

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM514522

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
ABG Intermediate Holdings 2 LLC		10/18/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Estate of Marilyn Monroe LLC		
<b>Street Address:</b>	1411 Broadway, 4th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3558634	A DIAMOND IS A GIRL'S BEST FRIEND	
<b>Registration Number:</b>	3269035	DIAMONDS ARE A GIRL'S BEST FRIEND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	6464909839		
<b>Email:</b>	trademark@abg-nyc.com		
<b>Correspondent Name:</b>	Bridgette Fitzpatrick		
<b>Address Line 1:</b>	1411 Broadway, 4th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>NAME OF SUBMITTER:</b>	Bridgette Fitzpatrick		
<b>SIGNATURE:</b>	/Bridgette Fitzpatrick/		
<b>DATE SIGNED:</b>	03/15/2019		
<b>Total Attachments: 2</b>			
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, **ABG Intermediate Holdings 2 LLC** ("Assignor"), a Delaware limited liability company, with its principal place of business at **1411 Broadway, Fourth Floor, New York, New York 10018 U.S.A.**, is the owner of all right, title and interest in and to the trademarks listed in the attached Schedule (the "Transferred Trademarks");

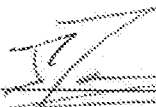
WHEREAS, **The Estate of Marilyn Monroe LLC** ("Assignee"), a Delaware limited liability company, with its principal place of business at **1411 Broadway, Fourth Floor, New York, New York 10018 U.S.A.**, is desirous of acquiring all right, title, and interest in and to the Transferred Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor assigns to Assignee, effective **September 26, 2018** all right, title, and interest in and to the Transferred Trademarks.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this assignment to be executed by each of their duly authorized officers this 16 day of October, 2018.

Assignor

Assignee

By: 

By: 

Name: Jay Dubiner

Name: Kevin Clarke

Title: General Counsel

Title: Chief Financial Officer

Address: 1411 Broadway, Fourth Floor  
New York, New York 10018 U.S.A.

Address: 1411 Broadway, Fourth Floor  
New York, New York 10018 U.S.A.

SCHEDULE OF TRANSFERRED TRADEMARKS

TRADEMARKS

COUNTRY	MARK	STATUS	APP. NO.	APP. DATE	REG. NO.	REG. DATE
Canada	DIAMONDS ARE A GIRL'S BEST FRIEND	Registered	1,538,186	8/3/2011	837,723	12/4/2012
European Union	DIAMONDS ARE A GIRL'S BEST FRIEND	Registered	1089956	7/25/2011	1089956	7/25/2011
United States	A DIAMOND IS A GIRL'S BEST FRIEND	Registered	77307474	10/18/2007	3558634	1/6/2009
United States	DIAMONDS ARE A GIRL'S BEST FRIEND	Registered	78366026	2/11/2004	3269035	7/24/2007
United States	DIAMONDS ARE A GIRL'S BEST FRIEND	Registered	77735241	5/12/2009	4234328	10/30/2012
WIPO	DIAMONDS ARE A GIRL'S BEST FRIEND	Registered	1089956	7/25/2011	1089956	7/25/2011