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# A Message from our Chairman

The year 2024 marks my 44th year at the helm of CMG Worldwide. I am proud to serve as the Founder of CMG and I have continuously served as its Chairman and CEO. Through our early years of defending Norman Rockwell's famous artwork, during America's bicentennial, I witnessed the struggles that families of deceased celebrities would face in safeguarding their loved ones' names and likenesses after their death. To that end, I made it my personal mission to protect these valuable intellectual property rights. Today, I am humbled to be credited with having been the driving force in establishing the legal framework that protects the rights of deceased celebrities. Indeed, it is with great pride to say that I have represented over 1,700 of the world's most famous entertainment, sports, historical, and music icons in various legal and marketing capacities over the course of our history.

At CMG, our clients come first, and we work diligently to ensure that their legacies are ingrained in our history. CMG is a unique agency combining a robust team of intellectual property attorneys, marketing, brand, and social media experts, and financial analysts, who all have a keen eye for celebrity rights and brand management. Our team is composed of talented individuals hailing from all corners of the world - from our offices in Nashville, Miami, Indianapolis, and our headquarters in Los Angeles, we all serve with one comprehensive goal in mind - building and supporting our clients' valuable intellectual property rights. The programs we create reflect the international communities and cultures in which we operate.

As we all move into this new decade, we could not be more optimistic about the opportunities available to our clients. With a reverence of those who have come before us, CMG has always looked towards the future to further our mission. From endorsements, licensing, speaking engagements, IP consulting and valuation, and now, as one of the leading companies with respect to digital humans, CMG is positioned to meet the challenges that the new decade presents. Through the early inception of the Internet in the 90's to today's XR/AR technological advancements, CMG is at the forefront of every technological revolution to support our clients' branding initiatives. Of course, new technologies always raise new and exciting challenges both in a legal capacity as well as developing unique and unprecedented opportunities. However, as technology continues to transform at an increasingly rapid rate, we are dedicated to revolutionizing the way personalities interact with our world. To that objective, we have expanded our extended reality company, Worldwide XR, which is quickly paving the path in this field to create unparalleled opportunities, bringing the past into the future.

Today I could not be more proud to say we represent hundreds of incredible figures. Our clients are trailblazers; they are civil rights leaders and they are history makers. They are rebels, pioneers, groundbreakers, but most of all, they are icons. It is with great honor and privilege to ensure these legacies not only live on, but thrive, prosper, and inspire for generations to come.

Thank you for your continued support, confidence, and interest in what we do at CMG.

Best wishes,



Mark Roesler, Esq.  
Founder, Chairman & CEO

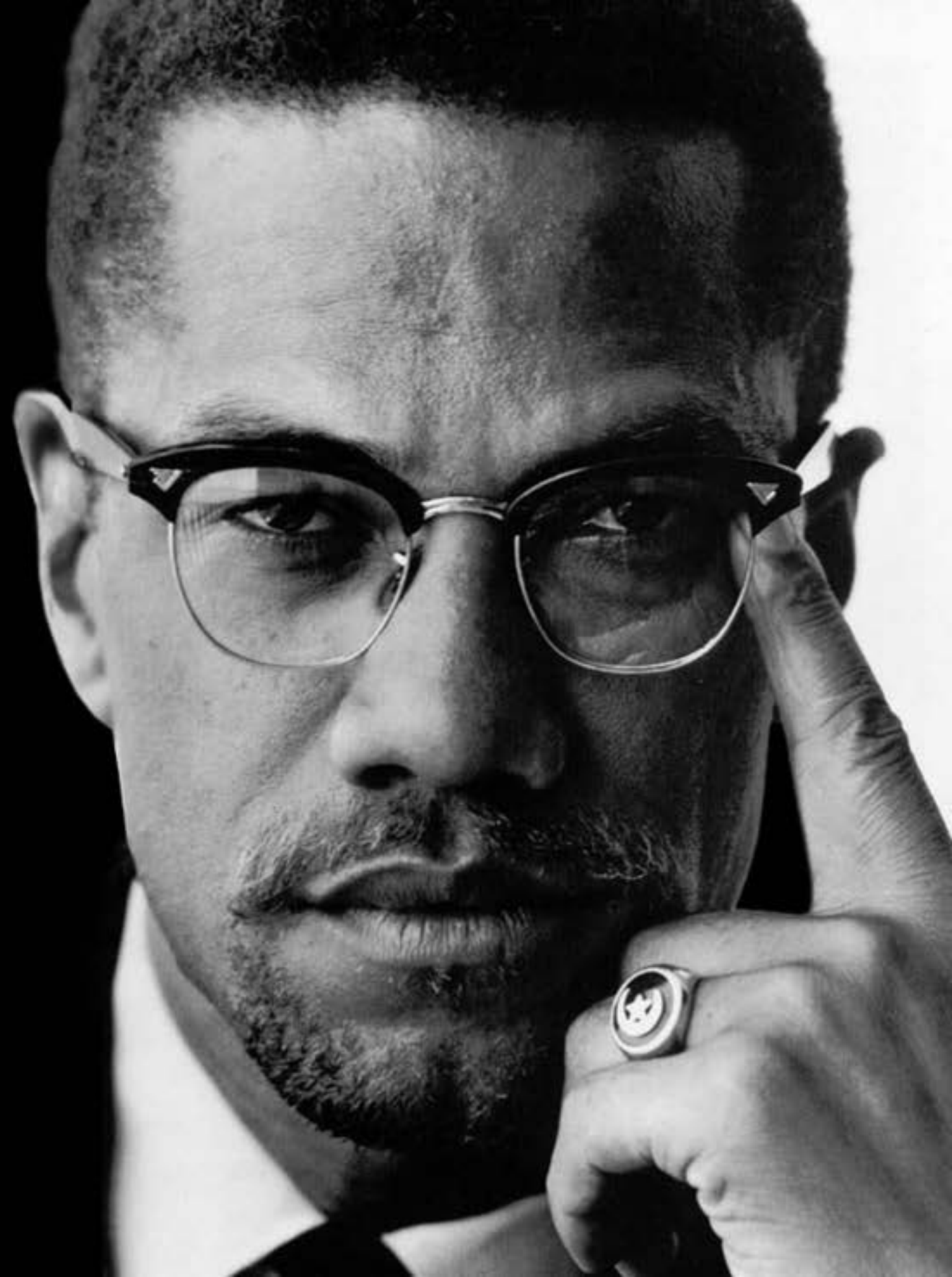


MARK ROESLER

# WE ARE CMG WORLDWIDE

“The future belongs to those who prepare for it today.”

- *Malcolm X*





A black and white portrait of Maya Angelou. She is an older woman with short, curly, light-colored hair. She is wearing dark sunglasses with a patterned frame and large, round, ornate earrings. She is smiling, showing her teeth. She is wearing a dark-colored top. The background is blurred, showing some vertical lines.

