mentoring numerous minority and women law students.

He is the inaugural recipient of the Diversity in Tech Award presented by the IP Section of the National Bar.

Frank Z. Hellwig
Chairman
Castlewood Strategies LLC

Frank Hellwig has practiced in the intellectual property field for over 30 years, first in private practice, then with the U.S. Patent and Trademark Office, and, before co-founding Castlewood Strategies, as the Global Legal Director of Intellectual Property for a top 10 consumer products company, Anheuser-Busch InBev. In addition, he has served as an advisor to the U.S. Government as a member of the Industry Trade Advisory Committee on Intellectual Property and as an adjunct professor in intellectual property at the Washington University School of Law in St. Louis, Missouri.

During his tenure as in-house counsel at Anheuser-Busch InBev, Mr. Hellwig has managed multi-million dollar budgets and supervised multi-jurisdictional litigation. Prior to becoming Global Legal Director of Intellectual Property, he was Anheuser-Busch InBev's Global Legal Director for Innovation, handling all aspects of the global innovation legal process.

Mr. Hellwig graduated from Georgetown University Law Center in 1983 with a Juris Doctor degree and from George Washington University in 1990 with an LL.M. degree focusing on Intellectual Property. He is an award-winning author and frequent speaker on IP issues.

Howard S. Hogan

Partner, Gibson
Dunn & Crutcher LLP

Howard S. Hogan is a partner in the Washington, D.C. office of Gibson, Dunn & Crutcher and is Chair of the Fashion, Retail and Consumer Products group. Over the course of his career, he Hogan has handled numerous complex cases in a variety of federal and state courts in several different substantive areas including general commercial, securities and employment matters, and internal investigations.

His practice focuses on intellectual property litigation and counseling, including trademark, copyright, patent, false advertising, right of publicity, licensing, and trade secret matters. He has represented various corporations and individuals in a broad range of industries, including financial services, sports, fashion, cosmetics, entertainment, transportation, pharmaceuticals, and online services. A significant portion of Mr. Hogan's practice involves computer, Internet, and new media-related issues. He has represented and counseled a wide variety of companies on these issues, whether they are Internet-focused companies or traditional brick-and-mortar companies. Many of the matters have tested the application of traditional legal principles to the Internet and new media, such as in connection with issues of Internet jurisdiction, online contracting, and the application of trademark and copyright law to search engines, social media, and online sales. He also regularly counsels clients in connection with the application of privacy law to online commercial activities and data breaches and has assisted clients with several substantial trade secrets and information security matters.

Mr. Hogan is a frequent lecturer and writer on IP and technology-related issues. For example, he is the co-author, with Gibson Dunn partner Jennifer Bellah Maguire, of *Fashion Law and Business: Brands and Retailers*, a treatise published by the Practising Law Institute and updated in 2019. He is also author of the trademark and domain name chapters of the treatise, *Intellectual Property Law in Cyberspace*, published by Bloomberg BNA in conjunction with the American Intellectual Property Law Association, and updated annually. Mr. Hogan has also been a speaker at meetings of INTA; the South by Southwest (SXSW) Interactive Conference in Austin, Texas; the American Bar Association Section of Intellectual Property Law; and Comic-Con San Diego on entertainment law issues as part of the "Comic Book Law School" program. He has also provided commentary on IP issues for CBS News, Bloomberg TV, and National Public Radio, and he has been quoted in publications such as *The Wall Street Journal*, *The Washington Post*, *USA Today*, *Law360*, *Electronic Commerce & Law Report*, *The Recorder*, and *Managing Intellectual Property*.

Mr. Hogan devotes significant time to assisting not-for-profit organizations with different issues. In 2008, the Meals on Wheels Association of America honored him with its "Friend of the Year Award" for his assistance to MOWAA's efforts to end senior hunger, and in 2019, the Jewish National Fund honored Mr. Hogan and a Gibson Dunn team with the organization's inaugural Presidential Award for their pro bono contributions. He has served on the Boards of Directors of

the Meals on Wheels Association of America Foundation, the National Foundation to End Senior Hunger, and the Washington Lawyers' Committee for Civil Rights and Urban Affairs, among others.

Mr. Hogan received his B.S.F.S., *magna cum laude*, from Georgetown University School of Foreign Service in 1994 in International Relations, Law, and Organization, Phi Beta Kappa with a European Studies Certificate. In 1999 he received his J.D., *cum laude*, from New York University School of Law, where he was Editor-in-Chief of *The Commentator* and Research and Writing Editor for the Moot Court Board. He is also an alumnus of Lady Margaret Hall, Oxford University, where he spent the 1992-93 academic term as a visiting student.

Mr. Hogan is a member of the bars of New York, Connecticut, and the District of Columbia, and has been admitted to appear before the United States Supreme Court, the U.S. Courts of Appeals for the Second Circuit, the Third Circuit, the Fourth Circuit, the Fifth Circuit, the Ninth Circuit, the D.C. Circuit and the Federal Circuit and the United States District Courts for the Southern, Eastern, and Northern Districts of New York, the District of Columbia, the District of Maryland, and the Eastern District of Texas.

Chris Kindel

Member

Pirkey Barber, PLLC

Chris Kindel has focused his practice on intellectual property trademark and copyright matters since he began his legal career in 2001. His experience crosses a wide range of industries including consumer and luxury goods, retail sales, hotel services, music and entertainment, pharmaceuticals, software, financial and consulting services, and information technologies industries.

