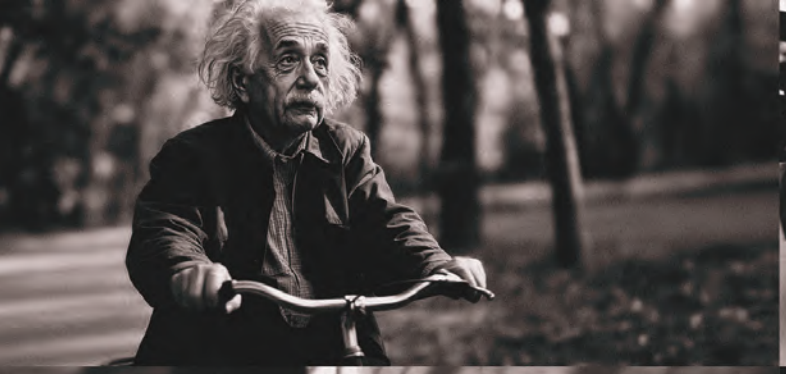
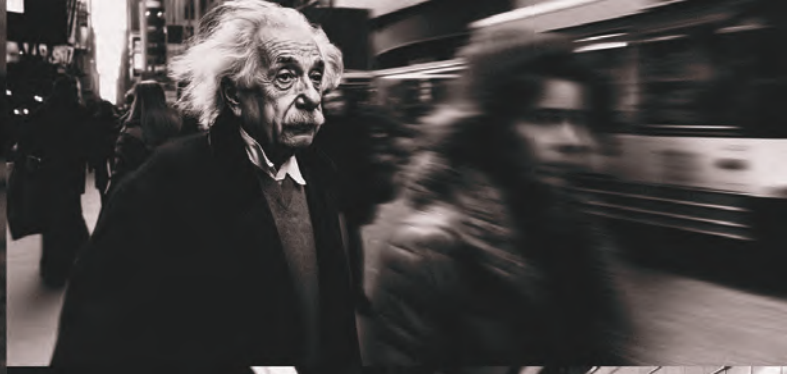
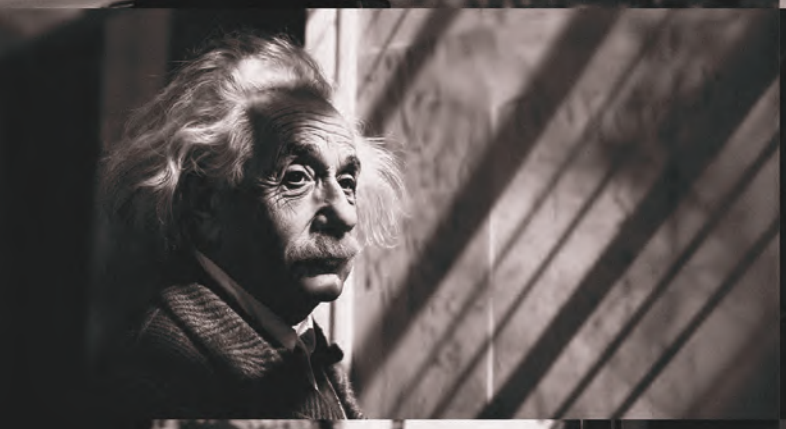
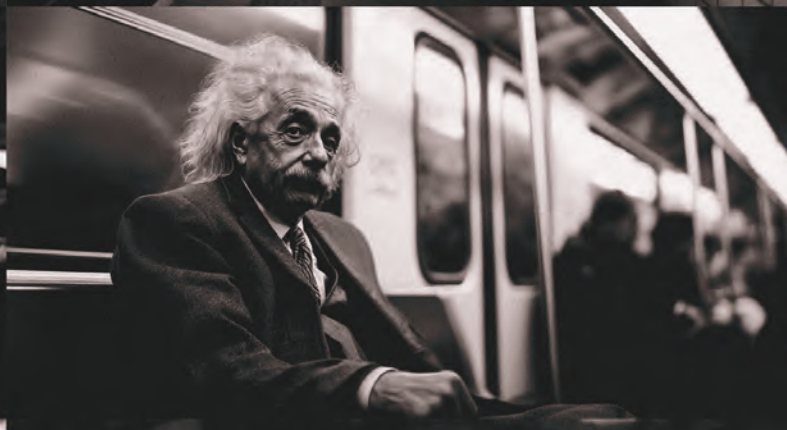
CMG

WORLDWIDE

HALF A CENTURY OF UNMATCHED INTELLECTUAL PROPERTY EXPERTISE

LEGAL ● MARKETING ● MANAGEMENT ● ENFORCEMENT ● ARTIFICIAL INTELLIGENCE



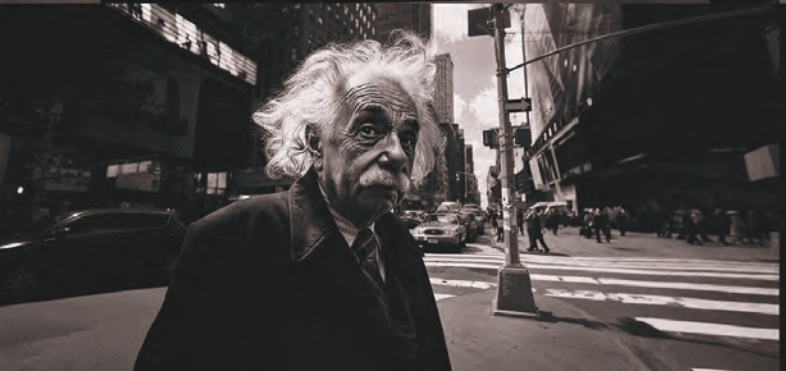


TABLE OF CONTENTS

CMG Worldwide

4. A Message from Mark Roelser
10. CMG Brands
18. CMG Music
24. CMG Media
28. Social Media
32. CMG Speaks
38. CMG Corporate
44. CMG Literary
46. Next-Generation IP
52. Enforcement
56. CMG NIL

Celebrity & Intellectual Property Valuations

60. Valuation
64. Roesler Law

Worldwide XR

66. Worldwide XR
74. Digital Assets

CMG Talent

78. CMG Talent

More Info

72. Meet Our Department Heads
90. Our Partners

A Message from Mark Roesler:

The year 2026 marks our 46th year protecting and promoting the world's most influential legacies. What began as a small mission to help families safeguard the names and likenesses of those they loved has grown into a global company shaping the future of intellectual property management.

From defending Norman Rockwell's artwork in the early 80s to helping establish the legal framework that stewards celebrity rights through the AI evolution, that same commitment has guided every chapter of our story.

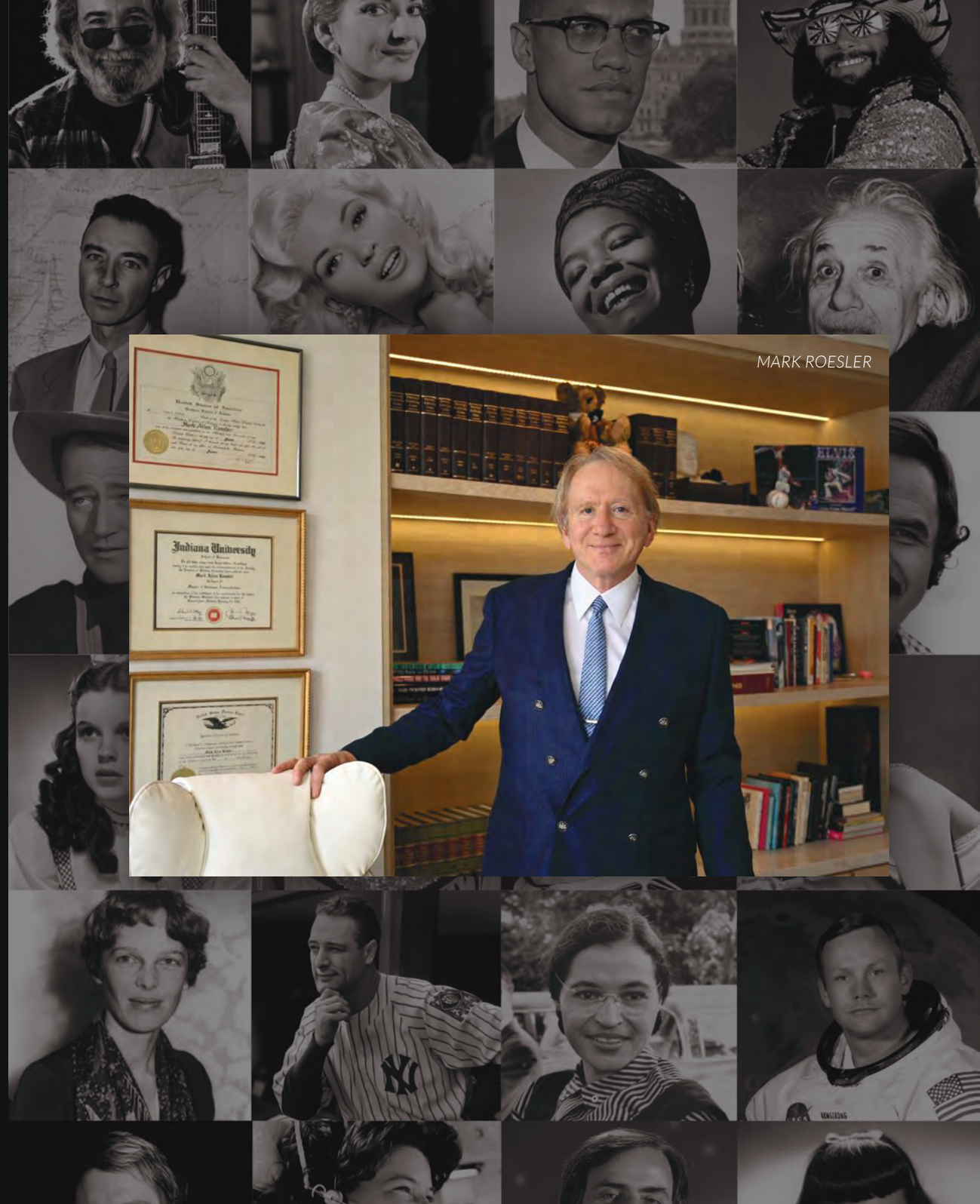
CMG has represented more than 3,000 of the world's most influential personalities and brands across entertainment, sports, music, and history. Our global team of attorneys, marketers, social media managers and brand strategists works with one goal in mind: to protect and extend our clients' legacies.

As technology reshapes culture, we continue to look forward. From licensing and endorsements to digital humans and immersive experiences, CMG remains at the forefront of innovation in intellectual property management.

Our clients are pioneers, creators, and changemakers, and it's our privilege to ensure their stories continue to inspire generations to come.

Best wishes,

Mark Roesler, Esq.
Founder, Chairman & CEO



WE ARE CMG WORLDWIDE

Inc. 5000
List of Fastest Growing Companies

10,000+
Licensees

35,000+
Contracts

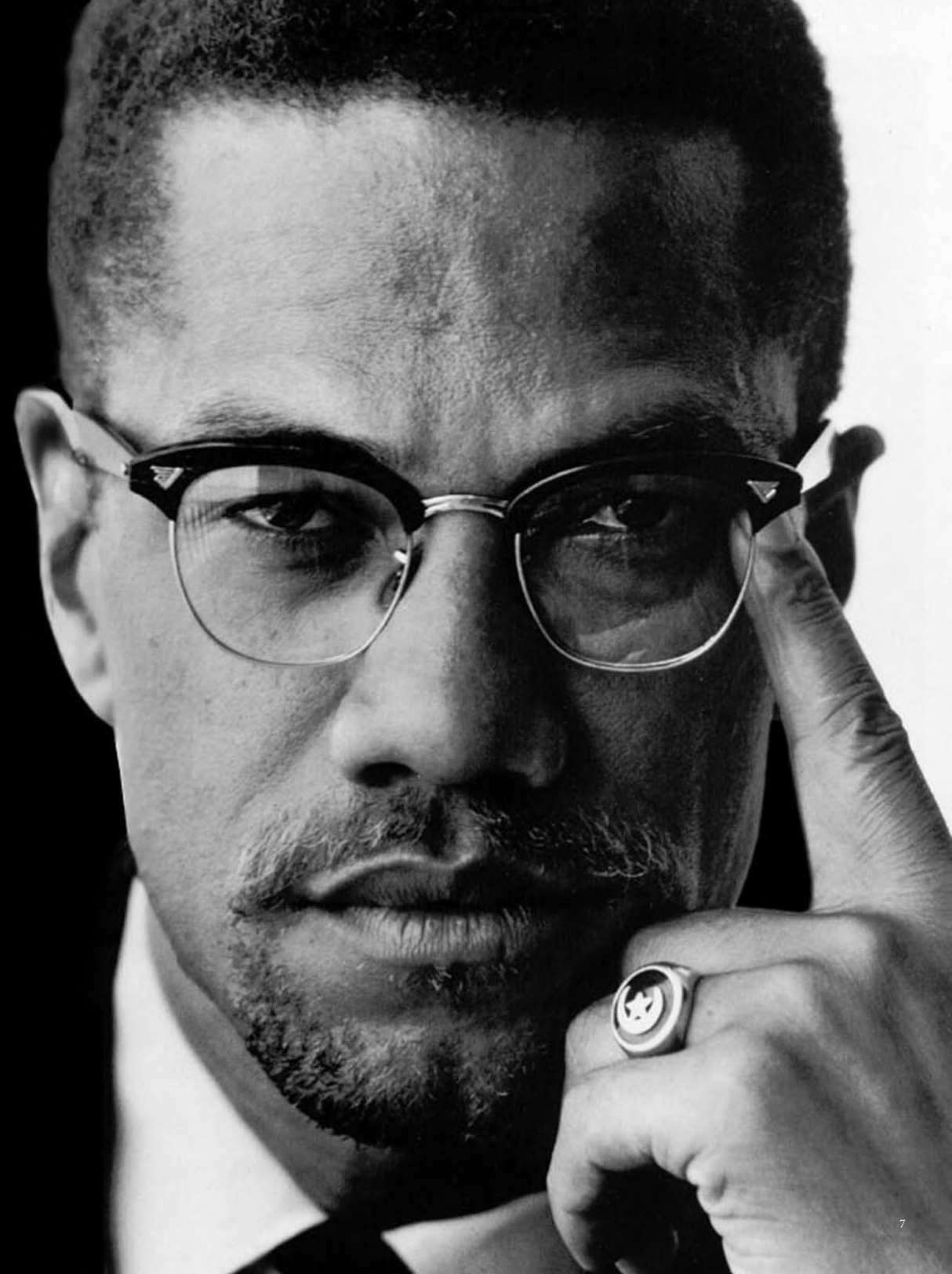
$1B+
Deals

45
Years

250,000,000+
Social Followers

"The future belongs to those who prepare for it today."