**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.”

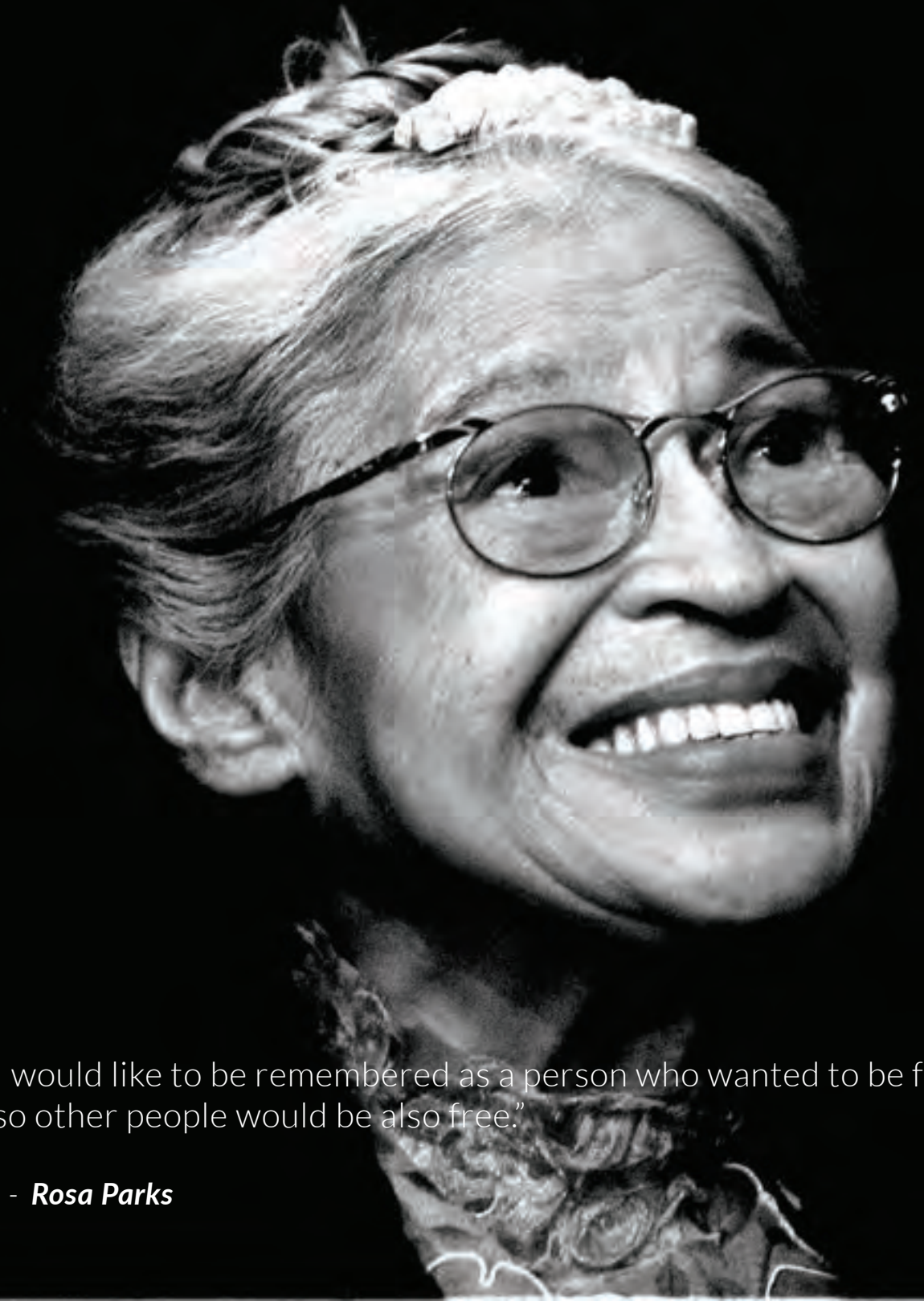
- *Maya Angelou*

# SERVICES

CMG is the leading expert in brand development and growth. As a full service global marketing and entertainment firm, we combine our expertise in intellectual property and licensing with our knowledge of consumer trends to create unique brands that elevate consumer experiences. We are creators that play at the intersection of innovation and strategy, effectively navigating brands from concept to market. With a portfolio of over 250 brands, CMG dominates the world of brand management and licensing.

"I would like to be remembered as a person who wanted to be free...  
so other people would be also free."

- **Rosa Parks**







# 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*



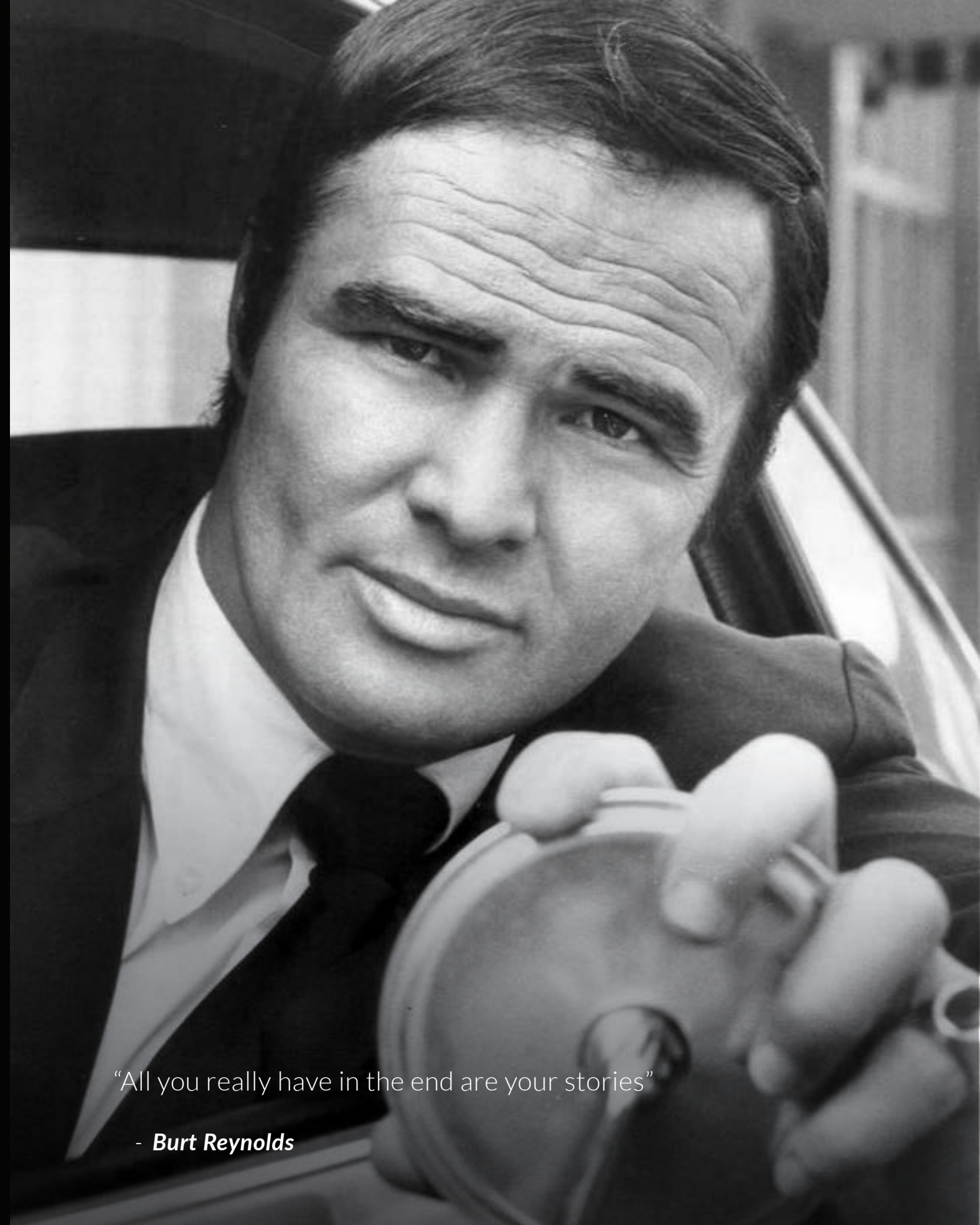
## BRANDING DIVISION

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

## 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.



**Adidas**  
Arthur Ashe Tribute Collection



**Time Out Cellar**  
Bettie Page



**Kith**  
Aaliyah



**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.



**Shinola**  
Great American Series

CMG's distinctive position in the industry provides us with opportunities to develop long standing relationships with a significant number of brands. Such relationships have aided in preserving our clients' legacies through each unique program. For instance, CMG regularly works with companies like Shinola to create incredible timepieces celebrating some of its most beloved clients and their achievements, including Maya Angelou and Jackie Robinson.



# MEDIA & ADVERTISEMENT



**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, such as Amelia Earhart.



**Rolex**  
Arthur Ashe



**Tesco: The Value You Can't Stop Talking About**  
Ingrid Bergman

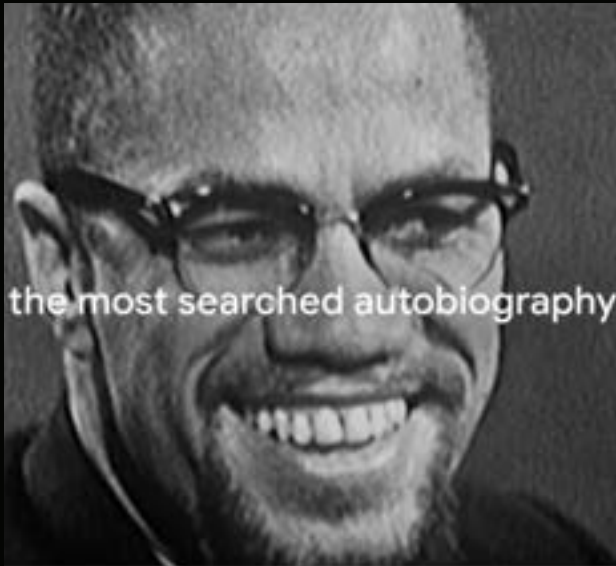
**Budweiser**  
Jackie Robinson

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.



**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.





# MUSIC DIVISION

In addition to our above mentioned branding initiatives, 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***

# CMG MUSIC



**Kodak Black - ‘Malcolm X.X.X.’**  
Malcolm X



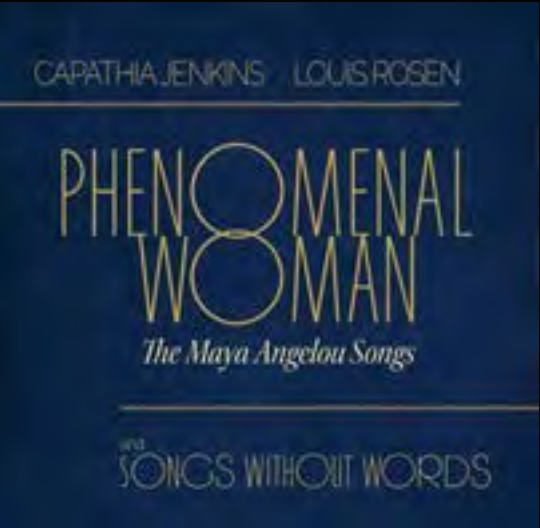
**Apple - Think Different Campaign**

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.



