

## RUPERT FRANCISCO, J.D.

Rupert Francisco is President of J E Holdings, LLC. -- one of the leading U.S. Asset Protection Firms. His expertise also includes Corporate Formation and Wealth Strategy matters as it relates to Asset Protection. He has substantial experience in Counseling Start-Ups and Mid-size companies. After leaving the practice of law, Rupert founded seven companies, including J E Holdings, LLC., an Asset Protection company (1995), Tenland, Inc. (2001), Timely Entertainment, LLC. (2005) Artist Management. His newest entities are comprised of: CDNP, LLC (2012) Corporate credit; Universal Synergy Group, LLC. (2013) dba FoundFunds.Biz; Dekalb Halsey Entertainment, Inc. (2015), motion picture and television production company; and TimelyNIL.com (2022).

Rupert has been named in Cambridge's, Who's Who of Distinguished Individuals, and Who's Who in Black Los Angeles, 2009 and 2011-12 under the category of Entrepreneurs. He was also a Who's Who in Culver City (2009); He is a member of the UCLA Black Alumni Association; UCLA Law Alumni Association; former Chairman, Culver City Annual MLK Celebration Com., 2012-13 and 2011-12; BOD/ Downtown LA Film Festival, 2008-2014; He received a Special Recognition from Culver City, City Council in 2009. While a California State Assembly Fellow, 1977-78, he was one of the State of California's foremost experts on Crime Victims Compensation legislation. As a result of his work with the Assembly Criminal Justice Committee, he received special recognition from the California State Legislature, Assembly Rules Committee.

He was the first and youngest ever African American attorney to open a law practice in Century City, California (1983). J E Holdings, LLC is the only African-American Asset Protection Firm in the United States. Tenland, Inc. was the first company of its kind in the world.

Formerly the head of litigation; in six years, from 1983–1989, The Law Offices of Rupert Francisco grew from 1 to 3 locations under his leadership. He has been a Business Advisor and Consultant to numerous corporations both in and outside of the Music Industry. He has lectured on Asset Protection, Landlord-Tenant Law, Business Law, and Recording Artists' Contract Negotiations. He is a former undergraduate Adjunct Business Law Instructor.

Mr. Francisco is an Honors graduate of the University of California, Riverside, 1977. Thereafter, he interned in the Office of California Lt. Governor Mervyn Dymally, where he authored the State of California's first seminal study on California's Minority population. This was the first study to predict that California's minority population would eventually become the majority population. (See: "Third World Population in California," 1977, Office of Lieutenant Governor, Institute of Industrial Relations Library, University of California Berkeley). He holds a J.D. from the UCLA School of Law.

**FIRSTS:** Rupert Francisco was the first undergraduate in the history of the Univ. of California, Riverside, that was allowed to pursue a Master's Degree in Political Science while still an undergraduate. He was the first and youngest ever African American attorney to open a law practice in Century City, California (1983). J E Holdings, LLC is the only African American Asset Protection Firm in the United States. Tenland, Inc. was the first company of its kind in the world.

**HONORS and MEMBERSHIPS:** Who's Who of Distinguished Individuals, 2011-12; Who's Who in Black Los Angeles (2009) (2011); Who's Who in Culver City (2009); UCLA Black Alumni Association; UCLA Law Alumni Association; Chairman, Culver City Annual MLK Celebration Comm. (2010-2012); Finance Chair, Culver City Annual MLK Celebration Com. (2008-2010); BOD/ Downtown LA Film Festival, (2008-2013); UCR Alumni Association; Special Recognition, Culver City, City Council, 2009. Special Recognition, City of Culver City, MLK Annual Celebration Comm., 2015.

**SEMINARS:** (partial list) Los Angeles National Black MBA's; Urban Network Music Conference 2006-2012; Minding Your

Business; Hollywood Black Film Festival; Vermont-Slauson Economic Development Center., Asset Protection for Music Artists, Internet Radio broadcast (2014); Moderator, Financial Panel, Urban Network Digital Conference, 2016. Featured Speaker, Asset Protection and The Music Business, Podcast, 2017. Featured Speaker, Corporate Credit, Podcast, 2017. Featured Speaker, Asset Protection During Covid-19, The Business Zone Podcast, September 2020.