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ON THE BEAT

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CMG helps Motley Crue's Sixx win suit

Indianapolis-based **CMG Worldwide** is best known for representing the families and estates of deceased famous people. As the business and marketing agent for these clients, CMG puts together more than 2,000 business deals a year worldwide.

CMG President Johnathan Faber, an Indiana University School of Law graduate, is also making a name for himself as an expert witness regarding celebrity value, especially in the music world.

He was hired by Motley Crue founding member Nikki Sixx this year to represent him in a case against Vans Inc., a California-based maker of shoes and apparel with an annual revenue of more than \$330 million.



Vans used Sixx's image in a recent ad campaign, and the Motley Crue rocker sought compensation for what he said was unauthorized use. Vans officials admitted they had not sought Sixx's permission to use his image.

Faber was called in to testify about the value of Sixx's image in the ad campaign.

Faber was present for three days of the week-long trial in Los Angeles in February and provided key testimony to the jury, which awarded Sixx \$600,000 plus interest, attorney's fees and court costs. The total award was just more than \$1 million.

"Vans wanted to downplay the worth of [Sixx's] celebrity and the value of his image in the ad campaign," Faber said. "But this is a guy who recently released an autobiography which became a best-seller and will be made a movie by VH1, has a clothing line, and is in the midst of a big reunion tour."

Faber was sought not only due to his experience with CMG, but also because he is an active member of the National Academy of Recording Arts and Sciences. As a NARS member, Faber is one of the voters for the Grammy Awards.