**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.



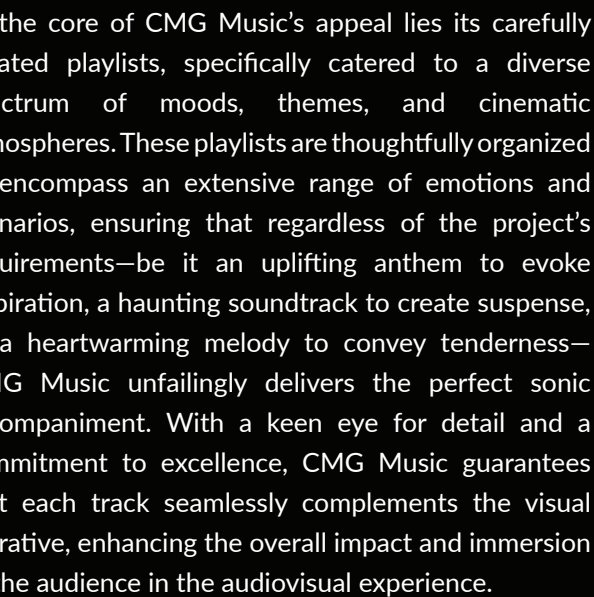
**1201\_Alarm - ‘Surely, You’re Joking’**  
Richard Feynman

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.





CMG Music stands as a beacon of excellence in the realm of sound for picture libraries, meticulously curated to fulfill the diverse needs of both music supervisors and filmmakers. Bolstered by a stellar lineup of award-winning producers, CMG Music prides itself on offering an extensive range of musical selections tailored to enrich any visual project.



However, CMG Music transcends mere mood categorization by providing unmatched versatility within its catalog. In addition to key and beats per minute information, CMG Music provides users with additional descriptive metadata, such as genre, instrumentation, mood, and thematic elements. This comprehensive metadata allows users to filter and search for tracks based on specific criteria, such as genre preferences, instrumental arrangements, or thematic relevance to their project. With our vast and seamlessly cataloged audio library, users can quickly find the perfect musical accompaniment to complement their creative vision.

Ultimately, CMG Music stands tall as the definitive destination for those seeking to elevate their audio catalog to new heights of creativity and impact. By combining unparalleled diversity, intuitive categorization, and exclusive recordings, CMG Music provides music supervisors and filmmakers with the tools they need to craft immersive and memorable audio experiences that resonate with audiences on a profound level. As a result, CMG Music remains at the forefront of the industry, continually pushing the boundaries of what's possible in the world of audio licensing and production.





# WE BRING STORIES TO LIFE

“Attempt the impossible in order to  
improve your work.”

- *Bette Davis*





## MEDIA DIVISION

Although James Dean and Natalie Wood rose to fame over half a century ago, their life's work continues to inspire media of all varieties, from feature films, documentaries and television shows, to theatre, live performance, and digital content, such as podcasts. CMG Media works with companies to create new engaging content based off the inspiring stories of our clients so that future generations continue to appreciate their legacies for years to come.

“If a man can bridge the gap between life and death, if he can live on after he’s dead, then maybe he was a great man.”

- *James Dean*



*James Dean & Natalie Wood on the set of Rebel Without a Cause 1964*

# CMG MEDIA

## American Masters Podcast

### Dr. Maya Angelou

As part of the American Master podcast series, this podcast explores the works of Dr. Maya Angelou, using excerpts and outtakes from her interview from the acclaimed documentary, And Still I Rise. Released in 2018, this podcast captures Dr. Angelou’s incredible life story from Martin Luther King’s coordinator with the SCLC, to a journalist in Egypt and Ghana, to Presidential inaugural poet and best-selling author of “I Know Why the Caged Bird Sings.” Together, This work brings together some of the most profound moments in modern history and highlights the pure genius that Dr. Angelou encapsulated.



## 42 Jackie Robinson

From director Brian Helgeland, this inspirational biopic, depicts the pivotal moment in 1947 when our longtime and beloved client, Jackie Robinson, broke Major League Baseball’s color barrier by becoming the first African American to sign with a professional team. Starring Chadwick Boseman as Jackie Robinson and Harrison Ford, as the legendary Brooklyn Dodgers manager, Branch Rickey, the film demonstrates Jackie’s unwavering courage that changed the world. On behalf of Mrs. Rachel Robinson, CMG worked diligently with Legendary Pictures and Thomas Tull to bring an accurate depiction of Jackie’s exceptional story to theaters everywhere. At CMG, our primary focus is our clients; and we work to ensure that their stories are forever ingrained in our history.



## Bombshell: The Hedy Lamarr Story

### Hedy Lamarr

In 2017, director and writer, Alexandra Dean, released the acclaimed American biographical documentary film entitled, *Bombshell: The Hedy Lamarr Story*. Often renowned for her beauty and career as one of Hollywood’s most beloved starlets, this documentary sheds light on Hedy Lamarr’s lesser known ingenious technological innovations, which today, are considered the basis for Bluetooth technology. CMG is adept at finding opportunities that highlight both the contributions that made our clients successful, but also the unique nuances that make our clients’ stories truly fascinating.

## Vinyl Chuck Berry

From executive producers, Martin Scorsese and Mick Jagger, the TV series *Vinyl*, starring Bobby Cannavale and Olivia Wilde, paints a vivid picture of the evolution of rock ‘n’ roll music and culture in New York City in the 70’s. Released in 2016, this historical drama paints a portrait of the history of rock ‘n’ roll -- one that would be simply incomplete without the songs of Chuck Berry’, including “Rock and Roll Music” and “Maybellene” (of which Rolling Stone famously declared, “Rock and Roll starts here”). CMG facilitated the inclusion of both songs in multiple episodes of the series.



## Armstrong Neil Armstrong

Directed by David Fairhead, *Armstrong* is the definitive life story of American astronaut, Neil Armstrong, from his childhood in Ohio to his very first steps on the Moon, and beyond. The documentary film, which was released in 2019, features incredible never before seen archival footage of Armstrong, as well as his personal writings, including letters written to his parents during his time in Korean War in the U.S. Navy’s fighter squadron. Armstrong’s recounting of perilous accidents and adventures is brought to life by Harrison Ford’s gritty narration. CMG worked on behalf of Mr. Armstrong’s family to shed light on the man behind the mission.

