

## MARK ALLEN ROESLER

10500 Crosspoint Boulevard  
Indianapolis, Indiana 46256  
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### Education

**Indiana University School of Law**, Indianapolis, Indiana  
Doctor of Jurisprudence, January 1982  
Admitted to practice in Indiana.

**Indiana University School of Business**, Indianapolis, Indiana  
Masters of Business Administration, January 1982

**DePauw University**, Greencastle, Indiana  
Major(s): Business and Communications

### Honors

Member: National Board of Directors, American Arbitration Association  
Member: Indiana Advisory Council: Large Complex Case Program /American Arbitration Assoc.  
Member: Board of Visitors, Indiana University School of Law (Indianapolis)  
Member: Advisory Board, *Licensing Journal*  
Member: Advisory Board, *North American Licensing Journal*  
Member: Editorial Board of *Licensing Business Review*  
Member: Indiana Bar Association  
Member: Foundation Board Member of St. Vincent Hospital

### Recent Expert Testimony

*CMM Cable Rep. Inc. et al. v. Brill Media* (1998)  
*Don Kirshner Productions, et al. v. Viacom, Inc., et al.*, Dist. Ct. S. Ind., No. 98 Civ. 2832 (1999)  
*Leonard v. Universal Management Services*, Sup. Ct. of Cal., No. BC 199876 (1999)  
*Soloflex v. Bowflex*, Dist. Ct. Or., No. 98-557-JO (1999)  
*Lamarr v. E&J Gallo Winery*, Dist. Ct. Mid. Fla., No. 99-735-CIV-ORL-22C (2000)  
*Lollar, et. al. v. Raymond Anthony Lewis, Jr., et al.*, Dist. Ct. N. Ga. – Atlanta, No. 1:01:CV-2197-MHS (2001)  
*Sharon Rufo v. Orenthal James Simpson, et al.*, 86 Cal.App. 4<sup>th</sup> 573 (2001)  
*Wendt and Ratzenberger v. Host International, Inc.*, Dist. Ct. W. Cal., No. 93 0142 R (2001)  
*Hailwood v. Ducati*, Dist. Ct. NJ, Civ. No. 01-CV-3403 (JAG) (2002)  
*Joyner v. Washington University Hospital, et al.*, Cir. Ct. of St. Louis, No. 992-8111 (2002)  
*Pisano v. House of Blues Brands, Corp., et al.*, (Arbitration 2002)  
*O'Grady v. 20<sup>th</sup> Century Fox and Discovery Communications, Inc.*, Dis. Ct. ED TX, Texarkana Division, Civ. No. 502CV173 (2003)  
*Sheffield Enterprises v. Main Event, Inc. et al.*, Dist. Ct. C. Cal., 02-3927 RGK (FM0x) (2003)  
*Corbis Corporation v. Amazon.com, Inc., et al.*, Dist. Ct. W. Wash., CV-0301415L (2004)  
*Desalvo, et. al. v. Buca, Inc.*, Sup. Ct. of Cal., No. BC 299163 (2004)  
*Ellington v. Gibson Piano Ventures*, Dist. Ct. S. Ind., No. 1:03-cv-0804-WTL-DFH (2004)  
*Wolf et. al. v. Walt Disney Pictures & Television*, 114 Cal.App.4th 1343 (2004)  
*Williams v. Romanowski*, Sup. Ct. of Cal., No. RG 03122024 (2005)  
*John B. Holway v. Negro Leagues Museum, Inc.*, Dist. Ct. W. Mo., No. 4:04cv00443GAF (2005)  
*Richard Bach & Russell Munson v. Forever Living Products, et. al.*, Dist. Ct. W. Wash., C05-0970P (2006)

## **Speaking Engagements & Published Works**

### *Guest Lecturer and Public Speaker*

- 2006 Speaker, 23rd Annual National CLE Conference, Aspen, Colorado, January 4, 2006.
- 2005 Keynote Speaker, International Trademark Association (INTA) 127th annual meeting, San Diego, May 14, 2005
- 2005 Hoosier American Marketing Association – Indiana division: Celebrity Endorsements

### *Published Author*

- 1999 Mark A. Roesler, *Celebrity Licensing*, in THE LICENSING DESKBOOK § 7.03 (Gregory J. Battersby & Charles W. Grimes, eds., Aspen Press 1999)
- 1993/94 *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, an international licensing agency representing over 200 celebrities and organizations including:

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

Corporate – I♥NY®, *The Ring*, Professional Negro League Players Association

Entertainment – Marilyn Monroe, James Dean, Sir Laurence Olivier, Ingrid Bergman, Sophia Loren, and Ivana Trump.

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

Historical – Diana, Princess of Wales, General George S. Patton, Jr., 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

### ***Roesler & Associates, Inc.***

**1974-1981**

Owner of commercial roofing business & 27 unit mobile home complex, Real Estate Agency and 3 rental properties.