

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
Discovery Communications, LLC		07/25/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SIEMENS AKTIENGESELLSCHAFT		
Street Address:	Wittelsbacherplatz 2		
City:	Munich		
State/Country:	GERMANY		
Postal Code:	80333		
Entity Type:	LTD LIAB JT ST CO: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77698693	SIEMENS WE CAN CHANGE THE WORLD CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	(732)590-6875		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-321-3193		
Email:	pasquale.musacchio@siemens.com		
Correspondent Name:	Pasquale Musacchio		
Address Line 1:	170 Wood Ave		
Address Line 4:	Iselin, NEW JERSEY 08830		
DOMESTIC REPRESENTATIVE			
Name:	Pasquale Musacchio		
Address Line 1:	170 Wood Ave		
Address Line 4:	Iselin, NEW JERSEY 08830		
NAME OF SUBMITTER:	Pasquale Musacchio		

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REEL: 004045 FRAME: 0590

Signature:	/Pasquale Musacchio/
Date:	08/13/2009
Total Attachments: 1 source=Canon Scan (2)#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Discovery Communications, LLC, a company organized and existing under the laws of the state of Delaware, having its principal place of business at One Discovery Place, Silver Spring, MD 20910 USA ("Assignor"), has adopted, owns, and is using the trademark SIEMENS WE CAN CHANGE THE WORLD CHALLENGE (the "Mark"), reflected in US Trademark Application Serial No. 77/698693, covering "contests and incentive award programs to encourage students to set up and achieve goals in academics; providing an interactive web site featuring educational information for students, teachers and parents consisting of on-line videos, on-line quizzes, and lesson plans featuring environmental topics" in Class 41 (the "Application"); and

WHEREAS, SIEMENS AKTIENGESELLSCHAFT, a company organized and existing under the laws of Germany, having its principal place of business at Wittelsbacherplatz 2, Munich, Germany ("Assignee"), desires to acquire the Mark, the Application and any resulting registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the Application, together with the goodwill symbolized by the Mark, and any registrations thereof, *nunc pro tunc*, effective as of July 22, 2009.

Discovery Communications, LLC

By: 

Name: MARY H. Rollins

Title: Vice President

Discovery Education

Dated: 7/25, 2009

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