- ***Malcolm X***



WE BUILD TIMELESS BRANDS

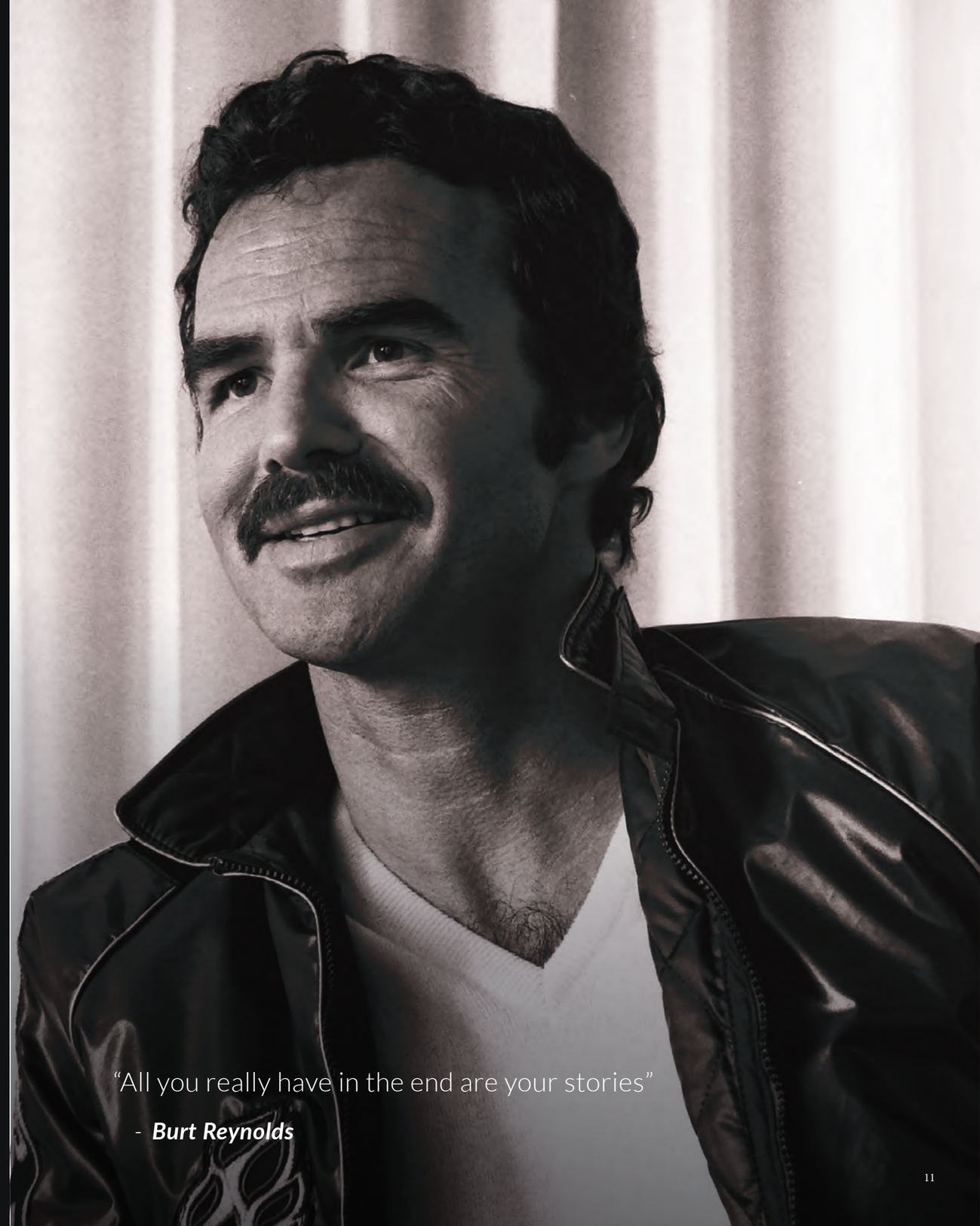
"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style."

- ***Maya Angelou***

CMG Brands

CMG's business approach is unique. We set out to market and license our clients' intellectual property rights, taking into account each client's unique legacy in order to curate exciting opportunities that closely align with each client's vision. Given our extensive network of business relationships and our vast client roster, we are often able to connect suitable brands with our personalities to foster organic partnerships. With hundreds of transactions executed yearly, CMG is perfectly positioned to secure the most favorable terms and compensation.

CMG also believes in the power of networking and building relationships. With offices in Los Angeles, Nashville, Indianapolis, and Miami, CMG has leveraged its invaluable connections with industry leaders worldwide to facilitate new and exciting programs and campaigns for our clients.



"All you really have in the end are your stories"

- ***Burt Reynolds***

Dolce & Gabbana
James Dean

Adidas
Arthur Ashe Tribute Collection

Nvidia
Richard Feynman

WE EXECUTE YOUR VISION

CMG's primary goal is to protect our clients' image and likeness and perpetuate their remarkable legacies. Our success is greatly attributed to our continued achievement and aggressive marketing. By pinpointing the leading vendors in the market, we develop innovative and successful licensing programs across a variety of industries, including apparel, houseware products, cosmetics, accessories, beverages, toys, and more.

Fairwind Wines
John Wayne

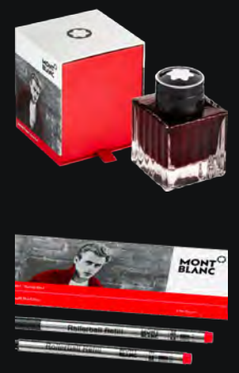
Le Creuset
Raymond Loewy

Mattel
Inspiring Women™ Series

CMG works diligently to keep our clients' stories engrained in history for generations to come. In 2020 and 2023, CMG worked with long time partner, Mattel, to tribute courageous and inspiring heroines, such as Rosa Parks, Sally Ride, and Maria Felix. With their Inspiring Women™ Series, Mattel celebrates the incredible accomplishments of these heroines, whose actions continue to inspire women of all ages to be bold and fight for their dreams.

Montblanc
The Writer James Dean

The all American 'rebel,' James Dean was not only a symbol of Hollywood, but was also, to much surprise, a talented writer and poet. Working with Montblanc to create The Writer James Dean Program was an iconic and obvious pairing. In that way, CMG makes calculated decisions when partnering with companies to meet our clients' branding strategies in a synergistic manner.



Salesforce
Einstein AI

Salesforce, the world's leading CRM platform, integrated artificial intelligence into their platform through Einstein AI. Einstein leverages machine learning to provide predictive insignia, automate tasks, and personalize customer experiences, helping businesses make smarter, data-driven decisions. Einstein is featured in Salesforce branding, marketing, and advertising and, in many ways, has become the de facto mascot for one of the largest (and smartest) companies in the world.

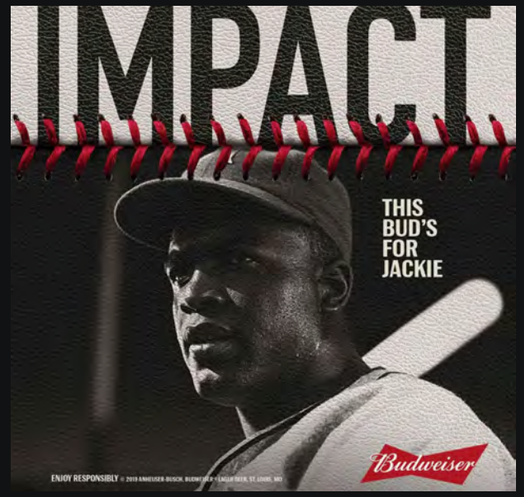
ENDORSEMENTS

Google Doodle - Maya Angelou

Apple - Think Different Campaign

CMG regularly works with companies like Apple to facilitate creative media campaigns, such as Apple's "Think Different" campaign, which celebrates iconic groundbreakers like Amelia Earhart.

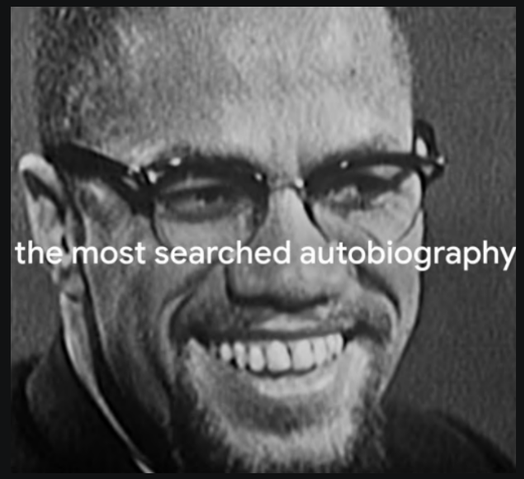
Rolex
Arthur Ashe



Budweiser
Jackie Robinson

In 2019, CMG collaborated with Budweiser to commemorate Jackie Robinson's centennial year. As part of the campaign, Budweiser marketed and promoted Jackie Robinson merchandise, content, and promotional events to celebrate the hero of America's Pastime. Through partnerships and campaigns such as the "This Bud's For Jackie" Campaign, CMG ensures that the achievements of barrier breakers like Jackie Robinson are always remembered.

Bosch: Feel Like a Bosch (Superbowl 2025)
'Macho Man' Randy Savage



Google: The Most Searched
A Celebration of Black History Makers

In 2020, CMG partnered with Google to present "The Most Searched: A Celebration of Black History Makers" campaign, which commemorated various CMG clients and their impact on Black History. Together with companies like Google, CMG works to perpetuate impactful endorsement campaigns that highlight the incredible accomplishments of our icons.

WE TAKE OUR BRANDS TO NEW HEIGHTS

"Women must try to do things as men have tried. When they fail, their failure must be but a challenge to others."

- ***Amelia Earhart***

CMG Music

CMG works with some of the world's most renowned songwriters and artists to create new assets utilizing the intellectual property rights controlled by our clients' estates. This can be materialized even if a personality was not particularly recognized for their musical artistry during their lifetimes. Indeed, many of our clients, including Malcolm X, Maya Angelou, and Richard Feynman, have left behind a treasure trove of speeches, quotes, poetry, and letters, among other valuable intellectual property rights, that can be transfigured into new artworks created by today's composers and songwriters. Some of these licensing projects include live performances, new album titles, sheet music, merchandise and uses for television shows, films, and commercials. Furthermore, we are experts in administering our clients' new music publishing catalogs. Through this work, we have found that these catalogs can generate a consistent income stream for our clients.

"You do not merely want to be considered the best of the best. You want to be considered the only ones that do what you do."

- ***Jerry Garcia***

MUSIC PUBLISHING

Kodak Black - 'Malcolm X.X.X.'
Malcolm X

Coldplay
Maya Angelou

The Amity Affliction - "Set Me Free"
Lou Gehrig

CMG regularly licenses speeches, quotes, and other historical works for new music projects. In 2018, rapper Kodak Black released a song entitled, Malcolm X.X.X. (pictured above), which took inspiration from several works written by Malcolm X. Similarly, the Australian metalcore band, The Amity Affliction, released a song in 2018 entitled, Set Me Free (pictured left), which featured portions of Lou Gehrig's famous Farewell speech, given in 1939. Much like these artists, CMG works with countless other famous musicians, songwriters, and singers to bring our clients' works to the forefront of today's world. In doing so, we ensure that our clients' voices continue to be ingrained in our history.

Taylor Made
Oscar Brown Jr.

In 2018, CMG worked with American golfing company, Taylor Made, to deliver a unique, mod-jazz sound to their Twist Face commercial campaign. The commercial featured the 60's hit, *Humdrum Blues*, written and performed by our client and acclaimed jazz artist, Oscar Brown Jr. These associations help revive interest and appreciation for our clients' works of the past.

Louis Rosen & Capathia Jenkins 'Phenomenal Woman'
Maya Angelou

In 2018, Louis Rosen and Capathia Jenkins released an album, entitled *Phenomenal Woman: The Maya Angelou Songs*, which contained eleven beautiful songs implementing Dr. Angelou's finest poetry. The composition of Dr. Angelou's words, combined with careful arrangements of brass, reeds, winds, and rhythms capture her true, magical spirit. CMG finds new and creative ways to continuously bring our clients' works to life.

1201_Alarm - 'Surely, You're Joking'
Richard Feynman

When Nobel prize winning physicist, Richard Feynman, was not immersed in detailing the theory of quantum electrodynamics, he was busy playing the bongos. In 2020, the band 1201_Alarm released an album inspired by science, technology, and innovation, entitled *Hello_World*. The album featured a song titled, *Surely You're Joking*, which incorporated rare archival recordings of Mr. Feynman playing the bongos. Although not formally recognized for his musical contributions, Mr. Feynman was an artist in his own right. At CMG, we explore ways of bringing all facets of our clients to light.

WE BRING STORIES TO LIFE

Rubin
8S HBM4

Rubin Ultra
16S HBM4e

Vera CPU

"Work as hard and as much as you want to on the things you like to do the best. Don't think about what you want to be, but what you want to do."

