

## 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
The New York Times Company		09/18/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	New York Public Radio		
Street Address:	160 Varick Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4196745	SCHOOLBOOK	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	914-723-4300		
Email:	rduff@lsllp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	#16468		
NAME OF SUBMITTER:	Renee L. Duff		
Signature:	/RLD/		

Date:

09/29/2012

Total Attachments: 2

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ASSIGNMENT

WHEREAS, **The New York Times Company**, a New York corporation located at 620 Eighth Avenue, New York, NY 10018 (hereinafter **ASSIGNOR**), is the owner of all right, title and interest in and to the below listed trademark which is registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>Trademark</u>	<u>Registration No.</u>
SCHOOLBOOK	4,196,745

(hereinafter referred to as the "Mark");

WHEREAS, **New York Public Radio**, a New York corporation located at 160 Varick Street, New York, NY 10013 (hereinafter **ASSIGNEE**), is desirous of acquiring the aforesaid Mark, together with the goodwill of the business symbolized by the Mark;

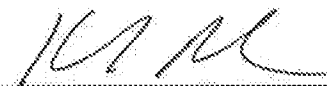
WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of **ASSIGNEE**.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, **ASSIGNOR** hereby does hereby sell, assign, and transfer unto said **ASSIGNEE** all rights, title and interest in and to said Mark, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefore, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and

the right to collect the same for its own use and behalf, and for the use and behalf of its successors, assigns, or legal representatives and the right to defend the Mark and the applications and registrations thereof.

**ASSIGNOR REPRESENTS AND WARRANTS** that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Mark to any third party.

**The New York Times Company**

BY: 

NAME: KENNETH RICHMAN

TITLE: SVP

DATE: 9/18/2012