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**Following Fred's Footsteps: Adventures in the Design of Conjugated Polymers**

Most of the important concepts in the design of conjugated polymers were first identified and demonstrated by Fred Wudl. In this context, I will discuss some of our recent efforts in the design of conjugated polymers with novel electronic structures. Special emphasis will be paid to the materials with high electron affinities for use as n-type (electron conducting) elements in organic electronics and photovoltaics and materials with intrinsically low band gaps.