

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	The McGraw-Hill Companies, Inc.		12/12/2011
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	McGraw-Hill Broadcasting Company, Inc.		
Street Address:	1221 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3317901	10 4:00 SAN DIEGO
CORRESPONDENCE DATA			
Fax Number:	(212)969-2900		
Phone:	(212) 969-3000		
Email:	trademark@proskauer.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Correspondent Name:	Jenifer deWolf Paine		
Address Line 1:	Proskauer Rose LLP		
Address Line 2:	Eleven Times Square		
Address Line 4:	New York, NEW YORK 10036-8299		
ATTORNEY DOCKET NUMBER:	50613/001 BROADCAST ASSGN		
NAME OF SUBMITTER:	Jenifer deWolf Paine		
Signature:	/Jenifer deWolf Paine/		
Date:	12/12/2011		
Total Attachments: 1 source=Broadcasting Assignment#page1.tif			

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ASSIGNMENT

This ASSIGNMENT is made as of the 12th day of December, 2011, by and between The McGraw-Hill Companies, Inc. a New York corporation located at 1221 Avenue of the Americas, New York, New York 10020 ("Assignor") on the one hand, and McGraw-Hill Broadcasting Company, Inc., a New York corporation and wholly owned subsidiary of the Assignor ("Assignee"), on the other hand.


WHEREAS, Assignor owns all right, title, and interest in and to the trademark and service mark 10 4:00 SAN DIEGO (U.S. Trademark Reg. No. 3,317,901), together with all goodwill associated therewith (the "Trademark");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby sells, transfers, conveys, and assigns to Assignee all right, title, and interest in and to the Trademark, together with the goodwill symbolized thereby, including all rights to sue and recover for past infringement and the right to make applications for registration therefor.

Assignor agrees to execute all documents and assist in all proceedings to perfect, register, or record the rights of the Assignee to the Trademark as Assignee may reasonably deem appropriate.

The McGraw-Hill Companies, Inc.

By: 
Robert Benjamin, Esq.
Associate General Counsel & Assistant Secretary