



CMG WORLDWIDE

Representing the World's Greatest Legends

CMG Worldwide is the home of the properties and personalities considered to be the greatest legends of the 20th century. Before CMG Worldwide, deceased celebrities had no rights to their names or images. Today, CMG Worldwide protects and markets over 200 diverse clients from all realms of stardom including entertainment, sports, music, history and corporate trademarks.

CMG Worldwide's client list speaks for itself, representing entertainment legends James Dean, Marilyn Monroe, Peter Sellers, Bette Davis and Jean Harlow, while also including contemporary stars such as Sophia Loren, Mickey Rooney and Liza Minnelli. CMG Worldwide represents countless sport heroes, from baseball hall of famers Babe Ruth, Lou Gehrig and Jackie Robinson, to basketball's Wally Szczerbiak and current NASCAR great, Bill Elliott. Internationally acclaimed musicians such as Chuck Berry, Buddy Holly and Duke Ellington grace CMG Worldwide's list of clients, as do historical figures Malcolm X, Amelia Earhart and Mark Twain. Corporate clients include "I Love New York" and the Stutz Bearcat.

One of CMG Worldwide's most impressive features is its Web site. **CMGWorldwide.com** is the source for official information on all clients. It also announces current company and client news on the home page. Receiving hundreds of thousands of hits per day, it allows people all over the world to access information on the world's greatest legends.

CMG Worldwide provides an assortment of services for our clients:



Marilyn Monroe



Babe Ruth



Raymond Loewy

Licensing & Merchandising:

CMG Worldwide licenses the images and marks of its clients on various retail goods including posters, apparel, collectibles and gifts.

Advertising & Endorsements:

CMG Worldwide clients are used in advertising campaigns, marketing programs and endorsements throughout the world.

Marketing and Public Relations:

CMG Worldwide offers a full array of marketing and public relations services. This includes strategic planning and execution of marketing, public relations and sponsorship programs.

Legal Services:

CMG Worldwide's in-house legal department specializes in various areas of the law including domestic and foreign trademark issues, right of publicity, and establishing new legislation in the United States and worldwide, pertaining to intellectual property issues.

Speakers Bureau:

CMG Worldwide coordinates personal appearances featuring contemporary clients for autograph sessions, golf outings, trade shows, conventions and corporate and special events.

Consulting:

CMG Worldwide commonly works with companies to research, locate and secure approval of contracts for celebrities, both living and deceased, who are not currently clients.



James Dean



Amelia Earhart



Jason Taylor

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