

For a quarter of a century, Roesler has worked to establish rights for deceased celebrities. Today, he is the world's foremost authority on intellectual property rights involving celebrities. Roesler has prevailed in high-profile disputes, including those against Major League Baseball and Warner Bros. At the O.J. Simpson civil trial, the prosecution called him to testify about Simpson's future worth, resulting in a jury award of \$25 million. Roesler has also been the adviser and expert witness for celebrities such as Bill Cosby, Richard Nixon, Muhammad Ali, Bill Gates, Jeff Gordon and Hugh Hefner.

Most noted for starting the business of protecting the rights of deceased celebrities, his company, CMG Worldwide, is the exclusive agent for more than 300 personalities. With offices in Indianapolis, Los Angeles and Rio de Janeiro, Roesler is well-positioned at the forefront of this global niche.

A few of his high profile legal battles include the following:

- Against Major League Baseball involving the use of team logos on individual player's uniforms; Roesler's court battle led to Major League Baseball allowing CMG clients to be used for merchandising and endorsements in their team uniforms;
- Against Spike Lee establishing that Malcolm X's widow controls the rights to "X" used in association with her husband instead of Lee, director of the movie, Malcolm X;
- A landmark case in the entertainment industry when Roesler defeated Warner Bros. in a case that established that the studios did not control merchandising and endorsement rights of performers who acted in the studio's movies;
- O.J. Simpson: Roesler's preeminence in the business was demonstrated by his central role in the O.J. Simpson case. Roesler gained international attention recently as the star expert witness in the damage phase of the O.J. Simpson trial where he was brought in to determine the future value of O.J. Simpson. His testimony of Simpson's worth was vigorously attacked by Simpson's legal team, but the jury awarded the plaintiffs the exact dollar amount of Roesler's assessment -- \$25 million -- and cited Roesler's credibility and knowledge as the compelling reason for their decision.