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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Anna Strasberg, a U.S. citizen, as administratrix, c.t.a. of the Estate of Marilyn Monroe

- Individual(s) [checked] Association [ ] General Partnership [ ] Limited Partnership [ ] Corporation-State [ ] Other [ ]

Additional name(s) of conveying party(ies) attached? [checked] Yes [ ] No

3. Nature of conveyance: Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [checked] Other [ ]

Execution Date: July 5, 2001

2. Name and address of receiving party(ies) Name: Marilyn Monroe LLC Internal Address: Street Address: 9 East Loockerman St. City: Dover State: DE Zip: 19901

- Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [ ] Corporation-State [ ] Other Limited Liability Company [checked]

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1509758, 1889730, 2051872, 2157800, 2180950, 2223599

Additional number(s) attached [ ] Yes [checked] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lawrence V. Molnar, Esq. Internal Address: CMG Worldwide, Inc. 10500 Crosspoint Blvd. Indianapolis, IN 46256 Street Address: 10500 Crosspoint Blvd. City: Indianapolis State: IN Zip: 46256

6. Total number of applications and registrations involved: 6 7. Total fee (37 CFR 3.41) \$ 165.00 Enclosed [checked] Authorized to be charged to deposit account [ ] 8. Deposit account number: (Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Lawrence V. Molnar Name of Person Signing Signature Date 10-23-01

Total number of pages including cover sheet, attachments, and document: 10

Mark documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

12/06/2001 TDIAZI 00000063 1509758

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**CERTIFICATE OF FORMATION**

**OF**

**MARILYN MONROE LLC**

**a Delaware Limited Liability Company**

This Certificate of Formation of MARILYN MONROE LLC (the "LLC"), dated July 1<sup>st</sup>, 2001, is being duly executed and filed by Anna Strasberg, Administrator C.T.A. of the Estate of Marilyn Monroe, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. § 12-101, et seq).


**FIRST.** The name of the limited liability company formed hereby is:

**MARILYN MONROE LLC.**

**SECOND.** The address of the registered office of the LLC in the State of Delaware is c/o National Registered Agents, Inc., 9 East Lookerman Street, Dover, County of Kent, DE 19901.

**THIRD.** The name and address of the registered agent for service of process on the LLC in the State of Delaware is National Registered Agents, Inc., 9 East Lookerman Street, Dover, County of Kent, DE 19901.

**IN WITNESS WHEREOF,** the undersigned has executed this Certificate of Formation as of the date first above written.

  
Anna Strasberg, Administrator C.T.A. of the  
Estate of Marilyn Monroe,  
Authorized Person

State of Delaware  
Office of the Secretary of State

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I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "MARILYN MONROE LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JULY, A.D. 2001, AT 3 O' CLOCK P.M.



*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 1245388

DATE: 07-16-01

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RECORDED: 10/23/2001

TRADEMARK  
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