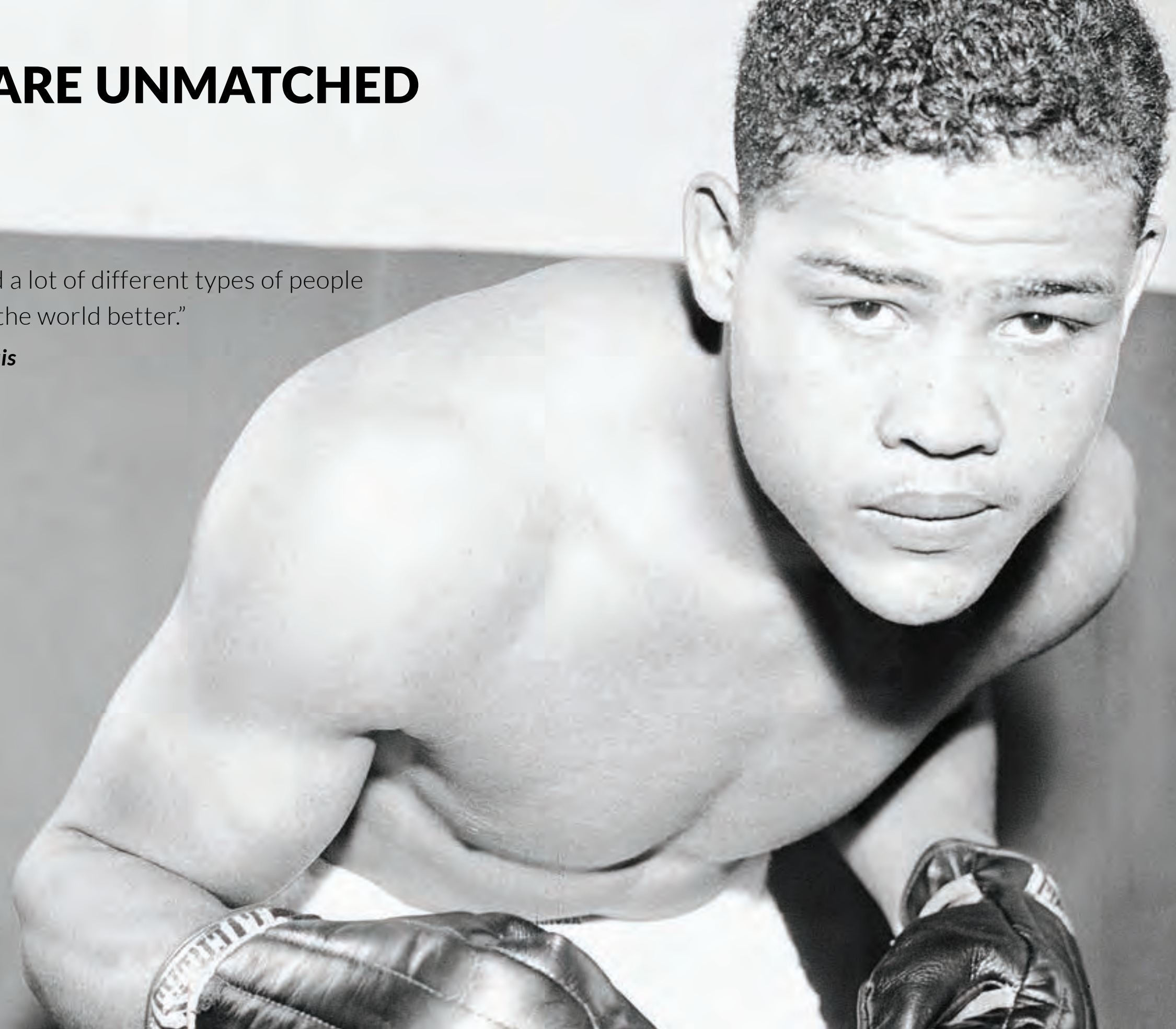




# WE ARE UNMATCHED

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

- *Joe Louis*





# SOCIAL MEDIA DIVISION

We analyze different markets, demographics, and consumer behavior to define what's next. Using global trend intelligence, we source relevant content and data to inform our strategic decisions for collaborations and partnerships. With our clients totaling in over 20 million followers across media platforms, we actively engage in outreach efforts to promote and market our brands, ensuring that each curated opportunity maximizes brand potential.

CMG also develops and enhances the social media presence of our brands through digital marketing strategies designed platforms such as Instagram, Facebook, and Twitter. Social media plays an integral role in establishing consumer relationships, and as such, our marketing and design teams are dedicated to acquiring, maintaining, and promoting these platforms to strengthen our brand awareness.

“You have to love what you do to want to do it everyday.”

- *Aaliyah*







# WE ARE LEADERS

"If everybody's thinking alike, then  
somebody isn't thinking."

- *General George S. Patton (1944)*



# SPEAKERS DIVISION

*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.

"Hope -- it doesn't always change our circumstances, but it always changes us."

- **Tammie Jo Shults**





# 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***





## CORPORATE DIVISION

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



# 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.



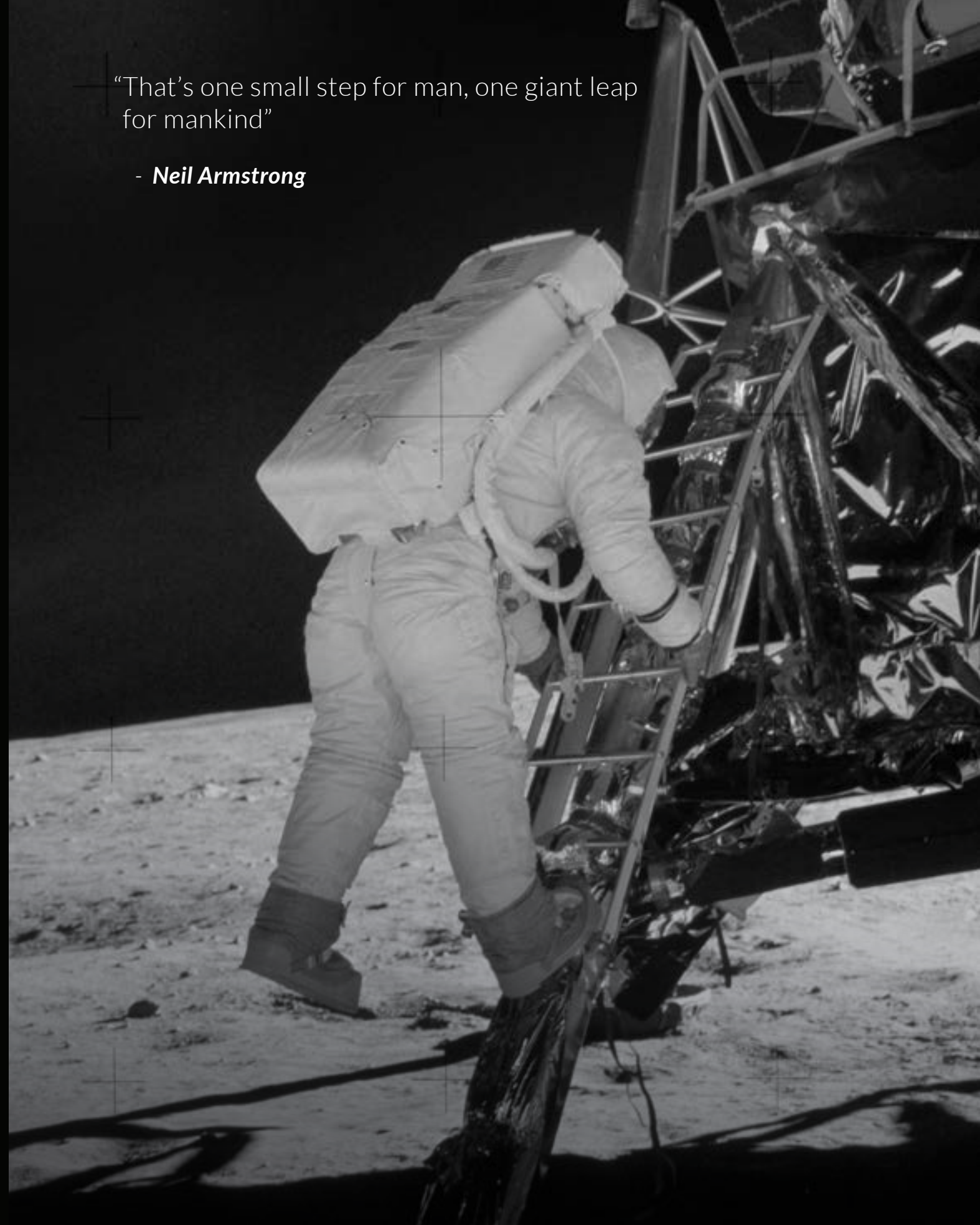
*Trey Galloway*

# ENFORCEMENT DIVISION

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.

“That’s one small step for man, one giant leap for mankind”

- **Neil Armstrong**





# WE ARE EXPERTS IN VALUING AND PRESERVING INTELLECTUAL PROPERTY


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

- *Macho Man Randy Savage*



## VALUATION DIVISION

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

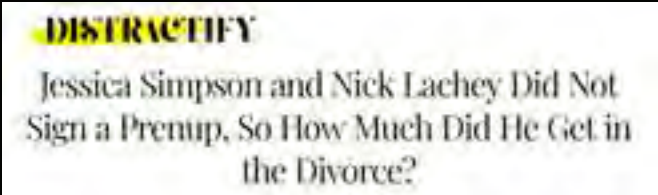
*The Estate of Nicole Brown Simpson v. Orenthal James Simpson*



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.



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%.



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.



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.



WORLDWIDE XR

**BRINGING THE PAST**

**INTO THE FUTURE**



# EXTENDED REALITY DIVISION

Worldwide XR is a new type of company, founded by XR industry leaders and backed by strategic partners in the entertainment, sports, music, education, marketing, media and travel verticals. Worldwide XR has embraced the latest technology in XR content creation and production techniques; and in combination with skilled experiential XR directors and access to a vast library of iconic intellectual property rights, delivers unparalleled immersive experiences.

Worldwide XR combines a full service XR development studio with proprietary IP assets of historical and current celebrity figures. An industry first, WXR creates immersive XR content for top brands, sports organizations and entertainment companies that includes proprietary volumetric models of over 400 iconic sports, entertainment and historical persons and organizations. For example, WXR represents the immersive media rights for James Dean, Marilyn Monroe, Jackie Robinson, Maya Angelou, Babe Ruth, Amelia Earhart, Malcolm X and many more.





# WORLDWIDE XR

Consumer engagement and brand investment are driven by compelling, engaging content that features captivating storytelling and relatable, interesting characters. Worldwide XR has the unique capability to tap into deep technology expertise, original content creation and marketing savvy along with an extensive proprietary library of IP for entertainers, athletes, historical figures and organizations. This structural advantage of in-house tech skills, creative vision, marketing and distribution expertise as well as proprietary IP, positions Worldwide XR as the leading solution provider of cinematic and computer generated virtual and augmented reality experiences for consumers and brands.



## Extended Reality

Worldwide XR brings exceptional expertise in XR—VR/AR/MR—to the table. Coupled with that knowledge is executional capability, business intelligence, marketing acumen and an expansive network. This combination of skills, experience and connection is unusual in the current immersive media ecosystem. Potential clients are enthused about XR but need help to navigate the technology/ content environment/ distribution system to ensure a successful installation or campaign.



## Patrick Mahomes VR Experience

In partnership with Patrick Mahomes and City Lights, Worldwide XR produced *The MVP Experience*, an extended reality experience that allows fans to put on a headset and be transported on field at Arrowhead Stadium. With a virtual Patrick Mahomes by their side coaching them, the user becomes the Kansas City quarterback and must find gaps in the defense to drive the ball to victory. Fans and athletes alike can now interact with and learn from the NFL's Most Valuable Player in an unparalleled way.



