

KYM v KANYE - MOCK NEGOTIATION PROBLEM

Common Facts

After a relationship fall out, superstar rap mogul Kanye East and reality TV “star” Kym Kardashian have split, leaving their state of their affairs in question. Both parties have decided to send representatives to negotiate on their behalf regarding the future of their diverse range of assets.

Prior to separation, Kanye East owned the lucrative luxury fashion brand Cheezy and took in revenues in excess of roughly \$100 million a year from multiple sources including touring fees and album sales. Additionally, Kanye owns a large stake in the flailing music streaming service Tsunami.

Reruns of ‘Kardashian Home Movies’ provide a steady stream of income for Kym Kardashian in addition to the \$50 million she earns in endorsement fees annually. Custody of children, Due-South and Ray-K has yet to be determined.

No prenuptial agreement was signed by the parties. Assume no divorce law is applicable to this scenario.

Kanye East Secret Facts

- Unbeknown to Kym, Kanye wishes to retain 90% of his earning and assets. The rise of Donald Trump has reinvigorated his own plans for a 2020 presidential campaign. Maximising funding available for this end is a key concern of Kanye’s. He does acknowledge however that Kym played somewhat of a role in developing the Cheezy line and occasionally suggested ways to improve his songs. Given these facts, he is willing to cede some of his assets and/or earnings to Kym. He is also acutely aware of Kym’s massive social media following which he feels he could take advantage of, come his 2020 presidential bid.
- Kanye does not want custody of the children. He finds it tiring having them around the house. He does wish to see them every second weekend to take photos with them to post across his social media accounts.
- Finally, Kanye does not want anything to do with the music streaming service Tsunami. He has tried to sell it in the past with no success. He will only take it if he doesn’t have to give away a significant portion of his assets and income to Kym.

Kym Kardashian Secret Facts

- It is well known among those closest to Kym that she was the real driving force behind the Cheezy line. She designed most of the products that went on to be very successful under Kanye's brand. Furthermore, she wrote the lyrics for most of Kanye's songs, while his input was limited to singing the song. Given these factors she feels as though she is entitled to at least 50% of Kanye's asset pool. She is conscious of the fact that she might not get this much, given Kanye's tendency to credit himself with the success of those around him. Thus, provided she can retain full custody, Kym is reluctantly willing to settle for 25%.
- Kym has stated that she wants full custody of the Due-South and Ray-K. She believes that Kanye is a bad influence on them and does not want them exposed to him for more than weekends. She believes their privacy should be respected while they grow.
- Kym wants nothing to do with Tsunami. She never knew it existed until preliminary meetings with Kanye's lawyers. She sees it as a failing business venture.