

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, New York

Member: Indiana Bar Association, Indianapolis, Indiana

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

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

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, Indiana

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

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

Speaking Engagements

2025 *Keynote Speaker:* American Bar Association, Future of Sports and Entertainment Conference, October 25

2024 Beverly Hills Bar Association "Overview of Recent Developments of Right of Publicity" June '24

2024 American Society of Appraisers annual convention - Valuing the Right of Publicity (ROP) and Name Image and Likeness (NIL), Sept '24

2022 National Divorce Conference Intellectual Property Conundrums

2022 Thunderbird School of Management: Guest Lecturer "Technologies and Intellectual Property in the Global Creative Industries"

2022 CalCPA Conference - Speaker on "Name, Image & Likeness"

2021 *Speaker:* "A Thriller - The Estate of Michael Jackson," California CPA Forensic Services Section Steering Committee, October 8

2021 *Guest Lecturer:* New York Bar Association Mortimer H. Hess Memorial Lecture, Sep. 13

2021 *Panelist:* Power Panel: Estate of Michael J. Jackson v. Commissioner, Business Valuation Resources, LLC, July 27

2021 *Speaker:* "A Thriller: The Estate of Michael Jackson," American Society of Appraisers, July 20

2021 *Panelist:* Michael Jackson v. IRS Valuation Methodology & Revenue Projection, American College of Trust & Estate Counsel, June 9

2020 *Speaker:* Life Rights in the U.S. and Abroad; 17th Annual Entertainment and Media Law Conference, Los Angeles, California, Jan. 16

2020 *Speaker:* "What's in a Name, Likeness, and Image? The Case For a Federal Right of Publicity," Faegre Drinker Biddle & Reath, Dec. 18

2018 *Speaker:* Valuing the Celebrity - Methodologies for Appraising the Right of Publicity, Business Valuation Resources;

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

Nov. 29

- 2018 *Speaker:* Kernochan Center Symposium - Owning Personality: The Expanding Right of Publicity; Columbia Law School, Oct. 19
- 2017 *Expert Guest:* 10 Episodes of *Cashed Out* Television Series on Reelz Channel; Burbank, California, Dec. 5-7
- 2017 *Speaker:* AICPA Forensic & Valuation Services Conference; Las Vegas, Nevada, Nov. 13
- 2017 *Speaker:* American Society of Appraisers 2017 Advanced Business Valuation Conference; Houston, Texas, Oct. 10
- 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; Indiana University McKinney School of Law, Feb. 25
- 2014 *Speaker:* Right of Publicity; Robert. H. McKinney School of Law Center for Intellectual Property Law and Innovation Event, Nov. 11
- 2014 *Commencement Speaker:* MBA Commencement; Indiana University, Aug. 6
- 2014 *Guest Lecturer:* Marketing and Protection of Celebrities; Anderson University School of Music and School of Business, Anderson, Indiana, 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; Indiana University Robert H. McKinney School of Law, Oct. 30
- 2012 *Keynote Speaker:* Pace Law School's 2nd Annual Exposition on I.P., Sports, & Entertainment Law; Elisabeth Haub School of Law at Pace University, Sept. 25
- 2012 *Featured Speaker:* 22nd All Ohio Annual Institute on Intellectual Property (AOAIOIP); Sept. 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, Indiana, Oct. 12
- 2010 *Speaker:* 3rd Annual Summit on Business Valuation in Divorce; Chicago, Illinois, Sept. 13
- 2009 *Commencement Speaker:* Indiana University Kelley School of Business; Indianapolis, Indiana, May 10
- 2009 *Speaker:* American Intellectual Property Law Association; San Diego, California, May 10
- 2008 *Speaker:* Kelley School of Business Alumni Association; Indianapolis, Indiana, Oct. 15
- 2008 *Speaker:* CLE Annual Continuing Education Program; Indianapolis, Indiana, 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, Colorado, Jan. 4
- 2005 *Speaker:* Beverly Hills Bar Association Luncheon on the Right of Publicity
- 2005 *Keynote Speaker:* International Trademark Association (INTA) 127th Annual Meeting; San Diego, California, May 14
- 2005 *Speaker:* Hoosier American Marketing Association, Indiana Division - Celebrity Endorsements

