

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MM-ABG, LLC		04/19/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	THE ESTATE OF MARILYN MONROE, LLC		
Street Address:	100 West 33rd Street, Suite 1007		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85197845	MARILYN	
Registration Number:	2985935	MARILYN MONROE	
Registration Number:	2223599	MARILYN MONROE	
Registration Number:	2180950	MARILYN MONROE	
Registration Number:	1889730	MARILYN MONROE	
Registration Number:	1509758	MARILYN MONROE	
CORRESPONDENCE DATA			
Fax Number:	(310)996-7007		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	rwalsh@manatt.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	11355 W. Olympic Boulevard		
Address Line 2:	Manatt, Phelps & Phillips, LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90064		

900191819

TRADEMARK
REEL: 004540 FRAME: 0439

CH \$165.00 85197845

ATTORNEY DOCKET NUMBER:	44922-030-14-19-20-22-26
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.
Signature:	//jmp//
Date:	05/12/2011
Total Attachments: 2 source=MMABG LLC DE - CERTIFICATE OF AMENDMENT#page1.tif source=MMABG LLC DE - CERTIFICATE OF AMENDMENT#page2.tif	

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "MM-ABG LLC", CHANGING ITS NAME FROM "MM-ABG LLC" TO "THE ESTATE OF MARILYN MONROE LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF APRIL, A.D. 2011, AT 1:14 O'CLOCK P.M.

4886872 8100

110430482



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8703618

DATE: 04-19-11

TRADEMARK
REEL: 004540 FRAME: 0441

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
MM-ABG LLC


1. The name of the limited liability company is MM-ABG LLC (the "Company").
2. The Certificate of Formation of the Company is hereby amended by deleting Article 1 in its entirety and substituting the following therefor:

"1. The name of the Company is **THE ESTATE OF MARILYN MONROE LLC.**"

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment this 19 day of April, 2011.

MM-ABG LLC, a Delaware limited liability company

By: Authentic Brands Group, LLC, a Delaware limited liability company, its sole manager

By: 
Name: James Salter
Its: CEO