- ***Richard Feynman***

6th Gen NVSwitch
3600 GB/s

7th Gen NVSwitch
3600 GB/s

Spectrum6
102T, CPO

CX9
1600G

22

Feynman

Feynman
Next-Gen HBM

Vera CPU

8th Gen NVSwitch
NVL-Next

Spectrum7
204T, CPO

23

MEDIA DIVISON

CMG Media—the storytelling arm of our company—focuses exclusively on bringing our clients' legacies to life through film, television, documentary, and stage. We specialize in developing and packaging narrative content that integrates never-before-seen footage, rare photos, and deeply researched archival materials. With direct access to estate permissions and full family endorsements, we offer a streamlined, one-stop solution for biopics and biographical media. Our goal is to ensure these stories are told with the integrity, depth, and creative excellence they deserve.

CMG Media

Maria

Maria Callas - Angelina Jolie

Maria, directed by Pablo Larraín and starring Angelina Jolie as the legendary opera singer Maria Callas, explores the diva's turbulent final days in 1970s Paris with haunting elegance. The film garnered critical acclaim, with Jolie's portrayal earning her a Golden Globe nomination for Best Actress in a Motion Picture.

42

Jackie Robinson - Chadwick Boseman

42, directed by Brian Helgeland and starring Chadwick Boseman as baseball legend Jackie Robinson, powerfully dramatizes Robinson's groundbreaking journey as the first Black player in Major League Baseball. The film resonated with audiences, earning over $97 million at the global box office. We worked on behalf of our client, Mrs. Rachel Robinson, with Legendary Pictures to accurately depict Jackie's exceptional story in theaters everywhere.

First Man

Neil Armstrong - Ryan Gosling

First Man, directed by Damien Chazelle and starring Ryan Gosling as astronaut Neil Armstrong, offers a gripping and intimate portrayal of the first man to walk on the moon. The film earned critical acclaim and over $100 million worldwide for its emotional depth and technical precision. We proudly partnered with Universal Pictures on behalf of the Armstrong family to help ensure the story honored Neil's legacy and brought his extraordinary journey to life on the big screen.

Oppenheimer

J. Robert Oppenheimer - Cillian Murphy

Oppenheimer, directed by Christopher Nolan and featuring Cillian Murphy in a haunting portrayal of J. Robert Oppenheimer, captures the complex legacy of the father of the atomic bomb. The film became a global cultural event, earning nearly $1 billion at the box office and receiving widespread critical acclaim. We worked in collaboration with Universal Pictures and the Oppenheimer family to help ensure the story remained grounded in historical truth while honoring the profound impact of Dr. Oppenheimer's life and legacy.

Voyagers

Carl Sagan - Andrew Garfield

An upcoming biographical drama will chronicle the life of renowned astrophysicist and science communicator Carl Sagan, with Andrew Garfield set to portray the iconic figure. Titled *Voyagers*, the film is directed by Sebastián Lelio and explores Sagan's collaboration with writer and producer Ann Druyan during NASA's historic Voyager mission. The narrative will center on the creation of the Golden Record—a message to the cosmos—and the unexpected romance that blossomed between Sagan and Druyan as they worked to capture the essence of humanity. Filming is expected to begin later this year, with Druyan serving as a producer on the project.

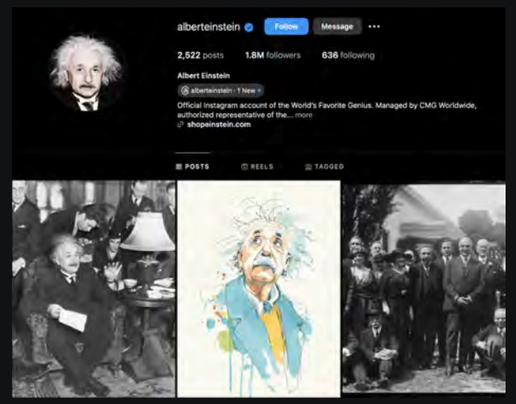
Social Media

Content Strategy

Our thematic approach emphasizes our clients' professional achievements and lasting legacy through tailored storytelling and compelling visuals. We authentically engage diverse audiences, highlighting their roles as inspirational figures with a respectful, dignified tone—focusing on substance over sensationalism to enhance their enduring brands.

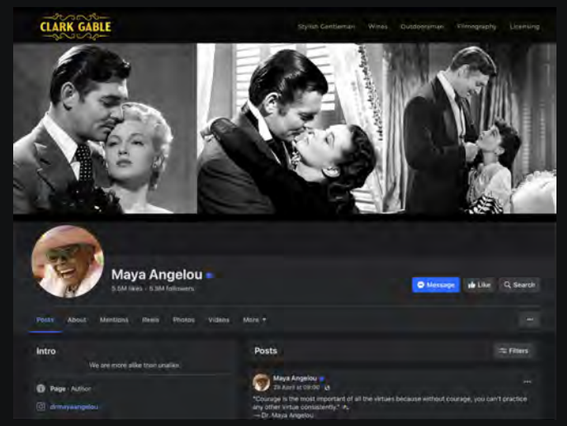
Interactive Engagement and Community Building

We maintain a strict policy of privacy and discretion, respecting our clients' personal lives and legacies. Our content will focus solely on their public personas and professional achievements, ensuring a respectful and dignified representation.



Platform Uniformity

We manage our clients' presences across multiple social media platforms (including Facebook, Instagram, LinkedIn, TikTok, and more), ensuring a consistent and high-quality message. By maintaining a unified brand voice, aesthetic, and messaging strategy, we'll enhance your brand's recognition and impact, fostering a strong and cohesive online identity.

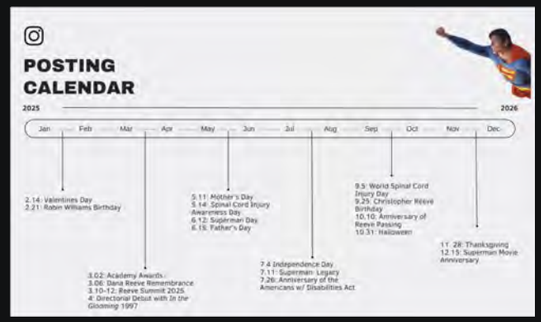


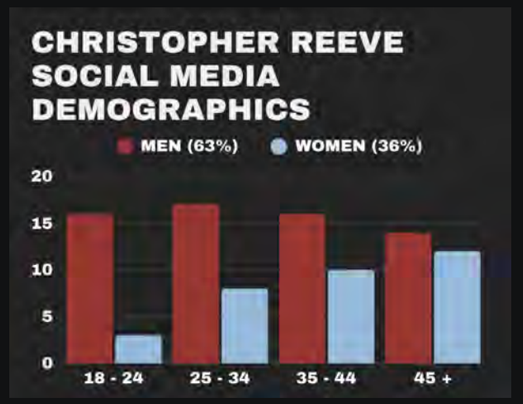
Domain Recovery

We understand that a successful social media strategy starts with selecting the right platforms, and the right domains. Our first priority is always to gain ownership of assets like AlbertEinstein.com and @AlbertEinstein. This naming style ensures maximum visibility. CMG has successfully recovered over 1,000 domains for our clients, always at zero cost to the families.

Posting Schedule

We'll develop a customized posting schedule that aligns with our clients' specific goals and audience engagement patterns. Whether you prefer a consistent daily presence or a more strategic, periodic approach, we'll ensure your content is delivered effectively to maximize impact and reach.





Audience Focus

Understanding that each client has unique goals and a distinct audience, we will tailor our social media strategy to effectively engage and resonate with your specific followers. By analyzing demographics, interests, and online behaviors, we work to ensure that your content reaches and captivates the right people, fostering meaningful connections and building a loyal community.

WE ARE UNMATCHED

"You need a lot of different types of people to make the world better."

- ***Joe Louis***

CMG Speaks

Our Speakers Inspire Change

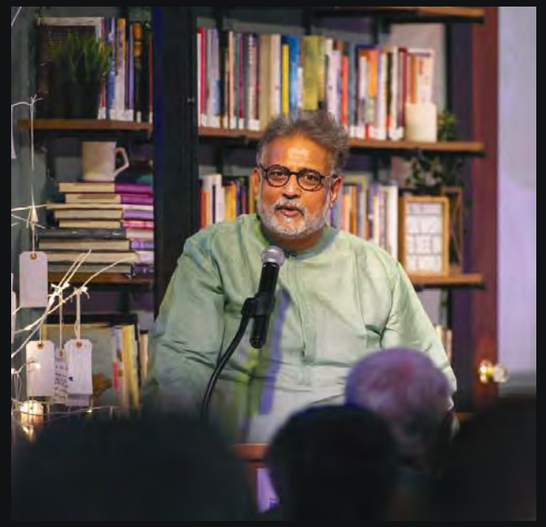
CMG is proud to represent some of the world's most inspirational personalities. Our speaker's are leaders, storytellers, and trailblazers in their own right. Much like many of the iconic figures we represent, we understand that the best speakers are those that can inspire, motivate, and transform audiences with their incredible anecdotes. With decades of experience in personality and rights management, CMG is properly positioned to ensure that our speakers deliver the most powerful speeches to meet your organizational needs.

CMG Speaks

At CMG, we are honored to represent a powerful roster of voices who have each shaped history in meaningful ways. From pioneering military aviators and civil rights advocates, to decorated athletes and former heads of state, our speakers bring bold perspectives to the global stage. Corporations, institutions, and organizations across the world turn to our talent to spark inspiration, drive leadership, and ignite transformative conversations.

Tammie Jo Shults (pictured above at the GE Aerospace Conference) was one of the first female fighter pilots in the U.S. Navy. Shults made headlines for her heroic emergency landing of Southwest Airlines Flight 1380, saving 148 lives. Today, she shares lessons in composure under pressure, calculated risk-taking, the power of building habits, and leadership.

Tushar Gandhi (pictured right) is the great grandson of Mahatma Gandhi. Tushar is a globally respected author and activist who continues his family legacy of non-violence, social justice, and humanitarian advocacy. His talks explore moral leadership, civil resistance, and the relevance of Gandhi's principles today.



Heather Penney (pictured left at the Rise West Conference) was one of the two fighter pilots prepared to sacrifice their lives to protect others on 9/11. As a trailblazer in aviation and national defense, she speaks on courage, mission-focused leadership, and integrity in crisis.

Jeannie Leavitt (pictured right at the National Safety Conference) broke barriers as the first female fighter pilot in the U.S. Air Force. Maj. Gen. Jeannie Leavitt went on to become the service's first female wing commander. She speaks on leading with resilience, cultivating teamwork, and navigating high-stakes environments.

Robert Sumwalt (pictured above) is the former Chairman of the National Transportation Safety Board (NTSB). He is a leading authority on aviation safety, crisis investigation, and systems leadership. With decades of experience at the forefront of transportation oversight, he delivers compelling insights on risk management, organizational culture, and decision making under pressure.

Jackie Joyner Kersee (pictured above) is widely regarded as one of the greatest athletes of all time. Kersee, an multi Olympic gold medalist, has transcended sports to become a passionate advocate for youth empowerment, education, and social equity.

David A. Paterson, the 55th Governor of New York (pictured above) - and its first African American and legally blind chief executive, overcame personal and political obstacles with resilience and wit. His talks center on inclusion, public service, and the power of perseverance.

WE BUILD AND PROTECT

"Any time you have an opportunity to make a difference in this world and you don't, then you are wasting your time on Earth."

- ***Roberto Clemente***

CMG Corporate

CMG has been a recognized leader in establishing intellectual property protection for cities, states, and landmarks. Beginning in the 1990s with our foundational work for the Hollywood Sign and the Hollywood Walk of Fame, CMG has a two decade history of securing the rights and protecting some of the most famous landmarks in the world. With long-time clients such as the I Love New York (I ♥ NY) program for the state of New York, and the City of Beverly Hills, embodied by an iconic shield representing the most renowned city in the world, CMG protects the defining symbols of the cities they represent.

BEVERLY HILLS SHIELD

WE TURN FAME INTO FOREVER

“Life’s like a movie, write your own ending. Keep believing, keep pretending.”

- ***Jim Henson***

Amiri

Beverly Hills Shield

The Amiri Beverly Hills capsule was a flagship store exclusive that paid tribute to the brand's LA roots. Available only at their Rodeo Drive boutique, the drop featured limited-edition hats, sweats, sweatshirts, and shirts—all emblazoned with bold Beverly Hills graphics and signature Amiri flair. The standout trucker hats and oversized hoodies quickly became collector favorites, cementing the capsule as a must-have moment in the brand's street-luxury evolution.

Revolve

Beverly Hills Shield

The Beverly Hills x Revolve collection put a modern twist on classic prep, blending West Coast polish with laid-back edge. Exclusive to Revolve, the drop featured varsity sweaters, pleated skirts, oversized tees, and the now-iconic green "90210" cap. With crisp stripes, neutral tones, and collegiate touches, the collab delivered effortless everyday luxury with a Beverly Hills zip code.

CMG Literary

CMG Literary represents some of the most important voices in modern culture, from enduring giants of the written word to contemporary authors shaping how we think, learn, and see the world. We work across fiction, nonfiction, journalism, and thought leadership, stewarding literary estates and living writers with equal care. Our role is not simply to manage rights, but to expand relevance, guiding how great writing travels across publishing, education, media, and emerging platforms. Every partnership is approached with respect for voice, context, and intent, ensuring that literary legacy is preserved while remaining meaningfully alive in the present.

