

PRINCIPAL REGISTER Service Mark

Ser. No. 349,496, filed Jan. 23, 1970

THE MARK COMPRISES THE MUSICAL NOTES G, E, C PLAYED ON CHIMES

National Broadcasting Company, Inc (Delaware corporation)
30 Rockefeller Plaza
New York, N.Y. 10020

For: BROADCASTING OF TELEVISION PROGRAMS, in CLASS 104 (INT. CL. 38).

First use at least as early as Sept. 9, 1961; in commerce at least as early as Sept. 9, 1961.

The mark comprises a sequence of chime-like musical notes which in the key of C sound the notes G, E, C, the "G" being the one just below middle C, the "E" the one just above middle C, and the "C" being middle C, thereby to identify applicant's broadcasting service.

Owner of Reg. No. 523,616.