

MARK ZABLOW

Expert in Endorsements, NIL, Influencer Marketing & Collectibles Valuation
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EXECUTIVE PROFILE

Mark Zablow is a nationally recognized expert in **celebrity endorsement valuation, trading card and collectibles market dynamics, influencer strategy, and right of publicity disputes**. With over two decades of experience advising Fortune 500 brands, talent agencies, and creative startups, he is frequently called as an **expert witness** in federal and state litigation involving **image rights, NIL monetization, and collectible valuation**. Mark's insight bridges cultural relevance and financial precision — making him a trusted authority in entertainment marketing and hobby asset classes.

AREAS OF EXPERTISE

Talent, Influencer & NIL Valuation

- Endorsement contract analysis
- Market value of celebrity/athlete partnerships
- ROI modeling for influencer campaigns
- NIL (Name, Image, Likeness) value for college/pro athletes
- Loss of value calculations in endorsement disputes

Right of Publicity & Image Misuse

- Expert opinion on misappropriation of likeness
- Valuation of unauthorized use in commercial promotions
- Defamation, false endorsement, and likeness exploitation
- Event and brand misrepresentation by venues and marketers
- IP licensing, use, and unauthorized commercialization

Influencer Marketing & Brand Campaigns

- Influencer pricing, reach, engagement, and cultural fit
- FTC compliance and disclosure regulations
- Paid and organic influencer strategy
- Early innovator in paid social media campaigns (Twitter, 2010)
- Social endorsement vs. equity-based promotion structures

Trading Cards, Collectibles, and Memorabilia

- Trading card valuation (modern/vintage, graded/ungraded)
- Market trends across PSA, BGS, SGC, CSG
- Game-used memorabilia value & authentication
- Asset value fluctuations in collectible and fractional markets
- Analysis of brand/celebrity collaboration collectibles (Topps, Fanatics, NFTs)
- Legal issues around fake memorabilia, fraudulent sales, or market manipulation

Licensing, Brand Collaborations & Cultural Marketing

- Celebrity, athlete, and creator licensing negotiations
- Co-branded merchandise, apparel, and IP integration
- Commercial rights to image/video assets for global campaigns
- Brand endorsement usage terms across digital/retail/experiential
- Cultural marketing and brand positioning for collectibles & influencer brands

CURRENT ROLE

CEO, Cogent Entertainment Marketing (2011–Present)

A Brand Activation, Influencer, and Talent Marketing Agency

- Negotiated over **1,000+ endorsement deals valued over \$500M**
- Clients include P&G, Corona Extra, Target, eos, DirecTV, Discovery Networks
- Serves as **strategic advisor to brands, agencies, and talent reps**
- Leads **celebrity, athlete, and influencer procurement** for global campaigns
- Provides **expert consulting for NIL, influencer ROI, and endorsement valuation**
- Oversees **legal consulting, deal modeling, and activation planning**

COLLECTIBLES & HOBBY INDUSTRY AUTHORITY

- **Founder of Bleecker Trading (2020–2025)** — One of America's most culturally significant card shops, fusing collectibles, fashion, and culture
- Consultant on trading card pricing, graded card investment value, and memorabilia partnerships
Contributor to the design and valuation of **NFTs, fractional card ownership**, and licensed collectible IP
- Deep knowledge of the hobby ecosystem: **PSA, Beckett, Goldin, Fanatics Collectibles, Alt, PWCC, Whatnot**
- Expertise in authenticating and pricing game-worn jerseys, signed items, vintage sports items, and pop culture collectibles

ENTREPRENEURSHIP & CULTURAL INVESTMENTS

Startup Advisor & Investor

- Early backer of breakout cultural brands:
 - *Sir Kensington's* (acquired by Unilever)
 - *Rally Rd.* (fractional asset platform)
 - *The Infatuation* (acquired by JPMorgan Chase)
 - *Made In New York Pizza*
 - *Magma Global Travel* (exited)
 - *Four Hundred* (exited)

Founding Highlights

- **Pioneered paid Twitter influencer campaigns in 2010**
- **Founded Cogent World (2011)** — Agency trusted by major advertisers and tastemakers
- **Launched Bleecker Trading (2020)** — Leading cultural hub for trading cards and events
- **Built marketing infrastructure for cultural relevance**, spanning collectibles, music, fashion, food, and hospitality

PRESS, PANELS & MEDIA

- Quoted in: *Wall Street Journal*, *Financial Times*, *Forbes*, *USA Today*, *AdAge*, *Business Insider*
- Referenced in two books analyzing the Tiger Woods brand and endorsement economy
- Guest Lecturer: NYU, Columbia University, marketing and law departments
- Panelist & speaker on NIL, IP licensing, collectibles markets, influencer strategy