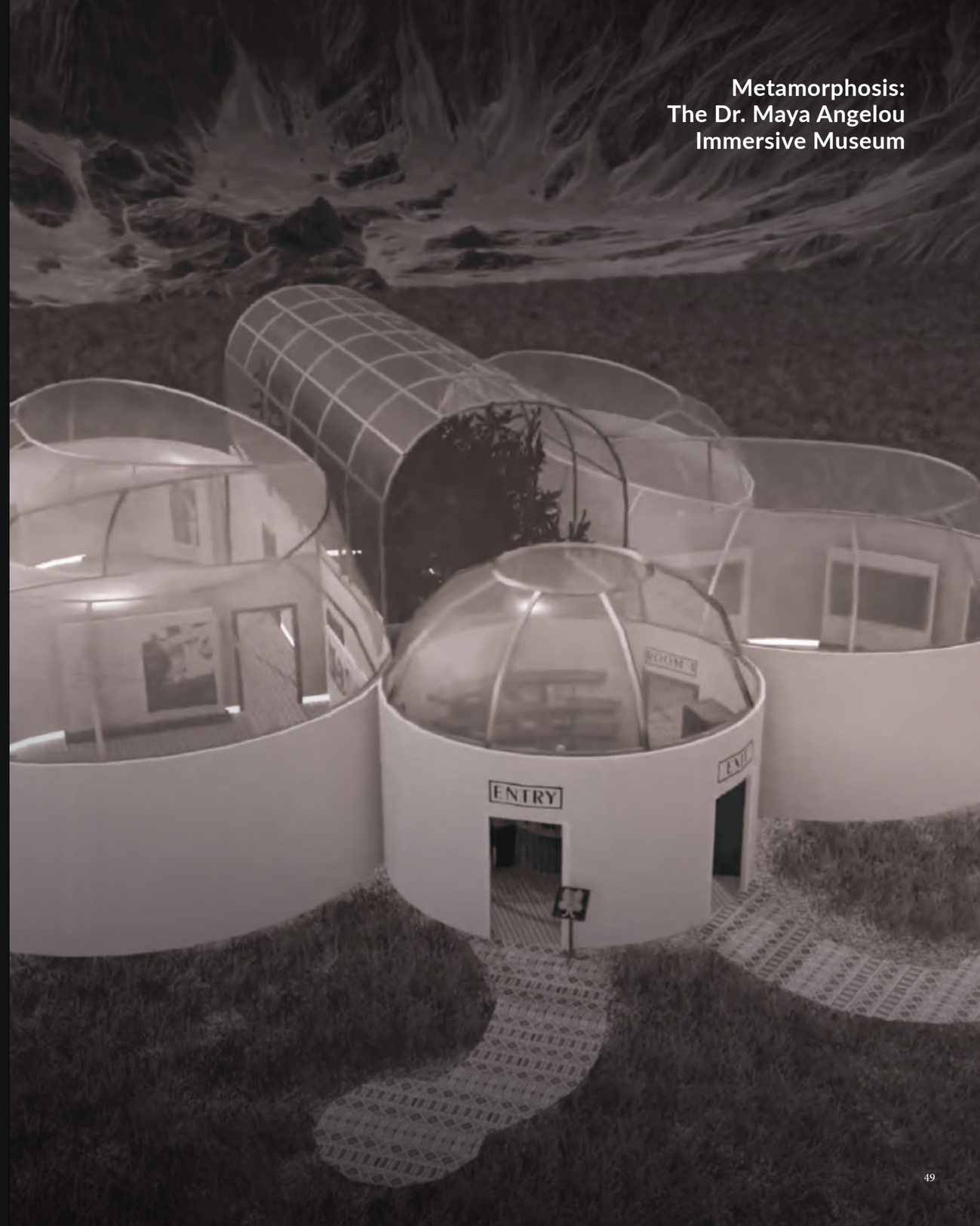
WE HONOR AND INSPIRE

"If I had it to do all over again, I wouldn't change anything. I probably would have paid for the pleasure of working."

- ***Shirley Temple***

NEXT-GENERATION IP

As a pioneer in next-generation IP, CMG is actively shaping the future of identity, storytelling, and education through strategic partnerships with cutting-edge technology leaders like ElevenLabs. From AI-powered voice synthesis to interactive avatars and fully rendered digital humans, CMG enables its clients to extend their presence across emerging media platforms. These tools open new opportunities for learning, entertainment, and branded content—whether through immersive educational experiences, virtual influencers, or synthetic media production. CMG ensures that legacy and innovation move hand in hand, always with integrity and strategic oversight.



NEXT-GENERATION IP

At CMG Worldwide, we understand the immense responsibility that comes with extending iconic IP into next-generation media. As stewards of some of the most influential names in history, we are committed to setting the industry standard for the ethical, transparent, and sustainable use of emerging technologies—ensuring every innovation serves the purpose of legacy preservation, education, and meaningful engagement.

ElevenLabs

Strategic Partnership with Eleven Labs

CMG Worldwide's partnership with ElevenLabs—an industry leader in AI-powered voice synthesis—marks a transformative step in how we preserve and activate legacy IP. ElevenLabs' cutting-edge platform enables the creation of high-fidelity synthetic voices that capture the tone, cadence, and emotional nuance of a subject's speech with unprecedented accuracy. This unlocks a powerful new category of licensable IP: voice.

With proper approvals from each estate or family, CMG can develop authorized digital voices for use in immersive media projects, educational tools, advertisements, and brand endorsements. These voice assets are not only respectful extensions of our clients' identities—they're also incredibly valuable in an era of AI-driven content. This technology provides new creative possibilities while reinforcing CMG's mission: to protect, promote, and expand the cultural relevance of our clients with integrity and foresight.

Calm: It's a Wonderful Sleep Story

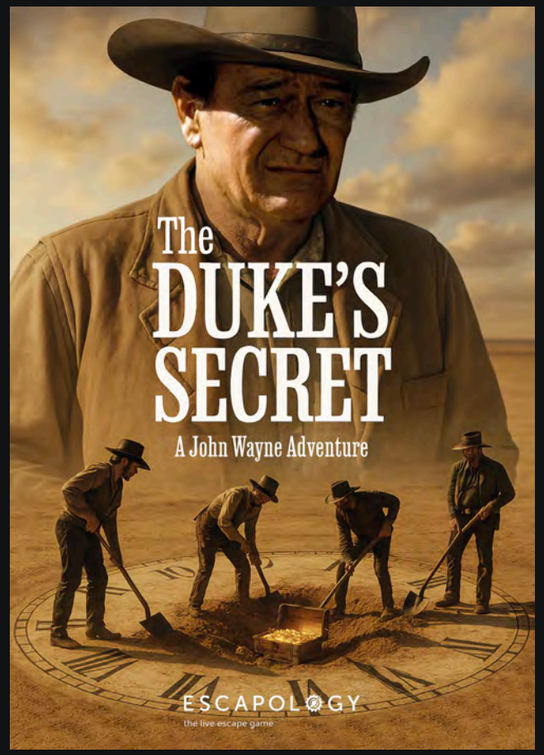
James Stewart

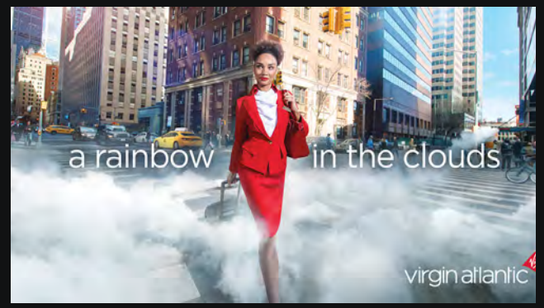
Calm's *It's a Wonderful Sleep* features a soothing bedtime story narrated in the iconic voice of James Stewart.

The Duke's Secret - Escapology

John Wayne

In partnership with Escapology, CMG and Worldwide XR present *The Duke's Secret*—an immersive escape room adventure set at John Wayne's 26 Bar Ranch. Players uncover a hidden tale of buried gold, guided by the voice of the Duke himself, recreated through authorized synthetic voice technology. Whether they solve the mystery or not, guests hear directly from Wayne in a rousing finale, making the experience feel personal, cinematic, and true to his legacy.





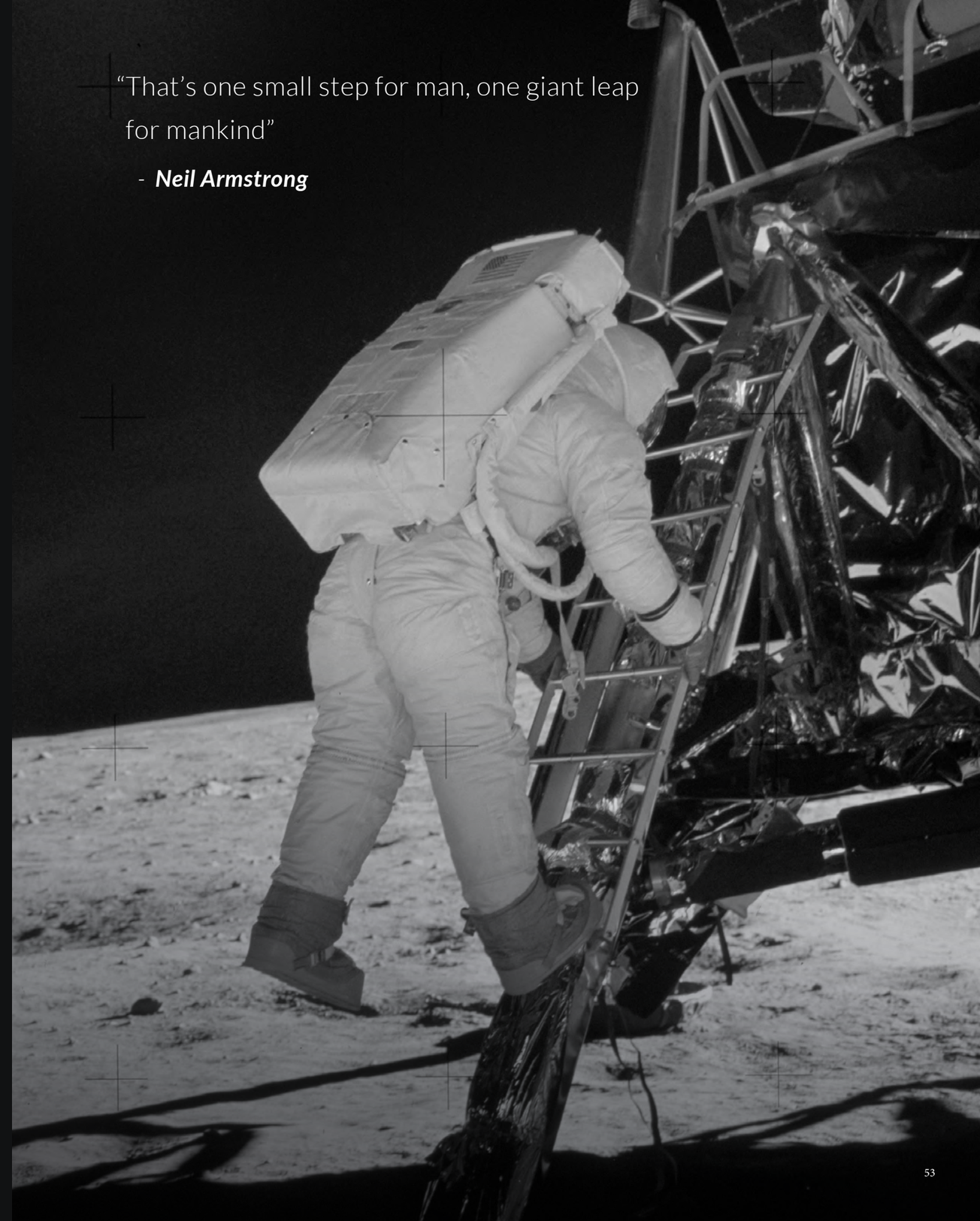
Virgin Atlantic - A Rainbow in the Clouds

Maya Angelou

Virgin Atlantic's "Rainbow in the Clouds" campaign featured Dr. Maya Angelou's iconic words brought to life midair, honoring her enduring impact. Set against sweeping visuals of a rainbow formed by the aircraft itself, the spot fused poetry, aviation, and legacy.

ENFORCEMENT

In order to determine whether a use involving a personality is something within our client's control, we must conduct a detailed analysis of the intellectual property rights at play. This requires a keen understanding of these complicated and varied rights and how they overlap in a single usage. The right of publicity, for instance, has historically been a complex area of law, particularly because it varies state to state, rather than mandated by federal law. As such, this requires careful considerations when evaluating particular uses of our clients' rights. In the same vein, our team is adept at understanding the nuances surrounding trademark and copyright law and how they are applied in the same fashion. For example, a single use of Neil Armstrong may or may not implicate protectable intellectual property rights depending on the nature of the use.



TOTAL BRAND CONTROL WITH AI-POWERED IP PROTECTION

Revolutionizing how we protect our clients

Continuous Monitoring

AI Agents monitor global platforms non-stop, identifying threats in real time.

Data Analysis & Reportinging

Actionable Insights: AI Agents complie infringement data, prioritizing the most significant threats.

Expert Review by CMG

CMG's legal team reviews and vets findings to ensure brand-safety and strategic enforcment.

Strategic Takedowns

Approved takedowns are issued efficiently, leveraging ket relationships with platforms.

Monetization Opportunities

High-value infringers with brand alignment are converted into licensed partners, swiftly boosting value.

Surfacing Infringements

AI-driven agents continuously monitor platforms to detect unauthorized use. By analyzing extensive data, the system identifies potential infringements and assesses the need for action. This technology effectively tracks dynamic consumer marketplaces, ensuring comprehensive protection that manual methods can't match.

Takedowns

Once infringements are flagged, CMG's legal team meticulously reviews each case. This vetting process ensures we never disrupt legitimate business activities or issue cease-and-desist letters without solid IP rights to back up our claims. By combining automation with strategic oversight, we protect Reagan's legacy with precision and care.

Driving Revenue

Our AI software prioritizes infringements based on sales volume and web traffic, uncovering high-value opportunities. With evidence compiled, CMG can transform violators into licensed partners or pursue simple infringement settlement, tapping into revenue streams that might otherwise go unaddressed.