Mr. Kindel has particular expertise assisting clients on trademark and copyright licensing and transactional matters, ranging from drafting and negotiating character license and brand extension agreements to providing counsel on IP issues in large M&A transactions. Having spent several years of his practice on an international team focused on managing the international portfolios of well-known brands, he has extensive experience providing strategic counseling on international protection and enforcement issues. Mr. Kindel is also well versed in domestic and international trademark clearance, portfolio management, global filing programs, global clearance projects, multi-country oppositions, domain-name issues, anti-counterfeiting, and infringement actions.

In 2001, he earned his J.D. with honors from the University of North Carolina School of Law, where he was a recipient of a Chancellor's Scholarship and served as a copyright law and securities law research assistant. Prior to law school, Mr. Kindel graduated Phi Beta Kappa from the Liberal Arts Honors program at The University of Texas at Austin.

Outside the office, he loves to spend time with his family.

Megan L. Martin

Vice President, Chief Trademark Counsel
Warner Bros. Entertainment Inc.

Megan Martin is Vice President, Chief Trademark Counsel at Warner Bros. where she leads the team responsible for managing all trademark matters for WarnerMedia's brands including Harry Potter, Batman, Superman, Game of Thrones, Rick and Morty, among others.

Ms. Martin joined Warner Bros. in 2008 and has served on the INTA PAC Board since 2016. She is a member of INTA's Emerging Issues Committee and the Enforcement Committee's Bad-Faith Task Force.

Michael Metteauer

Member
Pirkey Barber, PLLC

Michael Metteauer's practice focuses on strategic trademark counseling and enforcement, with a particular emphasis on famous brands, non-traditional trademark rights, and Internet issues. He handles a wide range of matters, from clearing marks for new products to litigating trademark-related claims, primarily before the Trademark Trial and Appeal Board and in federal court.

In addition to his client work, Mr. Metteauer has been active in INTA and served on the Board of Directors and as Counsel as well as chaired the Leadership Development, Issues & Policy and Trade Dress Committees.

He received his J.D. with honors from The University of Texas School of Law. Before law school, he graduated with honors from The University of Texas at Austin, receiving a Bachelor of Science in Aerospace Engineering.

Justin Pierce

Partner
Venable LLP

Justin Pierce is co-chair of Venable's Intellectual Property Division. He has significant experience advising companies and their executives on how best to acquire, develop, and apply their intellectual property to achieve their business objectives. He has guided clients through a wide range of matters involving patent litigation, trademark and brand protection, anti-counterfeiting initiatives, copyright, design rights, trade secrets, and licensing. Mr. Pierce is also well versed in strategies for handling rights of publicity, domain name, and social media disputes, and he routinely engages in international government affairs work involving intellectual property.

Mr. Pierce's practice includes:

- Representing clients in litigation involving patents, trademarks, copyrights, and advertising claims in a variety of industries, including apparel, consumer goods, electronics, food and beverage, footwear, media, mobile device, pharmaceutical,

software, and telecommunications. He has handled cases in U.S. federal courts and the U.S. International Trade Commission.

- Developing and implementing worldwide brand protection strategies for companies around the world, ranging from start-ups to multinational corporations. He regularly assists clients in identifying vulnerabilities in their business model and devising innovative solutions to protect their brands and content, and their company's reputation in the international marketplace.
- Working with regulatory and law enforcement agencies in the United States and abroad to address counterfeiting issues. He has helped brand owners recover substantial damages through enforcement actions and litigation aimed at high-value counterfeiters and worked with clients to facilitate the seizure and destruction of numerous counterfeit products.
- Working with clients to maximize and better leverage the value of their intellectual property through licensing and other transactions. He has managed complex intellectual property licensing on an international scale in matters dealing with patents, trademarks, and copyrights.
- Providing counsel regarding cross-border trade, customs, and outreach to foreign governments on intellectual property matters. He has worked with a number of U.S. agencies responsible for IP and trade enforcement issues on behalf of clients

Prior to joining Venable, Mr. Pierce served as an in-house counsel to a major multinational corporation for a number of years. In this role, he led a government relations initiative that enhanced company IP enforcement efforts in key markets around the world. This experience gave him substantial knowledge of the business and strategy issues that challenge executives and their in-house legal teams.

Mr. Pierce is also an inventor who currently holds a patent and a number of published applications dealing with mobile applications, augmented and virtual reality, gaming, and anti-counterfeiting technology.

Before law school, he served as an infantry officer in the U.S. Army, and attained the rank of captain.

Sarkis Simonian

Founder/Owner
Simonian IP

Sarkis Simonian works in the area of intellectual property protection in the Middle East, Asia, Africa & Latin America including all aspects of IP protection (trademarks, patents and designs), registrations, and enforcement in the Middle East, Asia, Africa, European Union (EUTM) and Latin America. Mr. Simonian specializes in trademarks, patents, designs, and anti-counterfeiting.

He has served on the INTA PAC Board of Directors since March 2019. Additionally, he is Chair of the INTA Trademark Office Practices Committee, Africa & Middle East Subcommittee and a member of INTA's Middle East Global Advisory Council.

Mr. Simonian has served as Co-Chair of EE/ME USCC (Eastern European/Middle Eastern Under-Served Cultural communities) since 2009 for the Los Angeles County Department of Mental Health, a volunteer-based group created by L.A. County Department of Mental Health that is tasked with educating and spreading mental health awareness, combating the stigma associated with mental health, and introducing the under-served ethnic populations to the services provided by L.A. County's DMH. Additionally, he is the Chairman of the ANCA-Burbank (Armenian National Committee of America-Burbank), a grassroots public affairs organization serving to inform, educate, and act on a wide range of issues concerning Armenian Americans throughout the Burbank area and all levels. He speaks English, Armenian and Arabic.