

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|----------------------------------|------------------------|--------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | DECREE OF DISTRIBUTION | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Bettie Mae Page Trust | | 12/31/2008 | TRUST: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Mark A Roesler | | |
| Doing Business As: | DBA Bettie Page LLC | | |
| Street Address: | 10500 Crosspoint Boulevard | | |
| City: | Indianapolis | | |
| State/Country: | INDIANA | | |
| Postal Code: | 46256 | | |
| Entity Type: | INDIVIDUAL: UNITED STATES | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76493006 | BETTIE PAGE | |
| Serial Number: | 76493005 | BETTIE PAGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (317)570-5500 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 310-854-0052 | | |
| Email: | jeong-ho@cmgbrands.com | | |
| Correspondent Name: | Jeong-Ho Lee | | |
| Address Line 1: | 9229 W. Sunset Blvd. Suite 950 | | |
| Address Line 4: | West Hollywood, CALIFORNIA 90069 | | |
| NAME OF SUBMITTER: | Jeong-Ho Lee | | |
| Signature: | /Jeong-Ho Lee/ | | |
| Date: | 01/19/2010 | | |

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**TRADEMARK
 REEL: 004133 FRAME: 0599**

Total Attachments: 2

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THE BETTIE MAE PAGE TRUST
DISTRIBUTION AND ASSIGNMENT
OF THE TRUST ESTATE TO
MARK A. ROESLER

Bettie Mae Page having died on December 11, 2008, Mark A. Roesler, as Successor Trustee of the Bettie Mae Page Trust, dated November 10, 2003, hereby distributes, assigns and transfers to himself, as an individual, all right, title, and interest in and to all of the property held in the Trust, of whatsoever kind and character, including, without limitation, all of the Trust's right, title, and interest in and to all of the following property held in or passing to the Trust:

1. All of Bettie Page's furniture and furnishings, clothing, jewelry, vehicles and accessories to vehicles, books, paintings and other artwork, and other tangible articles of a personal, domestic, household, or recreational use or nature, including her photographs and memorabilia, together with any insurance on such property.
2. All stocks and securities of every kind and character, including all securities held in all investment accounts.
3. All cash and cash equivalents, including all bank and savings accounts of every kind and character.
4. All of Bettie Page's rights of publicity, all copyrights and publishing rights owned by Bettie Page, and all rights to use Bettie Page's name, voice, signature, photograph, image, depiction, or likeness, or her life story or any other character rights, in any manner, including, without limitation, on or in association with publications, media of all kinds, products, merchandise, goods, or services or for purposes of advertising, promoting, or selling, or soliciting purchases of, publications, media of all kinds, products, merchandise, goods, or services, along with all rights under existing or proposed agreements that license or otherwise affect the use of such rights.
5. All of Bettie Page's right of consent established by Section 3344 and Section 3344.1 of the California Civil Code and all rights and protections granted under such Sections.

This Assignment was made pursuant to Article 4 of the Trust Agreement for the Bettie Mae Page Trust dated November 10, 2003. This Assignment was made subject to and after the satisfaction of the pecuniary gifts provided for under the Trust Agreement.

This Assignment was executed by Mark Roesler this day, December 31, 2008, at Los Angeles, California, and is effective immediately.

State of California County of Los Angeles

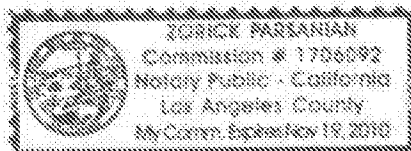
Subscribed and sworn to (or affirmed)
before me on this 31st day of Dec. 2008 by
Mark A. Roesler
personally known to me or present to me on
the basis of satisfactory evidence to be the
person(s) who appeared before me.

Signature Mark A. Roesler

(Seal)

Mark A. Roesler

Mark A. Roesler, Successor Trustee
of the Bettie Mae Page Trust



TRADEMARK

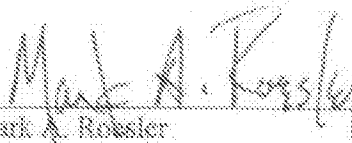
REEL: 004133 FRAME: 0601

THE BETTIE MAE PAGE TRUST

RECEIPT OF DISTRIBUTION AND ASSIGNMENT
OF THE TRUST ESTATE BY MARK A. ROESLER

I, Mark A. Roesler, hereby acknowledge receipt of the property described in the foregoing Assignment, and further acknowledge that the Assignment is effective immediately. I further acknowledge that this Assignment was made after and subject to the satisfaction of the pecuniary gifts provided for under the Trust Agreement.

This Receipt was executed by Mark A. Roesler this day, December 31, 2008, at Los Angeles, California, and is effective immediately.


Mark A. Roesler

State of California County of
Los Angeles

Subscribed and sworn to (or affirmed)
Before me on this 31ST day of DEC., 2008, by
MARK A. ROESLER
personally Known to me or proved to me on
the basis of satisfactory evidence to be the
person(s) who appeared before me.

Signature 

(Seal)