## The Immersive Future

Worldwide XR specializes in producing video content for multiple platforms and creating video marketing strategies for the digital marketplace. Achieve multiple marketing goals, such as gaining interest, visually representing your brand or directing a customer to an action. Our highly skilled team helps you to get more out of your video budget and your video marketing strategy.

“More than 150 million people view videos online every year, most of them ripe to hear your business’s pitch if you produce and market your video effectively.”

## How can Worldwide XR Help?

Worldwide XR is reshaping XR - Extended Reality and delivering a suite of immersive creative content solutions. From Augmented Reality, Virtual Reality, Mixed Reality and across distribution channels - Worldwide XR is in the business of producing and marketing new forms of media with today's most advanced equipment, people and resources. Worldwide XR provides the speed, flexibility and efficiency needed to stay current during this fast paced visual tech era.





# IT TAKES AN ICON TO DRIVE AN ICON

In 2022, Worldwide XR and Ford Motor Company collaborated to create the most innovative advertising campaign of the decade: *It Takes an Icon To Drive an Icon*. WXR and Ford enlisted the world's leading social media influencer, Charli D'Amelio, to feature in a campaign unveiling the long-awaited 2023 Ford Mustang Mach-E. Worldwide XR conceptualized, scripted, story-boarded, directed, captured, edited, and marketed this game-changing advertising campaign.

## The Story

Early on in the development process, Worldwide XR honed in on the nostalgia evoked by one of Ford's most iconic automobiles: the '65 Mustang. To leverage this nostalgia for a youthful audience, WXR built the campaign around the juxtaposition of a digitally de-aged Charli and Marc D'Amelio and '65 Mustang alongside today's Charli and Marc and the '23 Mustang Mach-E. The result is a technologically innovative and emotionally compelling campaign that blurs the line between a short-film and long-form advertising.

## The Technology

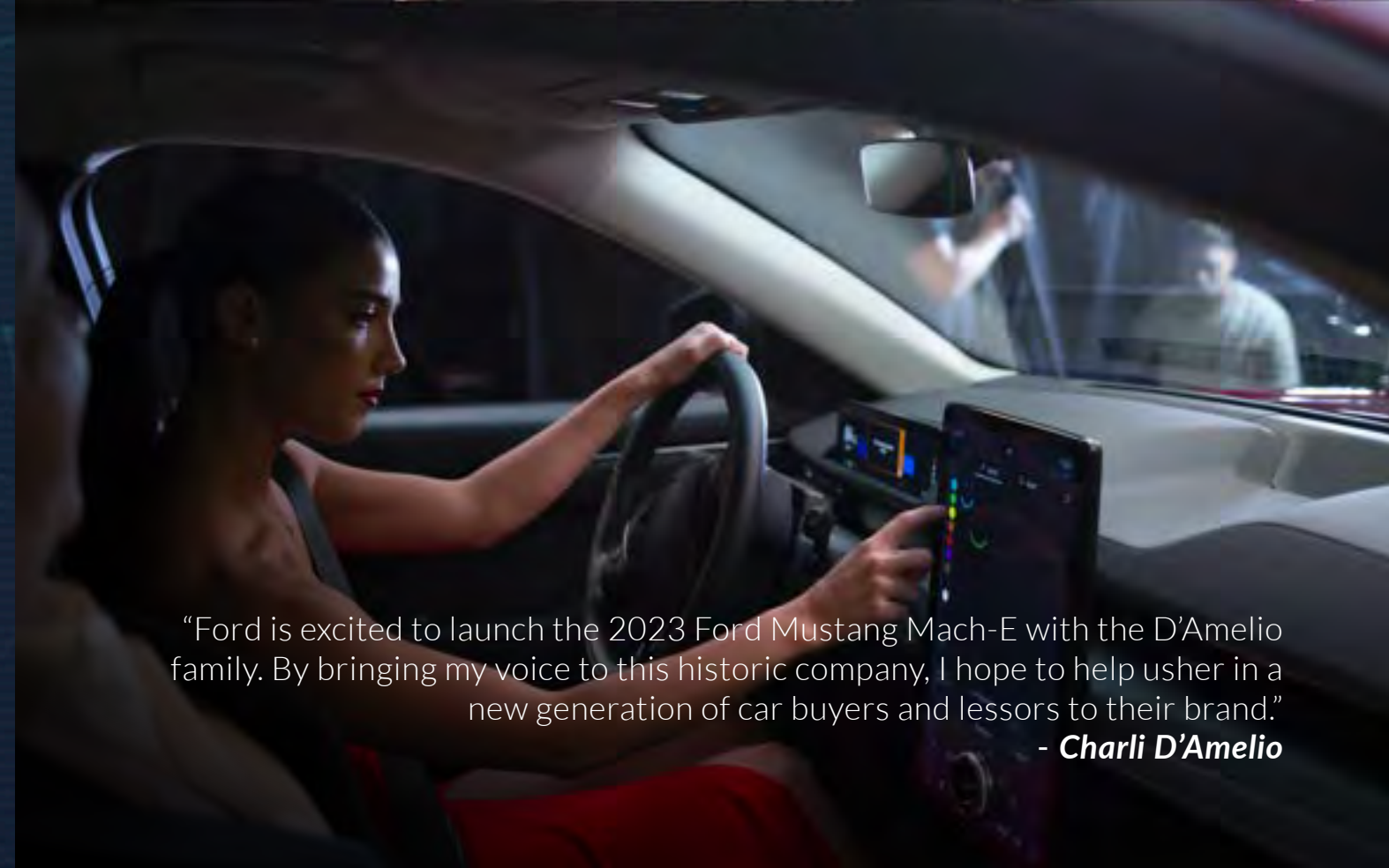
Using 106 cameras in a spherical room, WXR volumetrically captured the full 360-degree body and depth of Charli and Marc D'Amelio to bring them into incredible, real-time, augmented reality display. In addition, WXR used a 160 camera photogrammetry rig capture Charli and Marc in the highest resolution 3D file possible. WXR utilized deep-fake technology to digitally de-age the D'Amelios and Unreal Engine to design and implement virtual, dynamic backgrounds. Both the '65 and '23 Mustangs were captured using the proprietary technology of WXR subsidiary Spatial Motors.

## The Shoot

If Ford pitched their concept for the campaign to an industry-expert, that person would likely estimate a production budget of ~\$5 MM. Nobody would guess WXR's actual production budget: \$1 MM. How can WXR save its' clients 80%? An agile organizational structure, cutting-edge photogrammetry and volumetric capture technology, and the ingenious leadership of WXR CEO, Travis Cloyd. WXR's unique skill set facilitated completion of the shoot in one week and with Charli on set for just a single day.

## The Deliverables

While the scope of media deliverables continues to expand, WXR will provide, at minimum, the following assets: 1. Traditional Long Form + Short Form 2D 'Hero Video' 2. Social Posts for TikTok, Instagram, Reels, Snap, Youtube, and Youtube 360 3. Augmented Reality Experiences, including 20+ pieces of Volumetric Capture content, viewable on SnapChat, 8th Wall, and VueXR 4. Virtual Reality Experience viewable with the Oculus Quest 2 5. 360 Video Experience for Youtube 360 6. Behind the Scenes 2D Pictures + Video and 7. Press Release and Press Support for Charli's Team. CMG successfully negotiated on WXR's behalf to have Charli post the following: 1. 1 Youtube Post 2. 1 Youtube360 VR Post 3. 4 TikTok Posts 4. 1 or More Instagram Feed Posts and 5. 1 or More Instagram Stories Post. Just Charli's required posts exceed \$800,000 in value, roughly equivalent to WXR's 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**



# DIGITAL COLLECTIBLES

At CMG, we are constantly searching for unique ways to market the brands we represent. We want to be at the forefront of innovation, and in this moment of time, NFTs (non-fungible tokens) present a promising opportunity to enter a market which may come to define how we value and collect art, memorabilia, and most importantly history going forward. Worldwide XR's in-house extended reality (XR) capabilities and expertise in creating immersive, experiential content enables us to leverage the rich pool of history under CMG's management, ensuring we are well possessed to bring our iconic clients of the past into the future.

We advise clients on the best platforms to mint on and craft art strategy related to what the asset is, the edition number, and collection size, and other considerations. Additionally, we recommend whether to hire established crypto artists or to work with a reliable animation vendor depending on client's brand, reach and goals for their NFT. We serve as the technical and production experts on NFT/art & animation production, in terms of aesthetic, budget and timelines, as well as overall quality assurance. WXR also explore and advises on alternative strategies within NFTs, such as physical rewards: tickets, experiences. These physical rewards function as a tool to fund, launch, and amplify the reach of IP, which can be ultimately released widely as a series of content. Lastly, we design and lead PR campaigns and support auction launches to maximize bidder interest and win over the support of industry influencers.

