

*Curriculum Vitae*¹

MARK ALLEN ROESLER

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Education

Indiana University Robert H. McKinney School of Law, Indianapolis, Indiana

Doctor of Jurisprudence, January 1982

Admitted to practice in Indiana

Indiana University Kelley School of Business, Indianapolis, Indiana

Masters of Business Administration, January 1982

DePauw University, Greencastle, Indiana

Bachelor of Arts: Business and Communications

Affiliations

Board Member: The Jackie Robinson Foundation, New York, NY

Member: Indiana Bar Association

Member: Board of Visitors, Indiana University School of Law, Indianapolis, IN

Member: Advisory Board, The Licensing Journal, Westport, CT

Former Affiliations

Member: National Board of Directors, American Arbitration Association

Member: Indiana Advisory Council: Large Complex Case Program / American Arbitration Association

Member: Foundation Board Member of St. Vincent Hospital, Indianapolis, IN

Member: Foundation Board Member of St. Francis Hospital, Indianapolis, IN

Awards & Honors

2013 Indiana University Robert H. McKinney School of Law Distinguished Alumni Award

2008 Indiana University Kelley School of Business Alumni Association Distinguished Entrepreneur Award

2007 Indianapolis Monthly's Top Indiana Lawyers

2003 LIMA Best Entertainment Brand Licensee of the Year (Hard Goods) Nomination

1999 The Institute of Internal Auditors Indianapolis Chapter Indiana Focus on Excellence Award

1998 Ernst & Young LLP Entrepreneur of the Year

1998 Ernst & Young LLP Indiana Entrepreneur of the Year Finalist

1997 Ernst & Young LLP Indiana Entrepreneur of the Year Finalist

1996 Election into the Babe Ruth Baseball Hall of Fame for Outstanding Service & Contribution

1996 Butler University Cooperative Education Partnership Award

1991 European Licensing Awards: Licensing Reporter Award for James Dean License

1991 LIMA Advertising Campaign Licensing Famous Movie Stars of the Past Award

¹ Please note that due to confidentiality constraints, protective order, or otherwise, many engagements are currently omitted.

Speaking Engagements

- 2016 Featured Guest Speaker: I.P. Valuation- Complexities of Estate Planning and Taxation, Business Manager Discussion Group, Los Angeles, California, May 2
- 2015 Featured Guest: "Is it Legal" podcast - Ind. Univ. McKinney School of Law, Feb. 25
- 2014 Speaker: Robert. H. McKinney School of Law Center for Intellectual Property Law and Innovation Event - Right of Publicity, Nov. 11
- 2014 Speaker: Indiana University, MBA Commencement, Aug. 6
- 2014 Guest Lecturer: Marketing and Protection of Celebrities, Anderson University School of Music and School of Business, Anderson, IN, Mar. 25
- 2013 Panelist: Estate Planning and Legacy Issues, California CPA Entertainment Industry Conference, Jun. 12
- 2012 Featured Speaker: How Technology and Social Media are Affecting Celebrities' Intellectual Property Rights, IU Robert H. McKinney School of Law, Oct. 30
- 2012 Keynote Speaker: Pace Law School's Second Annual Exposition on I.P., Sports & Entertainment Law, Sep. 25
- 2012 Featured Speaker: 22nd All Ohio Annual Institute on Intellectual Property (AOAIOIP), Sep. 20-21
- 2012 Featured Speaker: Building Celebrities into Brands Through Trademarks, Kentucky Bar Association Annual Convention, Jun. 6
- 2011 Keynote Speaker: INTA/ASIP Conference on Trademarks in the Sports and Entertainment Worlds, San Juan, Puerto Rico, Mar. 20
- 2011 Speaker: INTA/ASIP Negotiation Techniques & Personal Image Rights, San Juan, Puerto Rico, Mar. 21
- 2010 Speaker: CEO-NET's Annual Linkages Conference, Carmel, IN, Oct. 12
- 2010 Speaker: 3rd Annual Summit on Business Valuation in Divorce, Chicago, IL, Sep. 13
- 2009 Commencement Speaker: IU Kelley School Business, Indianapolis, IN, May 10
- 2009 Speaker: American Intellectual Property Law Association, San Diego, CA, May
- 2008 Speaker: Kelley School of Business Alumni Association, Indianapolis, IN, Oct. 15
- 2008 Speaker: CLE Annual Continuing Education Program, Indianapolis, IN, Oct. 14
- 2007 Speaker: Interplay Between Right of Publicity and Trademark, USPTO Presentation, Washington, DC
- 2006 Featured Speaker: Use of Athletes' Image in Communication, Rio de Janeiro Sports Conference, Nov. 11
- 2006 Speaker: Developments of the Right of Publicity, Los Angeles Copyright Society, Mar. 11
- 2006 Speaker: Developments of the Right of Publicity, 23rd Annual National CLE Conference, Aspen, CO, Jan. 4
- 2005 Speaker: Beverly Hills Bar Association Luncheon on Right of Publicity
- 2005 Keynote Speaker: International Trademark Association (INTA) 127th annual meeting, San Diego, CA, May 14
- 2005 Speaker: Hoosier American Marketing Association, Indiana division - Celebrity Endorsements

