

Jeffrey Kessler Named to *Sports Business Journal's* list of 75 People Who Have Grown the NBA's Business Since the Start of the League

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Jeffrey Kessler—Winston & Strawn's co-executive chairman—was recently named to *Sports Business Journal's* list of 75 people who have grown the NBA's business since the league was first established in 1946.

As explained in the article, Jeffery "has been outside counsel to the NBPA since 1978, with an exception of two years. During 1994-95, he worked with a group of players who ousted Executive Director Simone Gourdine. Kessler also represented the NBPA in *Bridgeman v. the NBA*, which brought true, unrestricted free agency to the players."

Jeffrey is one of the world's leading antitrust, sports law, and trial lawyers. He has been lead counsel in some of the most complex antitrust, sports law, and intellectual property law cases in the country, including major jury trials. In addition to the NBAPA, Jeffrey's many sports law clients include the NFLPA, the MLBPA, the college athletes in *Alston v NCAA* and *House v NCAA*, and the Women's National Team players in their equal pay fight.

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