CMG NIL

As an agent for NIL (Name, Image, and Likeness) athletes, CMG offers a range of exceptional services that are instrumental in empowering student-athletes to capitalize on their marketable attributes. First and foremost, CMG serves as a knowledgeable guide, helping athletes navigate the complex landscape of sponsorship opportunities, endorsement deals, and licensing agreements. CMG leverages its expertise in contract negotiation, ensuring that athletes secure fair compensation for the use of their image and likeness rights while staying true to their values and brand.

Trey Galloway

WE ARE EXPERTS IN VALUING & PRESERVING INTELLECTUAL PROPERTY

"Best there is; past, present and future!
Ohhh yeahh!"

- ***Macho Man Randy Savage***

VALUATION

We are often engaged in a litigation support capacity to value celebrities' various intellectual property rights by serving as a consultant and/or expert witness across a variety of areas of law, such as infringement damage assessment, marital dissolution, and federal estate tax valuation. Our vast experience in representing over 1,700 entertainment, sports, historical, and music personalities, and in securing over 25,000 contracts involving their personal services and/or intellectual property rights, makes our experience and database of information uniquely invaluable in establishing supportable opinions to guide a court in obtaining a proper determination of value.

As an expert witness in the O.J. Simpson civil trial:
"Roesler pegged the value of the football star's future net worth, including merchandising and publicity opportunities, at $25 million — exactly what the jury awarded the families in punitive damages."

- ***The New York Times***

Valuation Services

Our breadth of experience over the years in working with both sides, the IRS and the personality, has enabled us to have an incomparable understanding of the nuances to both respective parties' interests and goals. From the inception of our valuation services almost thirty years ago, Mark Roesler was the star expert witness in the O.J. Simpson civil trial by valuing Mr. Simpson's right of publicity, which ultimately delivered the $33 million wrongful death verdict to Ms. Brown and Mr. Goldman's families.

1997

The Estate of Nicole Brown Simpson v. Orenthal James Simpson

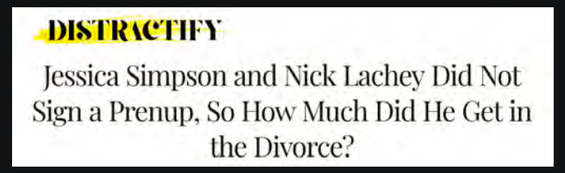
The New York Times

Jury Decides Simpson Must Pay $25 Million in Punitive Award

2005

Jessica Simpson v. Nick Lachey

Mark is also often an expert in valuing marital dissolution matters. For example, the Newlyweds stars, Jessica Simpson and Nick Lachey, went through a very public divorce resulting in a tumultuous court case that lead to Nick Lachey's legal team hiring Mark to opine on the value of Jessica Simpson's intellectual property, including her right of publicity.

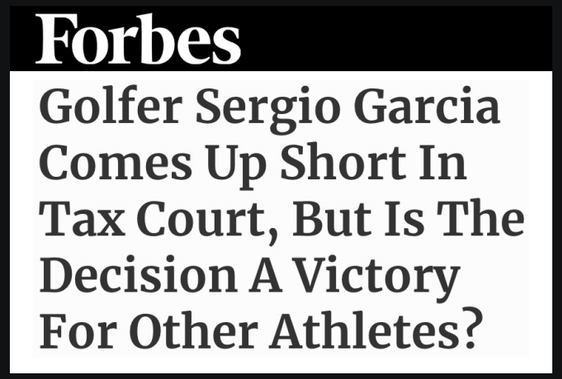

DISTRACTIFY

Jessica Simpson and Nick Lachey Did Not Sign a Prenup, So How Much Did He Get in the Divorce?

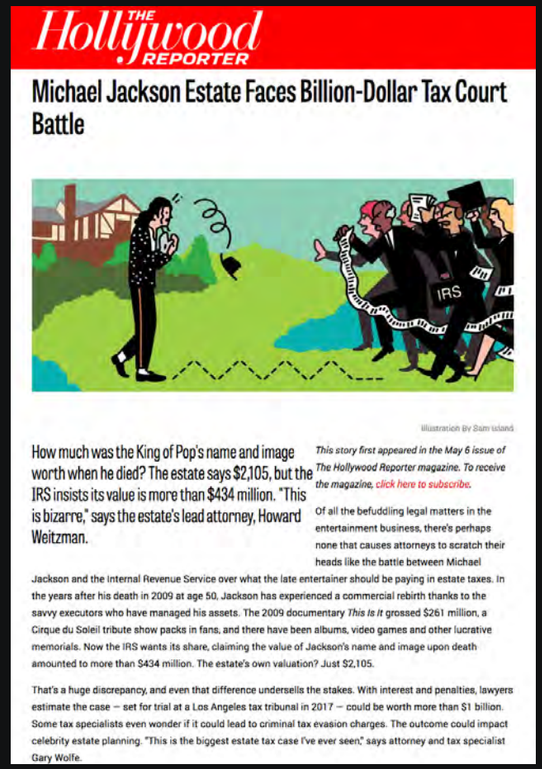
2010 - 2013

Sergio Garcia v. Commissioner of the Internal Revenue

Fast forward to 2013 when Mark Roesler was hired as IRS's expert in the case of Sergio Garcia v. Commissioner of the Internal Revenue, notable for its creation of the precedent and valuation practice to separate a celebrity's "personal services" from their "intellectual property" income. Mr. Garcia alleged that 85% of his endorsement contracts were based on his intellectual property, rather than his personal services, thus circumventing a large tax implication. Since Mr. Garcia was not a resident of the United States, he was able to avoid paying any taxes on revenues associated with his intellectual property rights. Ultimately, with the help of Mark's expert opinion, the United States Tax Court's decision resulted in an allocation of 35% for personal services instead of 15%.


Forbes

Golfer Sergio Garcia Comes Up Short In Tax Court, But Is The Decision A Victory For Other Athletes?


The Hollywood Reporter

Michael Jackson Estate Faces Billion-Dollar Tax Court Battle

Illustration By Sam Island

How much was the King of Pop's name and image worth when he died? The estate says $2,105, but the IRS insists its value is more than $434 million. "This is bizarre," says the estate's lead attorney, Howard Weitzman.

This story first appeared in the May 6 issue of The Hollywood Reporter magazine. To receive the magazine, click here to subscribe.

Of all the befuddling legal matters in the entertainment business, there's perhaps none that causes attorneys to scratch their heads like the battle between Michael Jackson and the Internal Revenue Service over what the late entertainer should be paying in estate taxes. In the years after his death in 2009 at age 50, Jackson has experienced a commercial rebirth thanks to the savvy executors who have managed his assets. The 2009 documentary *This Is It* grossed $261 million, a Cirque du Soleil tribute show packs in fans, and there have been albums, video games and other lucrative memorials. Now the IRS wants its share, claiming the value of Jackson's name and image upon death amounted to more than $434 million. The estate's own valuation? Just $2,105.

That's a huge discrepancy, and even that difference undersells the stakes. With interest and penalties, lawyers estimate the case — set for trial at a Los Angeles tax tribunal in 2017 — could be worth more than $1 billion. Some tax specialists even wonder if it could lead to criminal tax evasion charges. The outcome could impact celebrity estate planning. "This is the biggest estate tax case I've ever seen," says attorney and tax specialist Gary Wolfe.

2013 - 2020

The Estate of Michael Jackson v. Commissioner of Internal Revenue

Mark served as the expert witness on *The Estate of Michael Jackson v. Commissioner of Internal Revenue*, where he was tasked with valuing Michael Jackson's right of publicity at the time of death. After the IRS and its expert witness imposed a $1 billion valuation, the estate found themselves with a hefty tax bill on the right of publicity alone. With the goal of opposing this unjust and conflated valuation, Mark and his team recreated an astounding twenty years of Michael Jackson's history of fame to ascertain a suitable valuation.

In the end, the court relied on Mark's testimony to value Michael's Right of Publicity and trademarks, resulting in a nine-figure tax savings for the Jackson family.

2017

The Estate of Prince Rogers Nelson v. Commissioner of Internal Revenue

After Prince's death in 2016, his estate retained Mark as a valuation expert to opine on Prince's intellectual property with the goal of creating a 10 year valuation of Prince's posthumous intellectual property revenue. While the case is still ongoing in the United States Tax Court, Mark and his team were able to break down and analyze various categories of income such as documentary, merchandise, and media income, to create a cohesive report for the court that encompasses every type of relevant intellectual property asset available.

billboard

Prince's Estate Tax Bill Due This Week: Why It's So Big and How It Could Have Been Avoided

ROESLER LAW

We are a Beverly Hills-based law firm with nearly a century of combined entertainment and intellectual property law experience. Our attorneys have robust experience with a wide array of complex commercial transactions, and we welcome the opportunity to learn more about your next project.

6,000+ Entertainment Deals Negotiated in:

1) Intellectual Property

We advise clients ranging from global brands to individual creators, ensuring their creative and commercial identities remain secure and strategically positioned.

2) Entertainment

We protect and structure creative deals while positioning our clients for long-term leverage in a rapidly evolving media landscape.

3) Corporate & Business Law

We align legal infrastructure with business objectives, scaling our support as our clients grow.

4) Anti Cybersquatting Litigation

We also offer protections like defensive registrations, strategic monitoring, and portfolio management to keep your brand safe in the digital marketplace.

Clients Who Trust Our Expertise

McDonald's

tv

Eleven Labs

GUCCI

BAR KEEPERS FRIEND® SINCE 1882

BASED BODYWORKS

STEEL CITY INTERACTIVE

Podqi

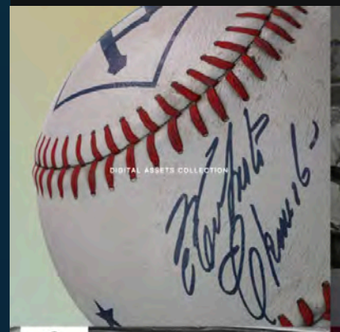
Worldwide XR

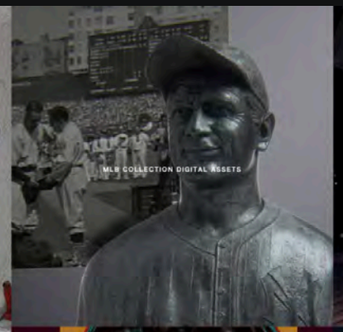
Worldwide XR

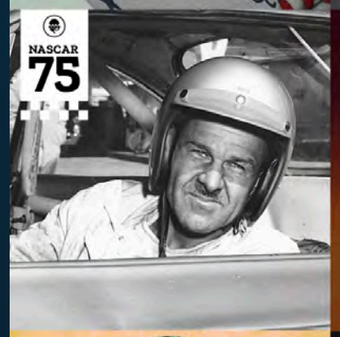
Worldwide XR is a forward-thinking media company dedicated to delivering next-generation content through immersive extended reality (XR) technologies. By blending traditional storytelling with cutting-edge innovation, WXR creates experiences that resonate deeply with both mainstream and niche audiences. Their full-service studio specializes in immersive content production, XR hardware and software development, digital rights management, and consulting, serving industries ranging from entertainment and sports to business and education.

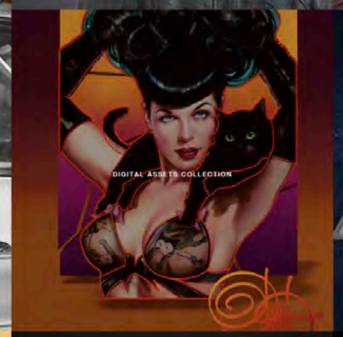
At the core of WXR's mission is the commitment to lead the immersive media revolution. They combine visionary leadership, technical excellence, and creative storytelling to deliver engaging, educational, and transformative content across multiple platforms. As the lines between the physical and digital worlds blur, WXR empowers brands, celebrities, and businesses to connect with audiences in unprecedented ways.

BRINGING THE PAST
INTO THE FUTURE



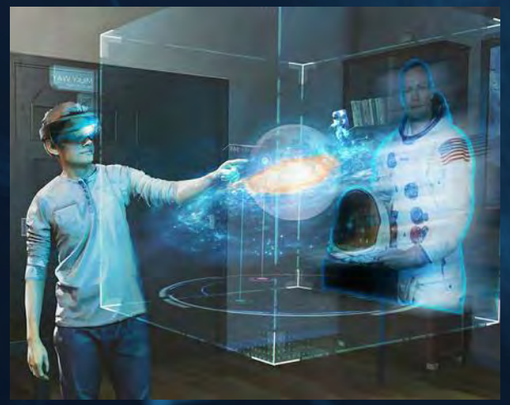






Worldwide XR

Consumer engagement is fueled by compelling stories and memorable characters. Worldwide XR uniquely combines deep tech expertise, original content creation, marketing insight, and exclusive access to iconic IP—from entertainers to historical figures. With in-house capabilities across creative, production, and distribution, WXR is the go-to partner for cinematic, computer-generated, and immersive AR/VR experiences that connect brands with audiences in powerful new ways.



Extended Reality

Worldwide XR pairs deep expertise in VR, AR, and MR with executional strength, marketing savvy, and a powerful network. In an immersive media space where many are excited but unsure how to proceed, WXR stands out as a rare end-to-end partner—guiding clients through technology, content, and distribution to deliver impactful, turnkey XR experiences.

Patrick Mahomes VR Experience

In partnership with Patrick Mahomes and City Lights, Worldwide XR created *The MVP Experience*—an immersive XR activation that puts fans on the field at Arrowhead Stadium. Guided by a virtual Mahomes, users step into the quarterback role, read defenses, and drive the ball downfield. It's an unprecedented way for fans and athletes alike to train with—and learn from—the NFL's MVP.

The Immersive Future

Worldwide XR specializes in producing cross-platform video content and building strategic video marketing campaigns tailored for today's digital landscape. Whether the goal is brand awareness, audience engagement, or conversion, our expert team maximizes both creative impact and budget efficiency—ensuring your message hits the mark.