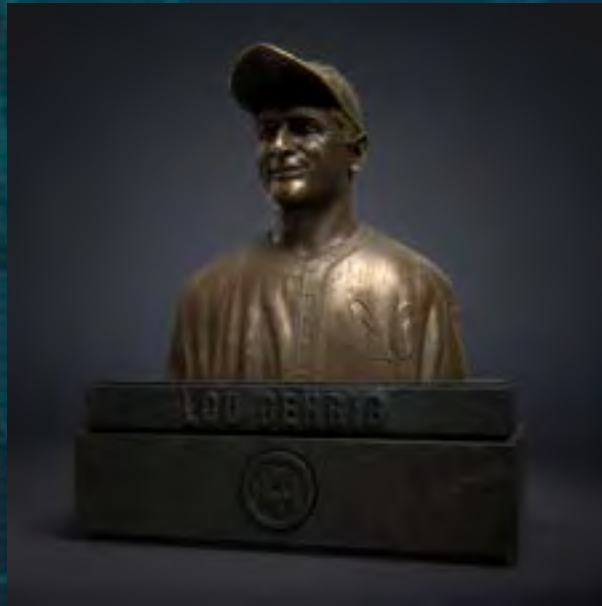
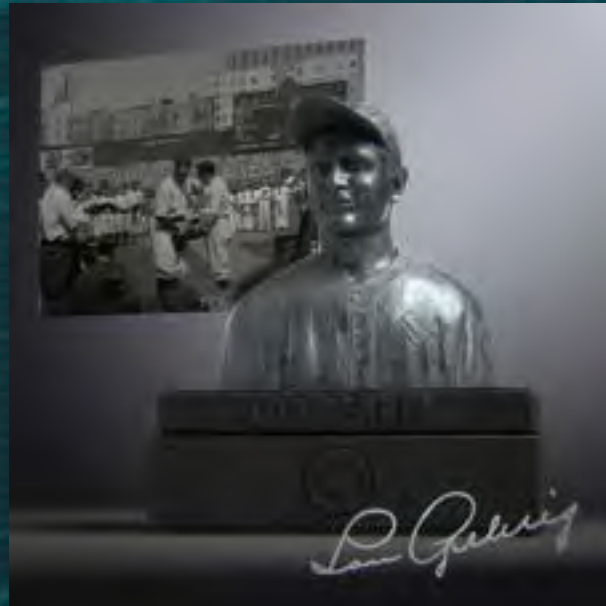


“All creative people want to do the unexpected.”

- **Hedy Lamarr**



# WE ARE ON A MISSION TO INFILTRATE METAVERSE.



## MLB x Candy

### Lou Gehrig

CMG collaborated with Major League Baseball and their newly announced NFT partner Candy Digital on their first launch, tokenizing one of the iconic moments in baseball history - Lou Gehrig's "Luckiest Man" speech from July 4, 1939. Forced to retire from the baseball after his ALS diagnosis, Gehrig's words still resonate with sports fans around the world to this day. In solidarity for the continuing fight against the illness, all proceeds from the sale were donated to various charities.

Publishing the video of the speech as an NFT for auction, this example serves to demonstrate the creative ways in which CMG can use the space and draw on the rich history of impactful events we possess. Meanwhile our unparalleled collection of IP and expertise in the field means we continue to partner the industry leaders in bringing such content to the mainstream.



## Space Force x Ethernity

### Neil Armstrong

CMG works diligently to keep our clients' stories engrained in history for generations to come. In 2021, the United State Space Force (USSF) honored Neil Armstrong with the naming rights for the GPS III SV-05 satellite. To celebrate the launch, CMG partnered with the crypto platform Ethernity to launch an entire NFT collection featuring artwork and collectibles of the satellite itself, the rocket used for launch, as well as tokens of coins and patches traditionally reserved for the participating engineers on the program. In doing so, we highlighted how NFTs can be utilized beyond art and celebrate the posthumous achievements of the personalities we represent via collectibles and exclusive items.





## Wendell Scott NFT Collection

### Wendell Scott

August 2021 marks Wendell Scott's centennial. Scott the first and only African American to compete in and own a NASCAR team and was recently posthumously awarded a trophy for his 1963 win at Jacksonville. On August 28, 2021, almost 60 years after his Speedway Park victory, NASCAR presented the Scott family with a trophy for Wendell's win. CMG partnered with the Scott family and NASCAR to create an NFT collection in honor of Scott's legendary influence on sports. Some of the NFTs in the collection include an AR replica of Wendell Scott's car, an AR replica of the trophy he was awarded posthumously, as well as a Trailblazers interactive NFT featuring Wendell Scott, Jackie Robinson, and Arthur Ashe.



## "Little Bastard" NFT Collection

### James Dean

On December 16, 2021, Ethernity launched first-ever officially licensed James Dean NFT collection – the James Dean 'Hollywood Icon' collection – to commemorate the life, legacy, and untimely demise of one of Hollywood's most iconic and enduring stars. The collection offers an exact 3D replica of the James Dean 'Little Bastard' Porsche, confirmed by James Dean expert Lee Raskin. Also included: James Dean 3D signed metal bust, James Dean inscribed double-sided gold medallion, his last captured moment, and the famous James Dean Hollywood star. Nick Rose, CEO and founder of Ethernity said: "We thrive off exploring opportunities to extend the legacy of legendary figures, and James Dean is a perfect fit our great ambitions and endeavors. James Dean has had an incredible influence on many of our team members, and we are privileged to have had the opportunity to aid in immortalizing his legacy on the blockchain forever."





DIGITIZE . PROTECT . COORDINATE

Whether you're copyrighting cars, hosting a digital event,  
or exploring NFTs, Spatial Motors has your back







## SERVICES

### COPYRIGHTING

Don't let your intellectual property be taken advantage of. With over 40 years of copyright clearing experience, Spatial Motors and the CMG team will help you navigate any legal hurdles you may have.

### MONETIZING

Turning a profit online can feel impossible. Thankfully, Spatial Motors is here to help. Whether you are looking to release an NFT of your vehicle or host an online VIP car event, we will take full responsibility of getting your project off the ground. You do the dreaming, we'll do the boring stuff!

### DIGITIZING

Don't let your vehicle's legacy end in a stuffy garage. With our state of the art scanning and modeling technology, our team can painstakingly recreate your car for use in a digital 3D space. You have to see it to believe it.

### CONNECTING

Want to get your cars the recognition they deserve? The Spatial Motors team has a wide network of automotive and technology giants who would love to partner with you on your projects.





# MEET OUR DEPARTMENT HEADS



**Travis Cloyd**

Chief Technology Officer

Travis is the CTO of CMG Worldwide, the CEO of Worldwide XR (a CMG subsidiary), and an accomplished producer in film and XR content. Past projects in cinema, mobile gaming, AR, VR and MR for multiple sports and entertainment clients. Travis started his first tech business while still a student at Arizona State University as a scholar athlete in the early 2000's. He has experience directing and producing film, mobile and digital media for brands. His creative works have been featured in all formats and distributed through theaters, TV, digital/ mobile and VR platforms. In 2012 he recognized augmented reality as the future when building an Android and iOS human interaction video motion-tracking AR app that was a precursor to current immersive technologies. After many AR/VR projects in 2017 he was the first to launch a mobile application experience across all VR environments in one central hub that showcased multimedia content in a custom themed environment. Travis has produced VR content for major sporting events like Daytona 500, Playstation Fiesta Bowl, Mitsubishi Las Vegas Bowl, Auto Club 400, WOW Wrestling. He has filmed celebrities like John Travolta, Nicolas Cage, Wesley Snipes, A.R. Rahman, Shah Rukh Khan, Christina Ricci, John Cusack, Leigh Steinberg, billionaire business tycoon Mukesh Ambani, NFL MVP and Super Bowl MVP Patrick Mahomes. As well as brands such as; Toyota Motor Company, Entertainment One, Universal Studios, NASCAR and Reliance JIO to name a few.

Travis is also a member of the Producers Guild of America, the VRAR Association, an Adjunct Professor of Communications at Florida International University (FIU) in Miami, FL and Director of their Immersive Studio for Altered Reality (iSTAR). A speaker on emerging technologies and the future of entertainment. Recent panel highlights have covered the best use of VR in cinema, full spherical story telling, AR in sports and monetization of XR. He has been quoted in Forbes, Rolling Stone, TechCrunch, VentureBeat, CNBC, Wareable, Variety, Deadline, Hollywood Reporter as an expert and innovator in immersive media and technology. In addition to multiple advertising and marketing awards, Travis received the 2018 Visionary Leader Award at Cinequest Film VR Festival alongside Nicolas Cage who won the 2018 Maverick Spirit Award; and the 2018 Entertainment Mobile Application of the Year at the MUSE Awards in NYC.

Travis resides in CA and FL and spends his free time working with organizations like NOAA and traveling to meet with creators with the goal of expanding emerging XR media, staying current on technological innovation and evangelizing the burgeoning XR industry.



