

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		CHANGE OF NAME	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.		03/24/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KQED Inc.		
<b>Also Known As:</b>	AKA KQED Public Media		
<b>Street Address:</b>	2601 Mariposa Street		
<b>Internal Address:</b>	Legal Dept.		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94110		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85115926	NEWS FIX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)553-2333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-553-2268		
<b>Email:</b>	jguthrie@kqed.org		
<b>Correspondent Name:</b>	Joyce Guthrie		
<b>Address Line 1:</b>	2601 Mariposa Street		
<b>Address Line 2:</b>	Legal Department		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94110		
<b>ATTORNEY DOCKET NUMBER:</b>	85115926 NEWSFIX		
<b>NAME OF SUBMITTER:</b>	Joyce Guthrie		

OP \$40.00 85115926

**900187519**

**TRADEMARK  
 REEL: 004506 FRAME: 0001**

Signature:	/joyce guthrie/
Date:	03/25/2011
Total Attachments: 0	

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