How can Worldwide XR Help?

Worldwide XR is redefining extended reality with a full suite of immersive content solutions. From augmented and virtual reality to mixed reality experiences, we produce and market next-generation media across today's most dynamic platforms. Powered by cutting-edge technology and an agile, expert team, WXR delivers the speed, flexibility, and creative edge needed to thrive in a fast-evolving visual tech landscape.

IT TAKES AN ICON TO DRIVE AN ICON

Worldwide XR teamed up with Ford to launch *It Takes an Icon to Drive an Icon*—a bold campaign unveiling the Mustang Mach-E. Featuring global superstar Charli D'Amelio, WXR led the charge from concept to execution: scripting, directing, producing, and marketing one of the most talked-about automotive campaigns of the decade.

The Story

Worldwide XR tapped into the timeless appeal of the '65 Mustang to create a campaign that bridges generations. By digitally de-aging Charli and Marc D'Amelio and placing them alongside their present-day selves—driving the '23 Mustang Mach-E—WXR delivered a visually stunning, emotionally charged narrative. The result: a boundary-pushing campaign that fuses cinematic storytelling with cutting-edge brand innovation.

The Technology

To bring this vision to life, WXR deployed a 106-camera volumetric capture system, scanning Charli and Marc D'Amelio in full 360° for real-time AR integration. A 160-camera photogrammetry rig generated ultra-high-res 3D models, while deepfake technology enabled seamless digital de-aging. Virtual environments were built in Unreal Engine, and both the '65 and '23 Mustangs were captured using proprietary tools from WXR's own Spatial Motors. The result: a hyper-realistic, tech-forward campaign unlike anything in automotive marketing.

The Shoot

Industry insiders would peg this production at $5M. WXR pulled it off for $1M. How? A lean, agile team. Proprietary volumetric and photogrammetry tech. And visionary leadership from CEO Travis Cloyd. The entire shoot wrapped in a week—with Charli D'Amelio on set for just one day. High impact, low friction, radically efficient.

The Deliverables

WXR delivered a high-impact, cross-platform campaign including long- and short-form hero videos, AR assets (20+ volumetric captures), a VR experience for Oculus, 360° YouTube content, and behind-the-scenes media. Social posts were tailored for TikTok, Instagram, Snap, and YouTube, with CMG securing Charli D'Amelio's commitment to post across all platforms—media exposure valued at over $800K, nearly equal to the entire production budget.

"Ford is excited to launch the 2023 Ford Mustang Mach-E with the D'Amelio family. By bringing my voice to this historic company, I hope to help usher in a new generation of car buyers and lessors to their brand."

- Charli D'Amelio

Dr. Maya Angelou Digital Museum and Immersive Experience

The *Maya Angelou Digital Museum and Immersive Experiences* is a groundbreaking digital tributes celebrating Dr. Angelou's legacy through cutting-edge AI and AR technology. Spearheaded by CMG Worldwide and Worldwide XR, this collaborative project brings her powerful voice and message to new generations in an interactive, educational, and immersive format.

The Process

Every aspect of this project was crafted with integrity and respect. CMG Worldwide ensured the necessary rights were cleared, while Worldwide XR and VueXR designed the interactive AR experiences from the ground up. ElevenLabs' AI voice synthesis was developed with ethical oversight to preserve the depth and emotion of Dr. Angelou's voice. With the estate's active participation, this initiative honors her legacy through immersive storytelling, making her wisdom and words accessible to audiences worldwide.

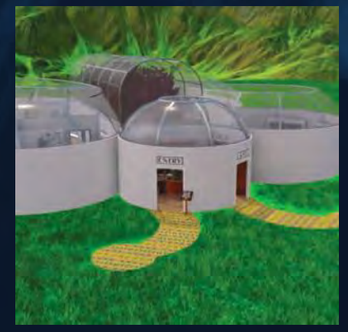
The Museum

The butterfly, a powerful symbol of grace, transformation, and resilience, was chosen as the central motif of the Dr. Maya Angelou Digital Museum. The museum's architecture is designed to mirror the form of a butterfly, with its wings representing key chapters of Dr. Angelou's life—her childhood, activism, creative works, and public speaking. These wings lead to the heart of the butterfly, a serene courtyard filled with animated butterflies and inspirational quotes, reflecting her deep love for nature. Visitors enter and exit through a virtual gift shop, where they can browse and purchase physical items like t-shirts, hats, and books. Every element of the museum was developed in close collaboration with the estate, ensuring the experience remains authentic and respectful to Dr. Angelou's legacy.

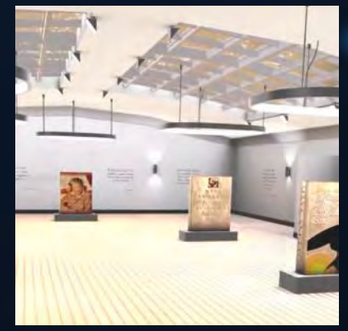
Statement from Caged Bird Legacy

"Caged Bird Legacy LLC (CBL), representing the estate of Dr. Maya Angelou, is honored and excited to collaborate with CMG Worldwide, VueXR, and ElevenLabs on the Dr. Maya Angelou AI/AR Experience. We believe that Artificial Intelligence (AI) and Augmented Reality (AR) can bring Dr. Angelou's words to life in a unique way. The Dr. Maya Angelou AI/AR Experience will introduce her stories, poetry, and messages of resilience, hope, courage, self-love, and inclusivity to a new generation, while offering those familiar with her work innovative ways to engage with it. Through her AI-generated voice and AR-created immersive experiences, users will be guided through Dr. Angelou's writings, and gain unparalleled access to the life of this legendary American author, activist, teacher, producer, speaker, and champion of human rights."

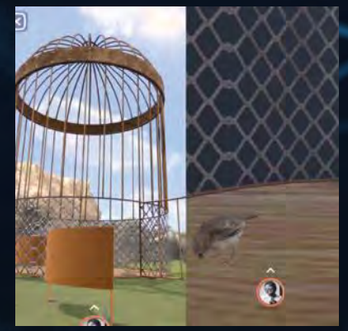
The *Dr. Angelou Immersive Poetry Experience* guides users through a dynamic AR gallery where her poems unfold in both sight and sound, narrated by her AI-generated voice. This journey brings her powerful words to life, creating a deeply moving and interactive literary experience.



The *Dr. Angelou Digital Library Experience* invites users into a serene AR library featuring seven towering books, each representing a chapter of her life and work. As users approach, Dr. Angelou's AI-generated voice begins narrating excerpts from her writings, offering an intimate encounter with her literary legacy.



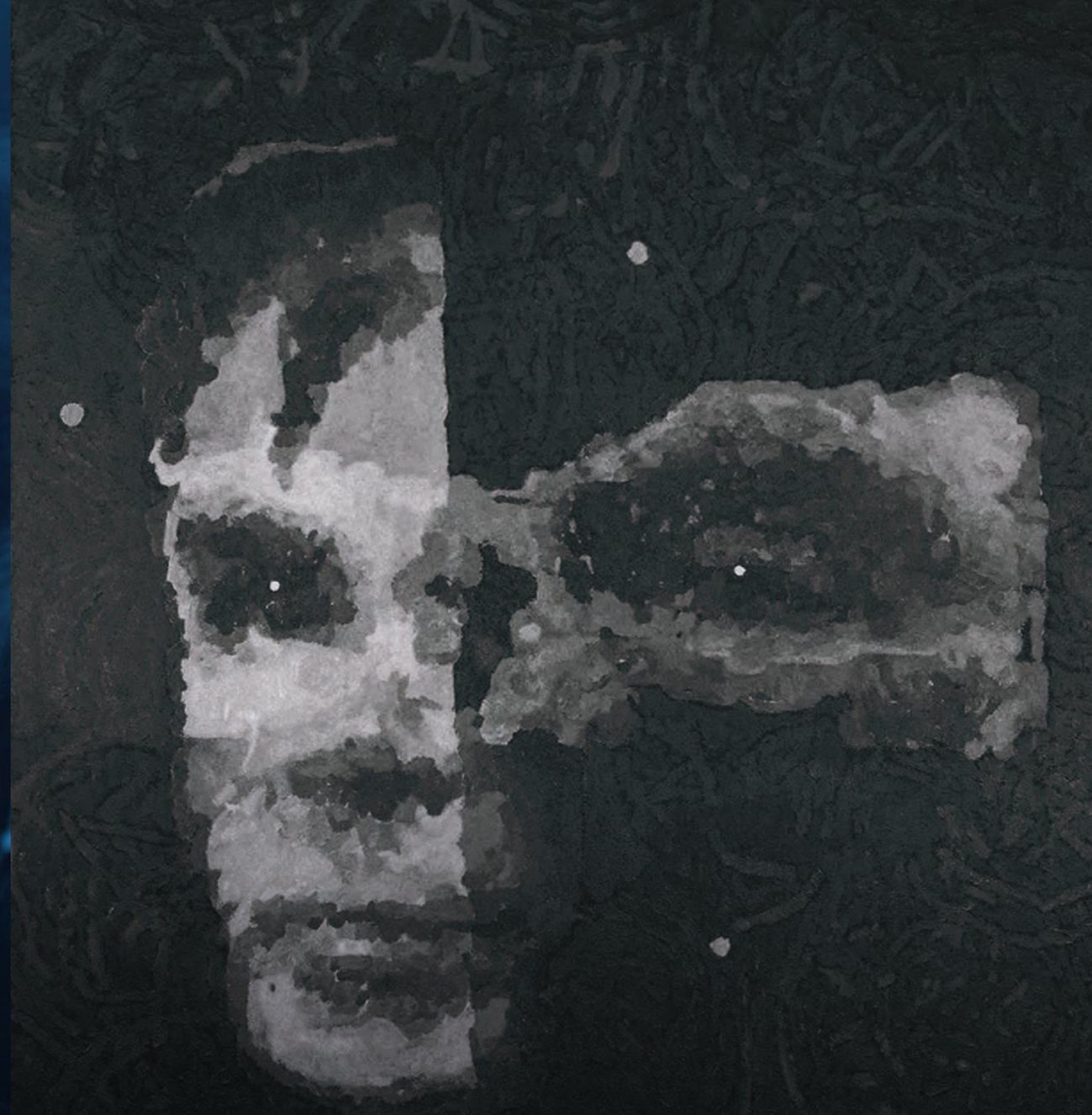
The *Dr. Angelou Caged Bird Immersive Experience* invites users to step inside a beautifully rendered AR birdcage, where Maya Angelou's iconic poem comes to life through visuals and narration, evoking the emotional depth of her struggle and triumph. Each step within the space immerses users in the powerful symbolism of resilience and freedom.



The *Dr. Angelou AR Digital Quarter Experience* reimagines the historic U.S. quarter honoring Maya Angelou through augmented reality. Users can explore the symbolic coin in 3D, learning about her cultural impact and legacy as the first African American woman featured on U.S. currency.

DIGITAL ASSETS

CMG sees digital collectibles not as static assets, but as dynamic tools for legacy engagement. From immersive experiences to gaming, education, and tokenized access, these assets unlock new revenue streams and reimagine how audiences interact with history. Powered by Worldwide XR, our in-house extended reality team, we guide clients through platform selection, creative development, and launch strategy—whether it's animation, interactive media, or hybrid physical-digital offerings. We ensure every collectible not only honors the past but lives powerfully in the digital environments of the future.



"Sometimes it is the people who no one imagines anything of who do the things that no one can imagine."

- ***Alan Turing***

WE ARE ON A MISSION TO INFILTRATE METAVERSE.

MLB x Candy
Lou Gehrig

CMG collaborated with Major League Baseball and Candy Digital to create a limited-edition digital collectible commemorating Lou Gehrig's legendary "Luckiest Man" speech. Released on July 4th, the digital asset honored one of the most poignant moments in sports history—Gehrig's farewell after his ALS diagnosis. All proceeds benefited ALS charities, blending storytelling, philanthropy, and technology to bring history to life in a bold new format.

Space Force x Ethernity
Neil Armstrong

To commemorate the U.S. Space Force naming the GPS III SV-05 satellite after Neil Armstrong, CMG partnered with Ethernity to launch a digital collectible series honoring this historic tribute. The collection included limited-edition assets depicting the satellite, launch vehicle, and exclusive mission patches typically reserved for participating engineers. These collectibles extended Armstrong's legacy beyond memorabilia—into immersive digital environments. Select assets were later integrated into the *Star Atlas* video game, allowing users to engage with Armstrong's legacy inside a next-generation metaverse experience. CMG continues to work with USSF and other federal partners to spotlight historic achievements through innovative digital formats.

Wendell Scott Digital Assets Collection
Wendell Scott

To mark Wendell Scott's centennial, CMG partnered with NASCAR and the Scott family to launch a commemorative digital collectible series honoring his trailblazing legacy. As the first and only Black driver-owner in NASCAR history, Scott's impact was finally recognized with a long-overdue trophy presentation in 2021—nearly 60 years after his historic win. The collection featured interactive and AR-enabled assets, including replicas of Scott's car and trophy, and a "Trailblazers" piece spotlighting Scott alongside Jackie Robinson and Arthur Ashe.

"Little Bastard" Digital Assets Collection
James Dean

To honor one of Hollywood's most iconic and enduring figures, CMG and Ethernity launched the first-ever officially licensed James Dean digital collectible series: *The Hollywood Icon Collection*. Released in December 2021, the series featured a hyper-realistic 3D model of Dean's infamous 'Little Bastard' Porsche, authenticated by Dean expert Lee Raskin, along with a signed metal bust, a double-sided gold medallion, his final public appearance, and his famed Hollywood Walk of Fame star. The collection offered fans and collectors a new way to engage with Dean's timeless legacy through exclusive, high-quality digital memorabilia.

