

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Marilyn Monroe, LLC		01/26/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MM-ABG, LLC		
<b>Street Address:</b>	100 West 33rd Street, Suite 1007		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85197845	MARILYN	
<b>Registration Number:</b>	2985935	MARILYN MONROE	
<b>Registration Number:</b>	2223599	MARILYN MONROE	
<b>Registration Number:</b>	2180950	MARILYN MONROE	
<b>Registration Number:</b>	1889730	MARILYN MONROE	
<b>Registration Number:</b>	1509758	MARILYN MONROE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)996-7007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	rwalsh@manatt.com		
<b>Correspondent Name:</b>	Jill M. Pietrini, Esq.		
<b>Address Line 1:</b>	11355 W. Olympic Boulevard		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini, Esq.		

**CH \$165.00 85197845**

**900182539**

**TRADEMARK**  
**REEL: 004463 FRAME: 0369**

Signature:	//jmp//
Date:	01/28/2011
Total Attachments: 3 source=Trademark Assignments - Marilyn Monroe - U.S. Regs-Apps#page1.tif source=Trademark Assignments - Marilyn Monroe - U.S. Regs-Apps#page2.tif source=Trademark Assignments - Marilyn Monroe - U.S. Regs-Apps#page3.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Marilyn Monroe, LLC, a Delaware limited liability company, (“Assignor”) is the owner of the trademarks and trade names described in Exhibit A (the “Marks”) and is the owner of the trademark registrations and applications listed in Exhibit A;

WHEREAS, MM-ABG, LLC, a Delaware limited liability company, (“Assignee”) desires to acquire the Marks and the corresponding registrations and applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

IN WITNESS WHEREOF, this Assignment is effective December 30, 2010 and executed this 26<sup>th</sup> day of January, 2011.

Marilyn Monroe, LLC

By:  \_\_\_\_\_

Name: David Lee Sevastberg

Title: Sr. VP

State of California )  
County of Los Angeles )

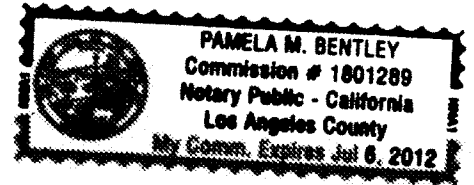
On January 26, 2011 before me, Pamela M Bentley <sup>Notary Public</sup>, personally appeared David Lee Strashberg personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(~~ies~~), and that by his/~~her/their~~ signature(~~s~~) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY, under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

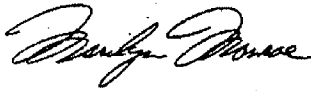

Signature \_\_\_\_\_

(Seal)



State of \_\_\_\_\_ )  
County of \_\_\_\_\_ )

**EXHIBIT A**

<b>Trademark</b>	<b>Appl./Reg. No.</b>
<b>MARILYN MONROE</b>	2985935
<b>MARILYN MONROE</b>	2223599
<b>MARILYN MONROE</b>	2180950
	1889730
	1509758
<b>MARILYN</b>	85/197845