Expert Witness Services and Litigation Consultation Services

- 2016 *Reese Witherspoon v. Marketing Advantages Int'l, Inc.*, (Cal. Supp. Ct.)
- 2015 *Estate of Joan Rosenberg*
- 2014 *Halle Berry v. ToyWatch, S.p.A.*, (C.D. Cal.).
- 2013 *Bradley Cooper & Liam Neeson v. Vutec Corp.*, (Cal. Supp. Ct.).
- 2013 *In re Marriage of Wade*, (Cir. Ct. Ill.).
- 2013 *Machowicz v. LWRCI*, (C.D. Cal.).
- 2013 *Machowicz & Mindlab Media, LLC v. LWRC Int'l, Inc.*, (C.D. Cal.).
- 2013 *Katherine Jackson v. AEG Live, LLC*, (Cal. Supp. Ct.).
- 2012 *Harry Connick Jr. v. People's Health*, (E.D. La.).

2012 *IRS v. Sergio Garcia*, (US Tax Court).

2012 *Ore. Brewing Co. v. New NWF, LLC*, (Ore. Cir. Ct.).

2011 *Bruce Lee Enters., LLC v. A.V.E.L.A., Inc.*, 2011 WL 1327137 (S.D.N.Y.).

2011 *Estate of Nell G. Pepper v. Pease Family Partnership*, (S.D. Iowa).

2011 *Michelle Pfeiffer, Diane Keaton, Mandy Moore, Sandra Bullock, Cameron Diaz, & Kate Hudson v. TigerDirect, Inc.*, (Cal. Supp. Ct.).

2011 *Samuel Moore v. The Weinstein Co., LLC*, (M.D. Tenn.).

2010 *Cosmetic Warriors Ltd. v. Lush The Art of Hair, LLC*, (S.D. Ind.).

2010 *Spartan Home Ent., LLC v. Boondock Saints, LLC*, (Cal. Supp. Ct.).

2009 *Evgeni Petrosyan v. DirecTV, Inc.*, (E.D.N.Y.).

2007 *In re Estate of Coretta Scott King*

2007 *Bill Daniel v. Safeway, Inc.*

2007 *Daryl Hannah v. Classified Cosmetics*, (Cal. Supp. Ct.).

2007 *In re Marriage of Greg Norman*, (19th Cir. Fla.).

2006 *In re Marriage of Nicholas Lachey*, (Cal. Supp. Ct.).

2006 *Jerry Garcia Estate, LLC v. Moe's Southwestern Grill, LLC*, (N.D. Ga.).

2005 *John B. Holway v. The Negro Leagues Museum, Inc.*, (W.D. Mo.).

