

DEANNA REISS, ESQ.

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PROFESSIONAL EXPERIENCE

DEANNA REISS LLC – New York, NY 2012 to Present

Sports and entertainment practice specializing in transactional law and business affairs.

CONSULTANT WITHOUT BORDERS/ARBITRATOR

- Negotiate, draft and review contracts including but not limited to streaming, production, licensing, media (domestic and across borders), branding, IP, event planning, hotels, emerging sports/markets and content.
- Assist with F&B operations, contracts, and campaigns.
- Consult with clients in the areas of strategic planning, risk, development, and brand-building.
- Manage personnel issues and employment contracts, and conduct seminars for current and prospective clients.
- Consult with clients regarding strategy in various areas of business.
- Appear as panelist at universities and seminars regarding various sports and entertainment matters.
- Assist with aspects of employment including sports immigration and naturalization law, business and family immigration, and transactional sports and entertainment issues.
- Executive Producer, GC – *Hola Cuba*, full-length feature indie dramedy to be filmed in Cuba; the first commercial film since Cuba opened to the US.
- Executive Producer, GC - Women Of Central Himalaya – UTTARAKHAND, full-length feature indie documentary to air in 2017 (project on hold)
- Adjudicate cases involving sports ‘doping’ and transfer issues.

NEW YORK UNIVERSITY (TISCH) – ADJUNCT INSTRUCTOR (BUSINESS DEVT, GAMING OPERATIONS) 2013 to 2014

GERSON LEHRMAN GROUP – COUNCIL MEMBER 2012 to Present

Legal and Regulatory Affairs

CONCACAF - New York, NY 2011 to 2012

LEGAL COUNSEL/BUSINESS AFFAIRS

- Recruited by long-term client to negotiate, draft, and review contracts for licensing, intellectual property, F&B, sponsorships, security, insurance matters, hotel agreements, and travel.
- Reviewed Lease (at Trump Tower) throughout term of stay for various reasons and ensured Lessor maintained compliance.
- Promoted b2b and b2c marketing campaigns across borders and domestically.
- Food and Beverage planning and execution, selection and procurement of merchandise campaign, review and selection of appropriate entertainment options, oversaw security issues.
- Coordinate crisis management and related PR issues.
- Oversaw the creation of an informational medical sports series which streamed on youtube.com with Dr. Max Gomez which was conceived of, produced, and distributed, in-house.
- Drafted, reviewed, and negotiated contracts for but not limited to streaming, production, licensing, media (domestic and across borders), branding, activation, event planning, and content.
- Organized, reviewed, & drafted statutes and regulations for 40 countries and associated events & competitions. Appeared as panelist at universities and seminars regarding various sports and entertainment matters.

DEANNA REISS LLC – New York, NY 1997 to 2011

Sports and entertainment practice specializing in transactional law and consulting services.

PRESIDENT AND FOUNDER/ CONSULTANT

- Represented international clients and domestic sports franchises including, federations, and leagues (such as MLS, USA Handball, WUSA, WPS, MLL, MISL, NPSL, ALPB) and global sports hospitality company and official Olympic ticket agent for several nations and NGBs.
- Managed player personnel issues and employment contracts, and conduct seminars for current and prospective clients. Negotiated, drafted & reviewed contracts for various clients, including but not limited to streaming, production, licensing, media (domestic and across borders), branding, activation, event planning, and content.
- Communicated with government agencies, and Congressional offices.
- Appeared as panelist at universities regarding various sports and entertainment matters.
- Managed all aspects of employment including, sports immigration and naturalization law, business and family immigration, and transactional sports and entertainment issues.
- Appeared as panelist at universities regarding various sports and entertainment matters.
- Adjudicated cases involving sports ‘doping’ and transfer issues.

AREAS OF EXPERTISE

Sports & Entertainment Law – Contracts – Negotiations – Strategy– Intellectual Property – Media – Sponsorship – Strategy – Press Releases – Problem Solving – Public Speaking – Statutes & Legislation – Sales & Marketing – Hospitality –A/P – H/R – Immigration Law – Insurance – High-Profile Representation – Food and Beverage – Start-ups – Crisis Management – Critical Thinking

ARBITRATION EXPERIENCE

Arbitrator – International Sports Court (2004 to Present) Lausanne, Switzerland

- Presently serving fourth term (through 2018)
- Selected to Ad Hoc Division for FIFA WC 2010
- Selected to Ad Hoc Division for FIFA WC 2014

Arbitrator – North American Court of Arbitration for Sport (2005 to Present)

US Anti-Doping Agency’s Protocol for Olympic Movement Testing (AAA)

Arbitrator – 2011 LPGA Drug Testing Arbitration Procedures (AAA) through present

2008 LPGA Drug Testing Arbitration Procedures (AAA) Commercial

Arbitrator (AAA) (December 2012 – Present)

PUBLICATIONS

European Stadia Embrace Technology In Spite of Privacy Concerns, Sports Litigation Alert, Volume 9, Issue 15 (August 24, 2012) hackneypublications.com

Famous Athletes Lash Out at Those Who Use Their Name. Likeness or Other Personal Attributes Without Permission, Sports Litigation Alert, Volume 8, Issue 21 (November 18, 2011) hackneypublications.com

The Immigration Puzzle; Understanding U.S. and European Athlete Immigration Rules, ABA Entertainment And Sports Lawyer, Summer 2008 (Vol. 26, Number 2)

EDUCATION

Juris Doctor, International Law Concentration – Benjamin N. Cardozo School of Law – New York, NY

Ford Fellowship for the Comprehensive Study of the “Law of the European Community” in Brussels – University of Georgia School of Law and Hague Academy of International Law – Belgium and The Netherlands

Alliance Française (Intensive Study of French Language and Culture) and *Université Panthéon Assas (Paris II)* – Paris, France

BSBA in Business, Accounting Concentration – Boston University School of Management – Boston, MA

AFFILIATIONS/AWARDS

Co-Founder – WOMEN IN SPORTS LAW (2016) Lausanne, Switzerland

Member – International Women’s Leadership Association (March 2015)

Member – Sports Lawyers Association

Member – American Immigration Lawyers Association

Member – CEO Clubs of America

PUBLISHED CASES AS ARBITRATOR/ATTORNEY

Arbitration CAS 2004/A/594 *Hapoel Beer-Sheva v. Real Racing Club de Santander S.A.D.* (Arbitrator)

Arbitration CAS 2005/A/935 *Rojas v. FINA* (Arbitrator)

American Arbitration Association In the Matter Between: United States Anti-Doping Agency and Val Barnwell (Arbitrator)

Alien Appeals Office In the Matter of USISL v. US Immigration and Naturalization Service EAC-97-194-54264 (Attorney)