**Joey Roesler**

Chief Operating Officer

Joey, our Chief Operating Officer at CMG, is a dynamic and seasoned leader in the entertainment industry. With an unwavering passion and a proven history of driving operational excellence, Joey is a driving force behind our company's continued success in the dynamic global entertainment industry. Joey joined the finance department in 2016. Equipped with a legal degree and a sharp business acumen, he quickly began playing a pivotal role in CMGs contract negotiations, internal affairs, valuation projects, and corporate strategy. Today, Joey is charged with conceptualizing and implementing corporate strategies. Joey works closely with CMG leadership, clients, and industry partners on a daily basis to ensure the company is always moving in the right direction. His visionary leadership has paved the way for our expansion into five new markets, the creation of new corporate departments & subsidiaries, and the establishment of crucial strategic partnerships. Joey leads our valuation projects, and is an expert in restructuring, quantitative finance, tax planning, corporate & commercial law, and intellectual property law. Joey attended business and law school at the University of Southern California, where he graduated near the top of his class with a certificate in entertainment law, and a concentration in quantitative finance and computer science. Joey sits on three advisory boards, and is on the board of directors at Bar Keepers Friend. When he is not working, Joey loves hiking, sailing, skiing, and traveling the world.

Tina is going into her eighth year at CMG where she has over six years of analyzing and valuing intellectual properties of businesses, companies and celebrity estates. As a marketing executive and business valuation expert in the entertainment industry, Tina is a dealmaker and passionate advocate for her clients. She promotes legacies and protects the intellectual property rights of hundreds of entertainment personalities, sports legends, music talents, historical icons and prestigious brands. She negotiates multi-million dollar contracts for her clients in celebration and promotion of Women's Month, Black History Month, Pride Month, Hispanic Heritage Month and for many other occasions. Tina's expertise brings the power behind the scenes to reinforce valuable messages that her clients wish to contribute to society through marketing and/or advertising programs in virtually every industry. She also plays the role of Chief Marketing Officer of Celebrity Valuations. As a valuation analyst, she regularly works on valuation cases involving famous personalities and top corporations. Tina is an integral part of the valuation department. Tina has been honored as 30 under Thirty in 2023 from National Association of Certified Valuers and Analysts.

Tina is also a trustee member of United States Sports Academy and sits on the advisory council of Moody College at University of Texas at Austin. She is heavily involved in Beverly Hills community.



**Tina Xavie**

Chief Marketing Officer





**Azadeh Sinai Samimi, Esq.**  
General Counsel, Business & Legal Affairs

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.

As Counsel for CMG Worldwide, Rebeca Cuñado understands the importance of fostering long term industry relationships and striking the delicate balance between business and legal considerations. Through her nimble and effective approach, Rebeca has quickly risen through the ranks of CMG within a short period of three and a half years, where she began her career as a law clerk in late 2016. In her current position, Rebeca manages various clientele, advising on marketing strategies and the legal implications associated therewith, negotiates and drafts a variety of entertainment agreements, and counsels internal teams on a range of business and legal issues.

Rebeca brings a deep and robust understanding of intellectual property law to our business and legal teams. With her knowledge and background, Rebeca not only supports our clients’ branding objectives, but also assists in consulting on a variety of IP valuation matters, alongside CEO, Mark Roesler. In addition, Rebeca has played a significant role in developing CMG’s burgeoning speaker’s division, including client acquisition and strategic planning to foster organic partnerships for our clientele.

A native of Los Angeles, Rebeca knew she wanted to remain in the hub of entertainment. As such, she received her bachelor degree from the University of Southern California and her juris doctorate from Loyola Law School, Los Angeles. She currently resides in Los Angeles, where she works in our headquarter offices.



**Rebeca Cuñado, Esq.**  
Associate General Counsel,  
Business & Legal Affairs



**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.

Beth has been an integral part of CMG since its origin in 1981. She has worked side by side with CEO, Mark Roesler since then having served as Vice Chairman for 20 years. Her vast experience in a variety of positions in virtually every department, she is extremely knowledgeable and she is a huge asset to our every day business. Beth works closely not only with our General Counsel but with each of our marketing executives in developing marketing plans for specific clients. Beth enjoys long term working relationships with many of our clients and she is heavily involved in not only our marketing campaigns.

Beth concentrates primarily on working with advertisers and advertising agencies internationally. She is also a liaison with our legal department on identifying unauthorized uses and she participates in evaluations of infringement settlements. One of Beth’s favorite responsibilities is participating in the training of new marketing employees.

Beth is a native of the Indianapolis area and oversees all operations in our Indianapolis office. Her strong communication skills, enthusiasm and versatility has contributed greatly to the overall success of our company. When Beth isn’t working she is spending time with her children and grandchildren, many of whom are long time volunteers for Riley Hospital for Children.



**Beth Vahle**  
Senior VP





**Rhea Bhoolabhai**  
Counsel, Business & Legal  
Affairs

Rhea is a seasoned entertainment lawyer with more than five years of experience in the entertainment industry. Holding licenses in both India and California, she brings a wealth of expertise and a multi-jurisdictional skillset to her role at the CMG Business & Legal Affairs team.

Rhea's path to CMG commenced with her successful completion of UCLA's Masters of Law program, specializing in Media, Entertainment & Technology Law & Policy. Prior to joining CMG, she distinguished herself as a senior associate at one of India's foremost entertainment law firms, refining her legal acumen and deepening her industry knowledge. As the head of the business and legal affairs team at a talent management agency, Rhea further solidified her reputation as a trusted legal advisor in the entertainment sector.

Throughout her career, Rhea has represented a diverse clientele, including production companies, creative talent, talent management agencies, and television networks. She has played a pivotal role in assisting global streaming giants, such as Amazon Prime Video, during their entry into the Indian market, helping them establish their OTT platforms and original content slates in the country.

Rhea's deep understanding of nuanced industry issues and intellectual property law makes her a formidable force in her practice area. Her approach to representation is characterized by a unique blend of crafting favorable financial terms while diligently safeguarding her clients' legal interests. With Rhea Bhoolabhai on board, CMG Business & Legal Affairs continues to provide top-tier legal counsel and strategic guidance in the ever-evolving entertainment landscape.

Yuming Zhang brings a rich blend of international insights and legal expertise to CMG, where she leads the Music Business & Legal Affairs department in CMG's Nashville office. As a Vanderbilt Law School graduate with a unique background growing up in China, Yuming's approach is both global and deeply informed. Her tenure at CMG, now entering its fourth year, is marked by a steadfast dedication to the music and entertainment industry's legal intricacies, providing our clients with unparalleled guidance and support.

Her work bridges cultural divides, offering a nuanced understanding of international law that is critical in today's global music industry. Yuming is also deeply committed to serving the Nashville community through her involvement in pro bono activities. This blend of professional excellence and community service underscores Yuming's integral role at CMG.



**Yuming Zhang**  
Music Business & Legal  
Affairs



**Ryan Pluckebaum**  
Director of Design

As CMG Worldwide's Director of Design, Ryan leads the charge in refining the digital presence of our client roster. With a keen eye for innovation, he oversees eCommerce development and helps craft online marketing strategies. Ryan's journey began at The Art Institute of Indianapolis, where he earned a Bachelor's in Web Design & Interactive Media. Since joining CMG in 2013, he's been instrumental in modernizing our client websites, setting new industry standards. Under Ryan's guidance, CMG's digital ventures seamlessly integrate cutting-edge design principles and user-centric experiences. His innovative approach continues to drive CMG and its clients to the forefront of the industry.

In his spare time, Ryan enjoys drawing, writing music, watching professional wrestling, and playing tabletop games with his friends and family.

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





**Charlie Smith**  
Music Industry  
Representative

Charlie Smith is a dynamic professional thriving at CMG Worldwide as the music industry representative. With a robust background and passion for music, Charlie graduated with honors from Middle Tennessee State University, earning a degree in Music Business and Audio Production. His academic foundation laid the groundwork for a career marked by innovation and excellence in the music industry. At CMG Worldwide, Charlie plays a pivotal role in administering royalties to clients and meticulously monitors for infringements on their intellectual property. His keen attention to detail ensures that clients receive their due compensation and that their creative works are protected in an ever-evolving digital landscape. In addition to his administrative duties, Charlie is the visionary behind CMG Music, an extensive and continuously expanding collection of music tailored for film. Moreover, Charlie collaborates closely with CMG Worldwide's sister company, Worldwide XR, to craft cutting-edge experiential activations that amplify clients' stories through immersive technologies. His creative contributions continue to shape the landscape of the music industry, making him a respected figure among colleagues and collaborators. Not to mention, Charlie's expertise and highly trained ear have garnered the attention of The Recording Academy, where he was recognized as one of five finalists in the 2022 GrammyU mixing competition. Charlie's unwavering dedication to his craft and his commitment to pushing the boundaries of creativity make him an invaluable asset to CMG Worldwide and the music industry at large.

Katie joined CMG as a Marketing Associate in our Nashville office shortly after earning her Master's degree in International Marketing and Brand Management from Lund University in Lund, Sweden. She quickly proved herself to be a well-rounded asset to the CMG team and earned the title of Digital Marketing Manager. Our clients and licensees alike have loved working with her. In her role at CMG, Katie has been instrumental to the assembly of effective and unique marketing assets that communicate the specific brand voice associated with each client. She specializes in brand partnerships, with an eye for brand synergies and unique partnership opportunities. Aptly tuned-in to pop culture and current marketing trends, Katie brings a fresh and relevant perspective to the marketing department. Her ability to think outside the box, pivot strategies at a moment's notice, and handle anything thrown at her have contributed to her success in the entertainment industry and will continue to drive her success here at CMG.