2005 *Richard Bach & Russell Munson v. Forever Living Products U.S., Inc.*, (W.D. Wash.).

2005 *Tara Reid v. Sky Las Vegas Condominiums, Inc.*, (C.D. Cal.).

2005 *Marcus Williams v. William Romanowski*, (Cal. Supp. Ct.).

2004 *Daryl Peterson a.k.a. Maxx Payne v. Rockstar Games, Inc.*, (D. Utah).

2004 *Estate of Richard Lollar v. Ray Lewis*, (5th Cir. Ga.).

2004 *Franklin C. Feranna aka Nikki Sixx v. Vans, Inc.*, (Cal. Supp. Ct.).

2004 *John Desalvo & Donna Decianni v. Buca, Inc.*, (C.D. Cal.).

2004 *Scott O'Grady v. 20th Century Fox Film Corp. et al.*, (E.D. Tex.).

2004 *Sheffield Enters., Inc. v. The Main Event, Inc.*, (C.D. Cal.).

2004 *Wolf v. Walt Disney Pictures & Television*, 114 Cal. App. 4th 1343.

2003 *Corbis Corp. v. Amazon.com, Inc.* (W.D. Wash.).

2003 *Jose Eber v. Opal*

2002 *Anna Kournikova v. General Media Communications, Inc.*, (C.D. Cal.).

2002 *Akroyd & Pisano v. House of Blues Ent.*

2002 *In re Marriage of Jeff Gordon*, (15th Cir. Fla.).

2001 *Alfrederick Joyner & Mary Ruth Joyner v. The Washington University*, (22nd Cir. Mo.).

2001 *Hailwood v. Ducati Motor Holdings, S.p.A.*, (D.N.J.).

1998 *Sharon Rufo v. OJ Simpson* (Cal. Ct. App.).

Publications

2015 "Brands That Never Die (*What I Learned from Bogie, Elvis, Marilyn and James Dean and More than 300 Other Dead Celebrities I Represent*)" by Mark Roesler with Robert L. Shook

2005 "A Legend Never Goes Out of Style" Baseball and the Sultan of Swat: Babe Ruth at 100 Chapter 33 (Robert N. Keane, AMS Press, Inc.)

1999 Mark A. Roesler, *Celebrity Licensing*, in THE LICENSING DESKBOOK § 7.03 (Gregory J. Battersby & Charles W. Grimes, eds., Aspen Press)

1994 *LIMA's Beginner's Guide To Licensing* "Merchandising & Endorsements Involving Deceased Celebrities"

1992 *The International Licensing Directory* "Merchandising & Endorsements Involving Deceased Celebrities"

1992 *The Indiana Lawyer* "Merchandising & Endorsements Involving Deceased Celebrities"

Work Experience

CMG Worldwide

1981-Present

Chief Executive Officer and founder of CMG Worldwide, Inc., an international licensing and rights management company representing over 300 iconic personalities and brands. An illustrative sample of current and former clients includes the following:

Sports: Lou Gehrig, Jackie Robinson, Jesse Owens, Lou Brock, Vince Lombardi, Whitey Ford, Jack Dempsey, Mark Spitz, and Oscar De LaHoya.

Corporate: I ♥ NY ®, City of Beverly Hills, and Hollywood Chamber of Commerce

Entertainment: Marilyn Monroe, Bettie Page, James Dean, Sir Laurence Olivier, Ingrid Bergman, Sophia Loren, Pamela Anderson and Ivana Trump

Music: Buddy Holly, Chuck Berry, Don McLean, Duke Ellington, Billie Holiday, Ella Fitzgerald, and Buddy Rich.

Historical: Diana, Princess of Wales, Will Rogers, Mark Twain, Malcolm X, Frank Lloyd Wright, and Amelia Earhart.

Artists: Norman Rockwell, Olivia DeBerardinis, and Alberto Vargas.

The Curtis Publishing Company

1981-1994

Vice President of the parent & holding company.

Curtis International (a subsidiary of Curtis Publishing Company)

1982-1984

President