CMG Talent

CMG Talent is the next chapter in CMG Worldwide's legacy—built for a digitally-driven world. We represent a new generation of creators, influencers, and public figures whose impact is felt not only on screen, but across platforms and communities.

Rooted in over four decades of experience managing the rights and reputations of cultural icons, CMG Talent brings that same care, structure, and strategic insight to the fast-moving world of social media. We support creators at every stage—developing brand partnerships, negotiating contracts, and building long-term strategies that go beyond the latest trend.

Brand Overview

100+	*7B+*	*13*	*110M+*
Clients	*Impressions*	*Cities*	*Followers*

We build powerful influencer campaigns that deliver on your business goals. Using audience data and performance metrics, we find the right creators, manage all collaborations, and track real results.

For creators, we secure strong brand deals, handle contract negotiations, and build lasting partnerships. Our approach brings stability, clarity, and growth in today's fast-changing digital world.

CMG Talent Case Studies

CMG Talent works at the intersection of influence, entertainment, and brand storytelling. Beyond our campaign partnerships, our creators have collaborated with industry leaders like Adobe, A24, Dyson, IKEA, Universal Studios, Pizza Hut, and Vaseline, and have appeared at major events including New York Fashion Week and global film premieres.

Claudia Hernandez x Wingstop Continued Collaboration

100M views | 40M engagements

Goal: Build sustained awareness and flavor excitement through multi-platform food content
Influencer: Claudia Hernandez
| Food & ASMR |1.5M TikTok | 234K IG |
Content: TikTok + Reels mukbangs celebrating Wingstop flavor drops and food holidays)
⭐Claudia's fun, unfiltered reactions and satisfying bites towards food made the content widely shareable and consistently high-performing across both platforms

18.2M views | 1.39M engagements

Goal: Showcase Erewhon's premium Kyoto strawberry through lifestyle storytelling
Influencer: Alyssa Antoci
| Lifestyle & Beauty | 222k TikTok | 40k IG |
Content: TikTok review: "Trying the $19 strawberry from Kyoto"
⭐Alyssa's relaxed, aesthetic delivery and genuine reaction turned a simple taste test into a viral lifestyle moment

Alyssa Antoci x Erewhon

Nabihah Ahmad x Coach

1.98M views | 19.9K engagements

Goal: Promote the Coach Delish bag to a fashion-forward Gen-Z audience
Influencer: Nabihah Ahmad
| Fashion & Education | 224k TikTok | 100k IG |
Content: TikTok styling video: "How I would style the Delish bag"
⭐Nabihah's mix of elegance and relatability resonated with viewers, generating high visibility and strong audience saves

Collaborations

Entertainment & Media:

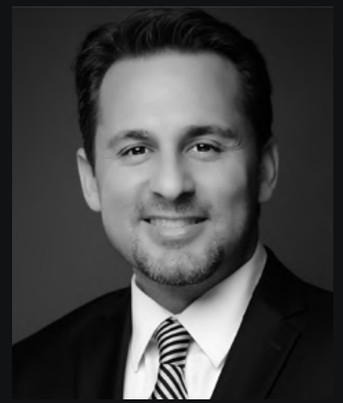
Food & Beverage:

Retail & Consumer:

Connect with us!

www.cmgtalent.co @cmgtalentgroup madison@cmgworldwide.com

MEET OUR DEPARTMENT HEADS



Travis Cloyd
Chief Technology Officer

Travis Cloyd is the CTO of CMG Worldwide, CEO of WorldwideXR, and a recognized pioneer in immersive media and entertainment. He has produced and directed award-winning XR and film content for top global brands, athletes, and celebrities. His projects span cinema, AR/VR/MR, mobile gaming, and live events. He is also currently a Director and Professor at Florida International University where he previously co-directed the iSTAR (Immersive Studio for Altered Reality) program and was awarded the FIU Medallion, the university's highest honor. Previously, he served as Global Futurist and Professor at Thunderbird School of Global Management at Arizona State University, where he led the Metaverse and Global Enterprise master's program and served on the AI Committee. His insights have been featured in *Time*, *Forbes*, *Rolling Stone*, *Variety*, and CNBC's *Meet the Press*. Cloyd is a member of the Producers Guild of America and serves on its New Media and International Committees. He is also an ambassador to the Global Blockchain Business Council (GBBC) and an investor in immersive media technologies. Travis resides in CA and FL and spends his free time working with like minded organizations and traveling to meet with creators with the goal of expanding emerging immersive media, staying current on technological innovation and evangelizing the burgeoning XR industry.

Joey Roesler, Esq. is a dynamic entertainment attorney and entrepreneur with deep expertise in commercial & corporate law, and intellectual property law. As Chief Operating Officer of CMG Worldwide, he directs daily operations across all departments and spearheads initiatives. A zealous advocate, Joey has negotiated more than 4,500 IP licensing and personal-services agreements for both entertainment and corporate clients, manages all CMG & portfolio company litigation, and is routinely called upon as an expert witness in high-stakes entertainment litigation. In 2023, he founded CMG portfolio company Roesler Law—a boutique Beverly Hills law firm serving a diverse roster of entertainers and corporations—and in 2025 launched CMG portfolio company CMG Talent, an influencer-marketing agency that delivered seven figures to talent in the first 100 days of operation. Joey earned his business and law degrees from the University of Southern California—graduating near the top of his class with a certificate in entertainment law and concentrations in quantitative finance and computer science. He serves on three corporate boards and is an active member of the Beverly Hills Bar Association. Outside the office, Joey is an avid sailor, skier, and world traveler.

Joey Roesler
Chief Operating Officer

Azadeh Sinai Samimi, Esq.
Chief Legal Officer, General Counsel

As General Counsel of CMG Worldwide, Azadeh Sinai Samimi is responsible for overseeing CMG's worldwide legal and business affairs, including litigation, intellectual property, and corporate matters. In this capacity, Azadeh provides legal counsel to senior management and internal creative and marketing teams on intellectual property matters, corporate issues, and employment matters and oversees the entire CMG legal department. Azadeh is also credited with spearheading the expansion of CMG's media rights department. In this role, Azadeh has played a heavy hand in optioning the rights of the various literary works and life story rights of our clients to major film and television projects.

Prior to joining CMG Worldwide in 2014, Azadeh served as a law clerk for NBC Universal, where she worked in both the Trademarks and the Anti-Piracy department. There, she learned that the value of a brand is dependent on active policing of unauthorized uses in the marketplace. Azadeh's profound understanding of intellectual property rights and their value has made a significant contribution to CMG's valuation team. In fact, Azadeh worked hand in hand, alongside CEO and expert witness, Mark Roesler, for over 3 years in the valuation of the name and likeness rights of Michael Jackson in the case, Estate of Michael J. Jackson v. IRS.

She continues to serve an integral role in all valuation matters. Azadeh graduated from the University California, San Diego, and holds a law degree from USC Gould School of Law. A native of Santa Monica, Azadeh still lives in Los Angeles with her husband, son, and daughter.

Rebeca Cuñado is the Chief Media Officer and Associate General Counsel at CMG Worldwide, where she has spent the past nine years driving legal strategy and media innovation. Rebeca oversees legal and business matters related to CMG's media initiatives, including documentaries, television, film, and emerging content formats. In addition to her leadership, she spearheads CMG's speaker division, CMG Speaks, managing client acquisition, managing client acquisition, development, and partnerships. Rebeca began her career at CMG as a law clerk in 2016 and has since become a trusted advisor at the intersection of law, media, and brand development. She negotiates a wide range of entertainment agreements and provides counsel on marketing, intellectual property, and licensing strategy.

Additionally, Rebeca works closely with CMG's executive team- particularly on IP valuation and brand consulting efforts - with a focus on legacy clients and growth stage opportunities alike. Originally from Los Angeles, Rebeca earned her bachelor's degree from the University of Southern California and her J.D. from Loyola Law School, Los Angeles. She continues to work out of CMG's headquarters in L.A., where she remains deeply engaged in the entertainment industry she's long called home.

Rebeca Cuñado, Esq.
Chief Media Officer, Associate General Counsel

Jennifer Lash
Director of Music Licensing

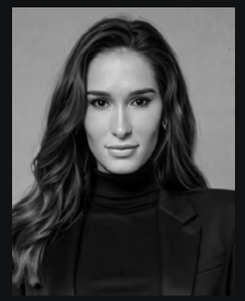
As Director of Music Licensing, Jennifer leads our Nashville office on “Music Row” and in particular, oversees our music clients. Her 25 year past employment experience includes entertainment companies such as BMI, Harry Fox Agency, Colbert Artist Management, Bourne Co., Indiana University Press and Next Decade Entertainment. She has worked as a music publisher, record label, artist management, performance rights organization, literary publisher and in other various licensing roles.

Some of the music catalogs she has licensed songs include the music catalogs of Chuck Berry, the band Boston, Oscar Brown, Jr, Harry Belafonte, Yip Harburg, Vic Mizzy and Dr. Maya Angelou. At CMG, she has created a licensing niche by licensing musical settings of the poetry of Dr. Angelou, the speeches of Malcolm X and music samples of other personalities intellectual property by creating music catalogs. These musical compositions provide new assets for CMG clients to license.

As a classically trained music performance major and world traveler who studied music in London in college, she is great at communicating with our clients and connecting with prospective music clients. Jennifer is a member of BMI, the Association of Independent Music Publishers, the Nashville Striders, performs regularly in various orchestras and has run over 50 marathons.

Wyatt, our Head of Business Development, is an experienced manager in the entertainment industry. As Head of Business Development, Wyatt drives growth through new client acquisition and the conceptualization and execution of creating, marketing, advertising, and media campaigns featuring CMG’s iconic roster. Wyatt is passionate about preserving the legacies of CMG’s iconic roster of personalities. He works closely with CMG sister-company Worldwide XR to tell our clients’ stories through cutting-edge experiential activations. Wyatt graduated Summa Cum Laude from the University of Southern California’s prestigious John H. Mitchell Business of Cinematic Arts program. He has previously worked at firms like Goldenvoice, Hyde Park Entertainment, The Gotham Group, and Epic. Outside of CMG, Wyatt enjoys playing piano, cooking, surfing, and spending time with his dog, Remington.

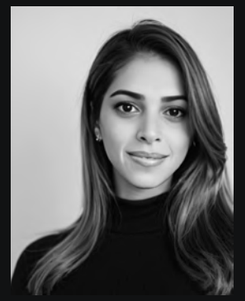
Wyatt Manolakas
Head of Business Development



Madison Lucci
Director of Talent

Originally from Los Angeles, CA, Madison joined CMG in January 2025. She currently represents over 30 influencers, working closely with brands to secure strategic partnerships and brand deals.

Her roster includes talent across the lifestyle, food, and athletic spaces. Madison is deeply committed to building long-term success for her clients and prioritizes sustainable growth in every partnership.



Rhea Bhoolabhai, Esp.
Senior Legal Counsel, Business & Legal AffairsDevelopment

Rhea Bhoolabhai is a seasoned entertainment lawyer with deep expertise in global entertainment and intellectual property. Licensed in both India and California, she brings a multi-jurisdictional lens to complex IP, licensing, and brand management issues in her role as Senior Counsel at CMG Worldwide. Rhea launched her international legal career after earning her LL.M. from UCLA, specializing in Media, Entertainment, and Technology Law. Before CMG, she served as a senior associate at one of India’s top entertainment law firms and later led the business and legal affairs team at a major talent management agency. Her work included representing production companies, talent, agencies, and networks, and supporting Amazon Prime Video’s OTT and original content rollout in India.

At CMG, Rhea leads global licensing deals, drives revenue through strategic partnerships, and oversees brand protection for some of the world’s most iconic names. Known for her sharp negotiation skills and commitment to client advocacy, she plays a vital role in CMG’s legacy management efforts.

As Director of Design at CMG Worldwide, Ryan spearheads the strategic advancement of our clients’ digital ecosystems. Leveraging deep expertise in design innovation, he leads the development of high-performance eCommerce platforms and results-driven online marketing strategies.

Ryan holds a Bachelor’s degree in Web Design & Interactive Media from The Art Institute of Indianapolis. Since joining CMG, he has been a transformative force in redefining digital standards across our client portfolio, modernizing user experiences, elevating brand visibility, and setting new benchmarks for design excellence within the industry. Under his leadership, CMG’s digital initiatives consistently deliver forward-thinking solutions that merge cutting-edge aesthetics with measurable business outcomes.

Beyond the office, Ryan channels his creativity into creating art, composing music, and engaging in strategy-based tabletop gaming, pursuits that reflect his passion for innovation and storytelling.

Ryan Pluckebaum
Director of Design

Kaitlyn Smith
Head of Talent

Kaitlyn Smith is the Head of Talent at CMG Talent, where she represents top influencers across beauty, fashion, lifestyle, and entertainment. With over eight years of experience spanning TV and film, the music industry, theatre, and the social media landscape, Kaitlyn brings a well-rounded expertise in talent development and content strategy.

Known for her ability to elevate emerging and established creators alike, she delivers strategic guidance and brand-building initiatives that drive influence, engagement, and long-term career growth.

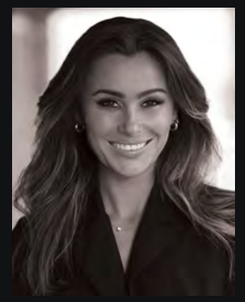
Amber Wang is leading the creative and strategic direction across CMG Worldwide, CMG Talent, WorldwideXR, and Roester Law's digital platforms. She oversees website design, social media strategy, and brand experience, ensuring consistency, performance, and growth across the firm's portfolio.

Amber holds a Master's degree in Experience Design, with additional expertise in social media marketing and data analytics. Blending design leadership with a strong consulting mindset, she drives user-centered solutions that elevate brand presence, support business development, and translate creative vision into measurable results.