Katie has also held a pivotal role in CMG's ventures into the NCAA Name, Image, and Likeness (NIL) market. She brings to the table her passion for college athletics and knowledge of the landscape, gathered through her experience as a collegiate athlete while earning her Bachelor's degree. Her input and perspective have been integral to the success of our college athletes, and the program continues to grow with her guidance.



**Katie Fajer**  
Digital Marketing  
Manager

As Social Media Manager for CMG Worldwide, Tatiana not only helps build and maintain the brand of CMG, but the online presence of the our clients and keeping their legacy alive and present. Tatiana's career in entertainment and marketing started at California State University, Northridge, where she earned her bachelor's in arts in cinema and television production. Right after, she pursued a masters in arts in creative producing at Loyola Marymount University. With her passion for social media and the entertainment business, she was brought on the CMG team to build social strategies for expanding our clients' social presence.

In her spare time, Tatiana loves to create content on her own social channels, go to pilates classes, and spend time with her friends and family.



**Tatiana Mekikyan**  
Head of Social Media



**Dylan Deschamps**  
Sports Business &  
Legal Affairs

Dylan DesChamps is a dedicated legal professional whose expertise lies at the intersection of law, business and entertainment, currently serving as a valuable member of the Business & Legal Affairs team at CMG Worldwide. His journey into the legal realm began at the University of Washington, where he earned his law degree with a dual concentration in Intellectual Property law and Business law. This educational background laid a solid foundation for his career, equipping him with the knowledge and skills necessary to navigate complex legal landscapes.

Building upon his foundational education, Dylan pursued further specialization by obtaining his Master of Laws from the prestigious UCLA School of Law with a specialization in Media, Entertainment, Technology, and Sports Law. This advanced degree provided him with a deeper understanding of nuanced entertainment legal concepts, particularly in areas relevant to CMG Worldwide's entertainment licensing deals.

At CMG Worldwide, Dylan DesChamps plays a pivotal role in addressing a myriad of business and legal matters. His responsibilities extend to leading the company's sports legal operations, where his comprehensive understanding of both legal intricacies and business dynamics proves invaluable. Through his dedication and expertise, Dylan consistently strives to uphold the highest standards of legal excellence while driving the success of CMG Worldwide in its sports endeavors.

Christianna Ferrari is an emerging specialist in the field of consumer psychology. She is passionate and knowledgeable about human psychology and behavior, which she utilizes in the field of marketing. Her passions for pairing psychology and marketing began while she studied at Pepperdine University. Christianna graduated from Pepperdine with a degree in psychology and marketing, which she received with Cum Laude honors recognition.

At CMG, Christianna utilizes a combination of academic expertise and practical insight to her role as Partnership Development Associate. By leveraging her deep understanding of consumer behavioral psychology, she assists in coordinating strategic partnerships with clientele while also expanding marketing initiatives and collaborations for existing clients. She brings a fresh and innovative perspective to the role as she is able to navigate the ever-evolving landscape of partnership dynamics with a contemporary mindset. Christianna's dedication to fostering mutually beneficial relationships is instrumental in driving CMG's growth and success in the dynamic landscape of partnership development.



**Christianna Ferrari**  
Partnership  
Development  
Associate

As the Head of Administration for CMG Worldwide, Dixie oversees administrative operations within CMG, facilitates client and company communications, and provides support to the other departments within the company. She utilizes her creative and managerial experience to ensure a productive, dynamic and collaborative company environment.

Dixie graduated Magna Cum Laude from the University of Southern California in 2023 with a Bachelor's degree in Narrative Studies from the Dornsife College of Letters, Arts and Sciences. Before joining CMG, Dixie served as a manager and advisor for various educational programs specializing in creative learning strategies in both Los Angeles and Hong Kong. Dixie's passion for the entertainment industry extends beyond her role at CMG, as in her spare time she enjoys writing music, playing guitar, and painting.



**Dixie Lonergan**  
Head of Administration



# 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  
Clark Gable  
Dave Dugan  
David Carradine  
David Niven  
Don Adams  
Donald O'Connor  
Dorothy Dandridge  
Dorothy Lamour  
Dudley Moore  
Flip Wilson  
Gene Tierney  
George "Spanky" McFarland  
Ginger Rogers  
Hedy Lamarr  
Helen Hayes  
Herb Kent  
Ingrid Bergman  
James Coburn  
James Dean  
Jami Ferrell  
Jane Russell  
Jayne Mansfield  
Jean Harlow  
Jen Bricker  
Jimmy Stewart  
Johnny Weissmuller  
Josephine Baker  
Judy Garland  
Lana Turner  
Lillian Gish  
María Félix  
Mario Lanza  
Matthew "Stymie" Beard, Jr.  
Mickey Rooney

Milton Berle  
Montgomery Clift  
Natalie Wood  
Nicholas Brothers  
Ossie Davis  
Peter Sellers  
Raquel Welch  
Redd Foxx  
Robert Culp  
Robert Newton  
Rock Hudson  
Ruby Dee  
Sir Laurence Olivier  
Steve McQueen  
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  
Braden Smith  
Brian Pillman  
Brooks Robinson  
Buck Buchanan  
Buddy Baker  
Burleigh Grimes  
Carl Erskine  
Carl Hubbell  
Casey Stengel  
Charles Follis  
Christy Mathewson  
Clarence Seedorf  
Davey Boy Smith  
Derrick Thomas

Dick "Night Train" Lane  
Dizzy Dean  
Don Drysdale  
Don Larsen  
Don Newcombe  
Dr. Moses Powell  
Early Wynn  
Edd Roush  
Eddie Mathews  
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  
Jahari Miller  
Jake LaMotta  
James J. Braddock  
Jimmie Foxx  
Jim Palmer  
Jim Thorpe  
Joe Louis  
Johhny Mize  
John Evers  
Lefty Grove  
Leo Durocher  
Lothar Matthäus  
Lou Brock  
Lou Gehrig  
Macho Man Randy Savage  
Mel Ott  
Mickey Cochrane  
Monte Irvin  
Moses Powell  
Pee Wee Reese  
Pie Traynor  
Ray Nitschke  
Road Warrior Hawk  
Roberto Clemente

Rocky Marciano  
Rogers Hornsby  
Roy Campanella  
Rube Marquard  
"Shoeless" Joe Jackson  
"Smoky" Joe Wood  
"Sugar" Ray Robinson  
Tatum Richey  
Thurman Munson  
Toni Stone  
Tony Gwynn  
Tony Lazzeri  
Trey Galloway  
Tris Speaker  
Ty Cobb  
Walter Maranville  
"Wee" Willie Keeler  
Willie Davis  
Wilma Rudolph  
Y.A. Tittle  
Zack Wheat

**MUSIC**

Aaliyah  
Benny Goodman  
Bobby Helms  
Buddy Rich  
Chad "Pimp C" Butler  
Charlie Daniels  
David Gab  
David Ruffin  
Dizzy Gillespie  
Frankie Laine  
Glenn Miller  
Guy Lombardo  
Jack Tempchin  
Jackie McLean  
Jascha Heifetz  
Jerry Garcia  
Kate Smith  
Lead Belly  
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  
Bob Mulrenin  
Bunny Yeager  
Darren Ellisor  
David Chobat  
David Paterson  
Dr. Philo T. Farnsworth  
Edward White II  
Frank Lloyd Wright  
General George S. Patton Jr.  
George Napolitano  
Gilbert Baker  
Guy Johnson  
Harvey Milk  
Heather "Lucky" Penney  
Huey P. Newton  
Ivo Pitanguy  
J. Robert Oppenheimer  
Jack Kerouac  
Jeanie Leavitt  
Malcolm X  
Mark Twain  
Maya Angelou  
Neil Armstrong  
Olivia DeBerardinis  
Oscar Wilde  
Raymond Loewy  
Richard Feynman  
Roger Chaffee  
Rosa Parks  
Sally Ride  
Steve Kaufman  
Tammie Jo Shults  
Thomas Edison  
Timothy Leary  
Viktor Schreckengost  
Will Rogers

**ORGANIZATION**

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**

André Thornton  
Bill Caskey  
Bram Kleppner  
Charles Oppenheimer  
Charley Beal  
Charlie Daniels, Jr.  
Colin Egglesfield  
Darren Ellisor  
Dave Dugan  
David A. Paterson  
Fred Dryer  
Heather "Lucky" Penney  
Ilyasah Shabazz  
J'Marie Moore  
Jeannie Leavitt  
Jen Bricker  
Lothar Matthäus  
Mark Roesler  
Nick Swisher  
Olivia de Berardinis  
Roberto Clemente, Jr.  
Stuart Milk  
Tammie Jo Shults  
Travis Cloyd

**NIL Athletes**

Braden Smith  
Jahari Miller  
Tatum Richey  
Trey Galloway



# OUR PARTNERS







## BEVERLY HILLS

9777 Wilshire Boulevard - Penthouse  
Beverly Hills, CA 90212

MIAMI

INDIANAPOLIS

NASHVILLE