Expert Witness Services and Other Consultation Services

- 2024 *Wayde King, Luxx International, LLC v. Pure Water Technologies, Tasty One, LLC, Michael Kaplan, Adam Kaplan* (Dist. Ct. Nev. Case No. Case 2:23-cv-00512-MMD-DJA)
- 2024 *The Kyle & Jackie O Show*
- 2024 *Christel DeHaan*
- 2024 *Picador Productions, LLC*
- 2023 *Estate of Raquel Welch*
- 2022 *Destiny's Child*
- 2022 *Fomento Social María Félix*
- 2022 *Naddeo v. Pletis Studios, Inc., et. al. (No. 2:2020cv06955)*
- 2021 *Estate of Sandra Day O'Connor*
- 2021 *Ryan Guettler v. Hyper Bicycles, Inc., Snafu, Inc., Clay Goldsmid, Todson, Inc., & Walmart, Inc. (C.D. Cal.)*
- 2020 *Kobe Bryant valuation of intellectual property for estate tax purposes*
- 2019 *Hansen Intellectual Property Trust v. The Coca Cola Company (Cal. Supp. Ct. No. 3:16-CV-01895-JAH-KSC)*
- 2019 *Ho v. Lin (No. BC689872)*
- 2019 *Hollywood for Children Inc., v. Sean Hepburn Ferrer (No. BC649828)*
- 2018 *James Oscar Smith, et. al. v. Cash Money Records, Inc., et. al. (No. 1:14-cv-02703-WHP)*
- 2018 *Valuation of Membership Interest in Frank Sinatra Enterprises*
- 2017 *John Wayne Enterprises, LLC v Lucchese, Inc. (Case No. 30-2017-00917391-CU-BT-CJC)*
- 2017 *Olivia de Havilland v. FX Networks, LLC et. al. (Cal.Supp.Ct. Case No. BC667011)*
- 2017 *Estate of Mary Tyler Moore*
- 2017 *Estate of Joseph Paterno v. National Collegiate Athletic Association, (Pa.Super.Ct.)*
- 2017 *Estate of Michael Jackson v. Commissioner (T.C. Docket No. 17152-13)*
- 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*, (United States 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 *Alfredrick 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. O.J. Simpson* (Cal. Ct. App.)

Publications

2022 Mark A. Roesler, *Damages and Right of Publicity*, in "The Comprehensive Guide To Economic Damages," Nancy Fannon and Jonathan Dunit (7th Edition, 2022).
 2020 Mark A. Roesler, *Damages and Right of Publicity*, in "The Comprehensive Guide to Economic Damages," Nancy Fannon and Jonathan Dunit (6th Edition, 2020).
 2018 Mark A. Roesler, *Damages and Right of Publicity*, in "The Comprehensive Guide to Economic Damages," Nancy Fannon and Jonathan Dunit (5th Edition, 2018).
 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 intellectual property rights management company representing over 500 iconic personalities, influencers 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: Aaliyah Haughton, Buddy Holly, Chuck Berry, Don McLean, Duke Ellington, Billie Holiday, Ella Fitzgerald, and Buddy Rich.
Historical: Diana, Princess of Wales, Will Rogers, Rosa Parks, Mark Twain, Malcolm X, Frank Lloyd Wright, and Amelia Earhart.
Artists: Norman Rockwell, Olivia DeBerardinis, and Alberto Vargas.

<i>The Curtis Publishing Company</i> Vice President of the parent & holding company.	1981–1994
<i>Curtis International</i> (a subsidiary of Curtis Publishing Company) President	1982–1984