

MARK ALLEN ROESLER

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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. 4th 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. 20th 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 Rio speaker, November 2006
2006 LA Copyright Society speaker, March 2006
2006 Speaker, 23rd Annual National CLE Conference, Aspen, Colorado, January 4,
2005 Beverly Hills bar luncheon speaker
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.