EDUCATION

Adelphi University

B.S. in Marketing and Management, 2002

Agoura High School, Class of 1999

EARLY CAREER HIGHLIGHTS

- **Platinum Rye Entertainment (Omnicom)**
 - Led Sports & Lifestyle Marketing Division (2005–2011)
 - Managed P&G's Olympic & NFL talent procurement
 - Closed major deals for AT&T, GM, Pepsi, MillerCoors
- **Gerber Group / Rande Gerber (2003–2005)**
 - Produced high-profile nightlife and celebrity events in NYC

EXPERT WITNESS EXPERIENCE

Testified in over a dozen high-profile cases involving:

- Unauthorized commercial use of celebrity images
- Valuation of image rights and lost endorsement opportunities
- Damages due to improper talent licensing
- Collectibles authenticity and value disputes
- NIL misrepresentation and brand infringement

Casework Includes:

Jaime Faith Edmondson ET AL, v. Velvet Lifestyles, Llc, F/K/A Velvet Lifestyles, Inc., D/B/A Miami Velvet, Joy Dorfman A/K/A Joy Zipper, President Of Velvet Lifestyles, Llc, And My Three Yorkies, Llc

- District Court Southern District Of Florida
- Case No.: 1:15-cv-24442-jal
- Defendant
- Deposition

Cielo Jean Gibson Et Al. v. Resort at Paradise Lakes LLC Et. Al.

- Middle District Of Florida
- Case No: 8:16-cv-00791-CEH-AAS
- Defendant
- Deposition

Eva Pepaj, Jessica Burciaga, and Leilani Dowding v Gold Club Tampa, Inc. d/b/a Tampa Gold Club d/b/a Gold Club Tampa and Michael Tomkovich

- Middle District Of Florida, Tampa Division
- Case No.: 8:16-cv-00790-JDW-JSS
- Defendant
- Deposition

Cielo Jean Gibson; Marketa Kazdova; Maysa Quy, Paola Canas; Sara Underwood; Tiffany Toth; and Ursula Mayes versus White's Place, LLC d/b/a Jacksonville Gold Club d/b/a Gold Club Jacksonville and Michael Tomkovich

- Middle District Of Florida, Jacksonville Division
- Case No.: 3:16-CV-00392-TJC-JBT
- Defendant
- Deposition, Trial

Sandra Valencia; ET AL., v Centex Business Consultants, L.C. d/b/a The Landing Strip Gentlemen's Club

- District Court Travis County, Texas 53rd Judicial District
- Case No: D-1-GN-15-004750
- Defendant
- Deposition

Mark Spitz versus OMEGA SA, a Swiss corporation; The Swatch Group

- Los Angeles Superior Court
- Case No: SC126663
- Defendant
- Deposition

Dessie Mitcheson, Carissa Rosario, Jessica Burciaga, and Mariana Davalos, versus S&J Crazy Lizards Entertainment LLC, d/b/a Monroe's of Palm Beach, and Scott Lizza

- Southern District of Florida West Palm Beach Division
- Case No: 9:16-cv-80902-WJZ
- Defendant
- Deposition

Jaime Edmondson Et Al. versus Resort at 2001 Live Inc. Et. Al.

- Southern District of Florida Tampa Division
- Case No: 8:16-cv-3243-T-17AEP
- Defendant
- Deposition

Jessica Burciaga Et Al. versus Player's Enterprises, Inc., d/b/a Player's Detroit

- United States District Court Eastern District Of Michigan Southern Division
- Case No: 2:17-cv-13761-DML-EAS
- Defendant
- Deposition

Jennifer Zharinova Et Al. versus Bohered Corporation D/B/A Toy Chest Bar

- United States District Court Eastern District Of Michigan
- Case No: 2:17-cv-14035-PDB-DRG
- Defendant
- Deposition

Abigail Ratchford, et al., versus Yestofflo, Llc D/B/A The Landing Strip Lounge,

- United States District Court Eastern District Of Michigan
- Case No: 2:17-cv-13109- MOB-MKM
- Defendant
- Deposition

Abigail Ratchford, et al., versus Yestofflo, Llc D/B/A The Landing Strip Lounge,

- United States District Court Eastern District Of Michigan
- Case No: 2:17-cv-13109- MOB-MKM
- Defendant
- Deposition

Cielo Jean Gibson, et al., versus Faneuil Entertainment, Inc., D/B/A Cheetah South Florida, Et. Al.

- Circuit Court Of The 15th Judicial Circuit Palm Beach County, Florida
- Case No: 502015CA009211XXXX MB AI
- Defendant
- Deposition