Amber Wang
Head of Design

Shawn Jacobson is a Senior Talent Manager at CMG Talent where she represents high quality talent ranging from beauty, lifestyle and travel niches. Shawn specializes in long term relationships with brands for her talent as well as development and strategy to get them to the next level. With over 3 years of experience in influencer management, she is a champion for her talent!

Shawn Jacobson
Senoir Talent Manager

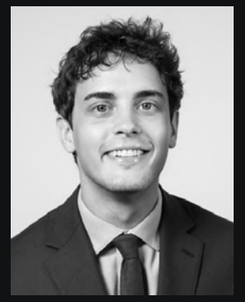


Katie advises clients in the entertainment and creative industries on a wide range of intellectual property matters, including copyright, trademark, and right of publicity issues. She represents artists, estates, and brands in protecting and commercializing their works across media, fashion, art, and literature. Her practice includes negotiating and drafting licensing, enforcement, and other complex commercial agreements.

Katie McElveen
Law Clerk

Conor works with clients in the entertainment and media industries in matters involving intellectual property protection, rights enforcement, and complex contract negotiations. He assists with drafting and negotiating licensing and talent agreements, managing trademark and brand collaborations, and resolving infringement and enforcement matters with a focus on practical, business-driven outcomes.

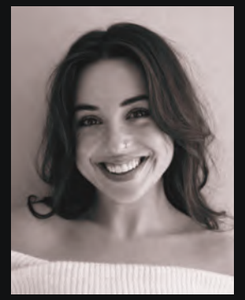
Connor Winston
Legal Affairs Associate



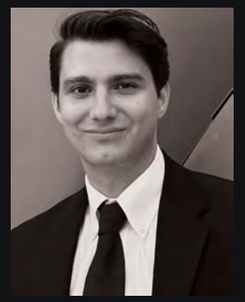
James Gage is a Talent Manager at CMG Talent, a subsidiary of CMG Worldwide, where he specializes in connecting influential creators with leading brands to craft authentic and compelling campaigns. With a background in digital talent management, influencer marketing, and branded content, James is dedicated to shaping culture through meaningful partnerships that resonate globally.

James Gage
Talent Manager

Kelsey is a Senior Talent Manager at CMG with five years of experience in the influencer industry. She has worked with a diverse range of talent across beauty, lifestyle, parenting, comedy, and sports, bringing a well-rounded perspective to every partnership. Prior to transitioning into social media, Kelsey built her foundation in the fashion industry. She is particularly passionate about creative strategy, with a strong focus on brand outreach and securing meaningful, long-term partnerships for her talent. She emphasizes building genuine, lasting relationships with both talent and brand partners.



Kelsey Brown
Senior Talent Manager



Ash focuses his practice on licensing, copyright termination rights, and complex civil litigation. He regularly advises creators, rights holders, and estates on reclaiming intellectual property through termination procedures under the Copyright Act, guiding clients through both statutory requirements and strategic negotiations.

Ash Ariaee
Law Clerk

Jake has substantial experience drafting and negotiating agreements across the entertainment, media, and brand sectors, including complex cross-border transactions. He is recognized for protecting clients against intellectual property infringements, leading international enforcement efforts, and providing practical solutions to novel legal challenges. With a background in music business and entertainment law, Jake brings a blend of industry knowledge and legal expertise to his practice, advising clients on IP strategy, licensing programs, and high-value commercial transactions.

Jake Morizio
Law Clerk

OUR CLIENTS

ENTERTAINMENT
Alan Freed
Alan Ladd
Al Jolson
Art Carney
Bette Davis
Bettie Page
Bob Crane
Bridget Marquardt
Buddy Ebsen
Burt Reynolds
Colin Egglesfield
Christopher Reeve
Dave Dugan
David Carradine
David Niven
Don Adams
Donald O'Connor
Donna Reed
Dorothy Dandridge
Dorothy Lamour
Dudley Moore
Flip Wilson
George "Spanky" McFarland
Ginger Rogers
Harry Belafonte
Hedy Lamarr
Helen Hayes
Ingrid Bergman
James Coburn
James Dean
Jami Ferrell
Jane Russell
Jayne Mansfield
Jean Harlow
Jen Bricker
Jim Henson
Jimmy Stewart
John Wayne
Johnny Weissmuller
Josephine Baker
Judy Garland
Lana Turner
Lillian Gish
María Félix
Mario Lanza
Matthew "Stymie" Beard, Jr.
Michael Madsen
Mickey Rooney
Milton Berle
Montgomery Clift
Natalie Wood
Nicholas Brothers
Ossie Davis
Paul Walker
Peter Sellers
Raquel Welch
Redd Foxx
Robert Culp
Robert Newton
Rock Hudson
Ruby Dee
Shirley Temple
Sir Laurence Olivier
Telly Savalas
The Lady Chablis
Vikki LaMotta
Virginia Mayo
William "Buckwheat" Thomas

SPORTS
Alexander Cartwright
Andre The Giant
André Thornton
Archie Moore
Arthur Ashe
Bart Starr
Ben Hogan
Bill Elliott
Billy Martin
Bobby Layne
Bob Cousy
Bob Feller
Brian Pillman
Brooks Robinson
Buddy Baker
Burleigh Grimes
Carl Erskine
Carl Hubbell
Casey Stengel
Charles Follis
Christy Mathewson
Clarence Seedorf
Davey Boy Smith
Derrick Thomas
Dick Butkus
Dick "Night Train" Lane
Diego Maradona
Dizzy Dean
Don Drysdale
Don Larsen
Don Newcombe
Dr. Moses Powell
Early Wynn
Edd Roush
Eddie Mathews
Ernie Banks
Evel Knievel
Fergie Jenkins
Florence Griffith Joyner
Floyd Patterson
Frank Chance
Fred Dryer
George Gipp
George Mikan
George Sisler
Gil Hodges
Grover Alexander
Harmon Killebrew
Herb Pennock
Jack Dempsey
Jack Johnson
Jake LaMotta
James J. Braddock
Jimmie Foxx
Jim Palmer
Jim Thorpe
Joe Louis
Johhny Mize
John Evers
Lanny Poffo
Lefty Grove
Leo Durocher
Lothar Matthäus
Lou Brock
Lou Gehrig
Macho Man Randy Savage
Mel Ott
Mickey Cochrane
Mike Mentzer
Monte Irvin
Moses Powell
Pee Wee Reese
Pie Traynor
Ray Nitschke
Road Warrior Hawk
Rocky Marciano
Rogers Hornsby
Roy Campanella
Rube Marquard
"Shoeless" Joe Jackson
"Smoky" Joe Wood
"Sugar" Ray Robinson
Thurman Munson
Toni Stone
Tony Lazzeri
Tris Speaker
Ty Cobb
Walter Maranville
"Wee" Willie Keeler
Willie Davis
Wilma Rudolph
Y.A. Tittle
Zack Wheat

MUSIC
Benny Goodman
Bobby Helms
Buddy Rich
Chad "Pimp C" Butler
Charlie Daniels
David Ruffin
Dizzy Gillespie
Frankie Laine
Glenn Miller
Guy Lombardo
Harry Belafonte
Jack Tempchin
Jackie McLean
James DePreist
Jascha Heifetz
Jerry Garcia
Kate Smith
Lead Belly
Maria Callas
Marian Anderson
Mary Wells
Oscar Brown, Jr.
Pat Boone
Patti Page
Sam & Becca Mizell
Stephen Love
The Andrews Sisters
Tiny Tim
Thelonious Monk

HISTORICAL
Alan Turing
Albert Einstein
Amelia Earhart
Arthur Herzog III
Bessie Coleman
Bruce Sulzberg
Bob Mulrenin
Bunny Yeager
Carl Sagan
Darren Ellisor
David Chobat
David Paterson
Edward White II
Frank Lloyd Wright
General George S. Patton Jr.
George Napolitano
Gilbert Baker
Guy Johnson
Huey P. Newton
Ivo Pitanguy
J. Robert Oppenheimer
Jack Kerouac
Mark Twain
Maya Angelou
Neil Armstrong
Olivia DeBerardinis
Oscar Wilde
Raymond Loewy
Richard Feynman
Roger Chaffee
Rosa Parks
Sally Ride
Steve Kaufman
Tennessee Williams
Thomas Edison
Timothy Leary
Viktor Schreckengost
Will Rogers

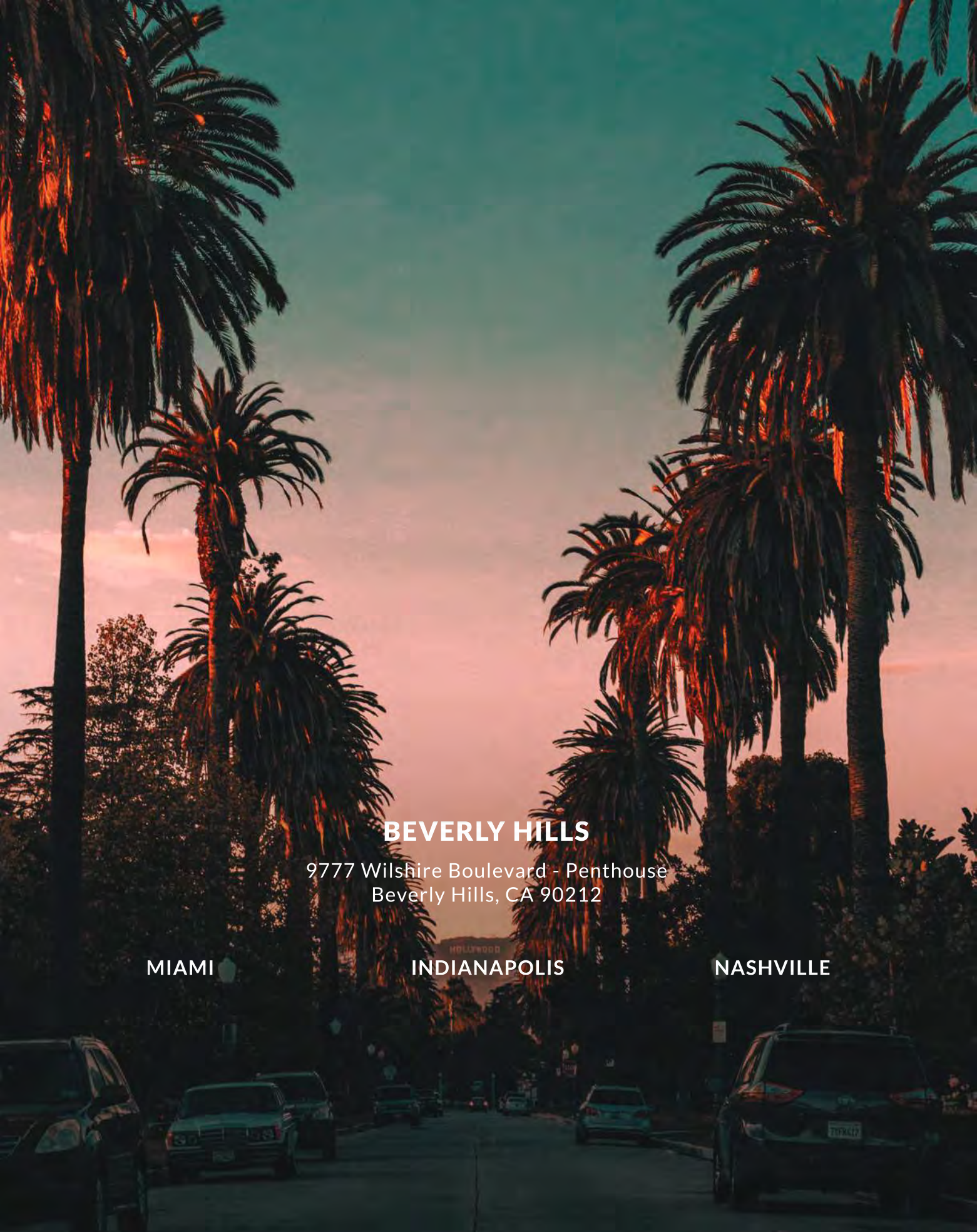
ORGANIZATION
Based Bodyworks
Bar Keepers Friend
Bettie Page Store
Beverly Hills Shield
The Black Panther Party
Canter's Deli
Chobat's Historical
Racing Moments
Green Apple Entertainment
Women Of Wrestling

SPEAKERS
Al Joyner
André Thornton
Bill Caskey
Bram Kleppner
Charles Oppenheimer
Charley Beal
Charlie Daniels, Jr.
Colin Egglesfield
Darren Ellisor
Dave Dugan
David A. Paterson
Fred Dryer
Gary Nance
Heather "Lucky" Penney
Ilyasah Shabazz
Jackie Joyner-Kersee
J'Marie Moore
Jeannie Leavitt
Jen Bricker
Kathryn Childers
Katie Ann Cook
Lothar Matthäus
Mark Roesler
Nick Swisher
Olivia de Berardinis
Richard Goodall
Rita Coburn
Robert Sumwalt
Tammie Jo Shults
Tracey Curtis-Taylor
Travis Cloyd
Tushar Gandhi

OUR PARTNERS

abc
adidas
Allergan
amazon
CHRYSLER
Coca-Cola
CONVERSE
Dior
hulu
Jeep
JOCKEY
kate spade NEW YORK
Madame Tussauds
MATTEL
mazda
NEW ERA
NIKE
PORSCHE
PRADA
SONY
TESCO
TOMMY HILFIGER
TOPSHOP

Audi
Budweiser
Chick-fil-A
D&G DOLCE & GABBANA
facebook
Fanatics
Google
LE CREUSET
LUCKY BRAND
MAC
le coq sportif
Mercedes-Benz
MONT BLANC
MSNBC
NETFLIX
roberto cavalli
ROLEX
SAMSUNG
SHINOLA DETROIT
TOYOTA
Ucla
VISA
zippo



BEVERLY HILLS

9777 Wilshire Boulevard - Penthouse
Beverly Hills, CA 90212

MIAMI

INDIANAPOLIS

NASHVILLE