

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marilyn Monroe International LLC		04/27/2012	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	The Estate of Marilyn Monroe, LLC		
Street Address:	100 West 33rd Street, Suite 1007		
Internal Address:	c/o Authentic Brands Group, LLC		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85326352	MARILYN MONROE	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067-6017		
ATTORNEY DOCKET NUMBER:	29WF-165295-121		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
Signature:	//jimp//		

CH \$40.00 85326352

Date:

05/10/2012

Total Attachments: 2

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U.S. TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between Museum Masters International LLC d/b/a Marilyn Monroe International LLC, a New York limited liability company with offices at 352 Montauk Highway, Watermill, New York 11976, ("Assignor") and The Estate of Marilyn Monroe LLC, a Delaware limited liability company with offices at c/o Authentic Brands Group, LLC, 100 West 33rd Street, Suite 1007, New York, New York 10001 ("Assignee").

WHEREAS, Assignor has used or has an intent to use the marks identified below, and has filed applications to register the trademarks based on its intent to use the mark for those goods and services (hereinafter, the "Marks" and "Applications," respectively), along with the goodwill of the business appurtenant to said Marks; and

<u>Mark</u>	<u>Class(es)</u>	<u>Application Serial No.</u>
MARILYN MONROE	14; 16; 21; 25; 27; 43	85/326,352
MM MARILYN (Stylized)	3; 9; 14; 16; 18; 21; 25; 27; 35; 43	85/330,163



WHEREAS, Assignee is the successor to that portion of Assignor's ongoing and existing business to which the Marks pertain and has acquired all right, title, and interest in the Marks and the goodwill associated with the Marks:

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks and the Applications, together with the goodwill of the business symbolized by the Marks.

Signed at New York, New York this 27th day of April 2012.

MARILYN MONROE INTERNATIONAL LLC

Name: [Signature]

Title: [Signature]

[Signature]
JUDY M. STONEHILL
NOTARY PUBLIC-STATE OF NEW YORK
No. 0156179237
Qualified in Nassau County
My Commission Expires December 24, 2015

State of New York }

County of New York SS: }

On this 27 day of April before me, Judy M. Stonehill,
Notary Public, personally appeared Marilyn Goldbers, who
proved to me on the basis of satisfactory evidence to be the person whose name is
subscribed to the within instrument and acknowledged to me that he/she executed the
same in his/her authorized capacity, and that by his/her signature on the instrument the
person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of New
York that the foregoing paragraph is true and correct. WITNESS my hand and official
seal.

Signature: Judy M. Stonehill (seal)

JUDY M. STONEHILL
NOTARY PUBLIC - STATE OF NEW YORK
No. 01570179237
Qualified in Nassau County
My Commission Expires December 24, 2015