

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
Bloomberg Finance L.P.		11/14/2007	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Bloomberg Finance One L.P.
Street Address:	731 Lexington Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 57

Property Type	Number	Word Mark
Serial Number:	77295571	BLOOMBERG
Registration Number:	2736744	BLOOMBERG
Registration Number:	2400800	BLOOMBERG BONDTRADER
Registration Number:	1595013	BLOOMBERG FINANCIAL MARKETS
Registration Number:	1786725	BLOOMBERG GRADUATED RISK ASSESSMENT FOR DERIVATIVE MBS EVALUATION
Registration Number:	2399880	BLOOMBERG GRADUATED RISK ASSESSMENT FOR DERIVATIVE MBS EVALUATION
Registration Number:	2855187	BLOOMBERG LAW REPORTS
Serial Number:	77106685	BLOOMBERG LAWNOTES
Registration Number:	2660228	BLOOMBERG MARKETS
Registration Number:	2591609	BLOOMBERG MARKETS
Registration Number:	2266559	BLOOMBERG NEWS
Registration Number:	2090040	BLOOMBERG PERSONAL BOOKSHELF

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Registration Number:	2732048	BLOOMBERG PERSONAL FINANCE
Registration Number:	2732046	BLOOMBERG PERSONAL FINANCE
Registration Number:	2329249	BLOOMBERG POWERMATCH
Registration Number:	2090041	BLOOMBERG PRESS
Registration Number:	2592230	BLOOMBERG PROFESSIONAL
Registration Number:	2753176	BLOOMBERG PROFESSIONAL
Registration Number:	2095966	BLOOMBERG PROFESSIONAL LIBRARY
Registration Number:	2224708	BLOOMBERG SMALL BUSINESS
Registration Number:	2224707	BLOOMBERG SMALL BUSINESS
Registration Number:	2136045	BLOOMBERG TELEVISION
Registration Number:	2964028	BLOOMBERG TERMINAL
Registration Number:	2114653	BLOOMBERG TRADEBOOK
Registration Number:	2661385	BLOOMBERG UNIVERSITY
Registration Number:	2529981	BLOOMBERG VOICE
Registration Number:	2769201	BLOOMBERG.COM
Registration Number:	2700517	BLOOMBERGAFFILIATE.COM
Registration Number:	3225479	BLOOMBERG-FON
Registration Number:	3177119	B-PIPE
Registration Number:	2974698	BSAT
Registration Number:	3182302	B-UNIT
Registration Number:	3274053	B-VAL
Registration Number:	2115172	COMPANY CONNECTION
Registration Number:	2860438	
Registration Number:	2925738	
Registration Number:	2953766	
Registration Number:	3147448	EXPLORE. WHEREVER YOU ARE.
Registration Number:	1788113	GRADE
Registration Number:	2456819	GRADE
Registration Number:	2973101	INSTANT BLOOMBERG
Registration Number:	2874956	LISTEN. WHEREVER YOU ARE.
Registration Number:	3170538	MEDIA. WHEREVER YOU ARE.
Registration Number:	2495433	NEGOCIOS BLOOMBERG
Registration Number:	2845188	NEWS THAT MOVES MARKETS
Registration Number:	2129786	OPEN BLOOMBERG
Registration Number:	3026480	READ. WHEREVER YOU ARE.

Registration Number:	2709510	STOCK SYMBOL SHOWDOWN
Registration Number:	2561095	THE POWER OF INFORMATION
Registration Number:	2649599	THE VOICE OF MONEY
Registration Number:	2649546	THIS IS BUSINESS
Registration Number:	2874955	WATCH. WHEREVER YOU ARE.
Registration Number:	2628444	YOUR NEWS IS OUR BUSINESS
Serial Number:	77088375	12.5% ACCOMMODATION PROGRAM
Serial Number:	77088396	20K ACCOMMODATION PROGRAM
Serial Number:	77088424	ACCOMMODATION POLICY
Registration Number:	2724308	

CORRESPONDENCE DATA

Fax Number: (212)728-8111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 728-8000
Email: ipdept@willkie.com
Correspondent Name: Miwako Hosaka c/o Willkie Farr & Gallagher
Address Line 1: 787 Seventh Avenue
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	007237.10321
NAME OF SUBMITTER:	Miwako Hosaka
Signature:	/miwakohosaka/
Date:	11/14/2007

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of November 14, 2007, by and between BLOOMBERG FINANCE L.P., a Delaware limited partnership ("Assignor"), and BLOOMBERG FINANCE ONE L.P., a Delaware limited partnership ("Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to the Intellectual Property Contribution Agreement among the Parties of even date herewith (the "Agreement"), Assignor has assigned to Assignee all of Assignor's right, title and interest in the Contributed IP Assets (as defined therein) throughout the world, including any and all trademarks and trademark registrations and applications listed on the attached Schedule 1, and all goodwill associated and connected therewith or symbolized thereby (collectively referred to as the "Trademarks"); and

WHEREAS, pursuant to the Agreement, Assignee has acquired all of Assignor's right, title and interest in and to the Contributed IP Assets, including the Trademarks, and the Parties wish to record such acquisition in the U.S. Patent and Trademark Office and all other applicable intellectual property offices; and

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Pursuant to the Agreement, Assignor, as beneficial owner, hereby irrevocably contributes, transfers, grants, bargains, assigns, conveys and delivers to Assignee, absolutely and not as collateral security, without recourse, except as expressly provided in the Agreement, as a capital contribution to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill symbolized by the Trademarks, including the right to bring an action or proceeding at law or in equity or before any governmental authority for any past, present or future infringement, misappropriation, unauthorized use, dilution or violation of any of the Trademarks, or to prevent another person or entity from obtaining any trademark that might be detrimental to the rights assigned herein, and to collect all damages, awards, settlements and proceeds relating to the Trademarks, the registrations and applications for registration thereof, and all the benefit of the Trademarks. Assignor further consents to recordation of this assignment by Assignee, including with the U.S. Patent and Trademark Office.

2. Notwithstanding anything to the contrary contained herein, the Trademarks shall not include any trademark application that would be deemed invalidated, canceled or abandoned due to the contribution, assignment and/or conveyance of the Trademarks hereunder, including without limitation all United States trademark applications that are based on an intent-to-use, unless and until such time that the contribution, assignment and/or conveyance will not cause the invalidation, cancellation or abandonment of such trademark application.

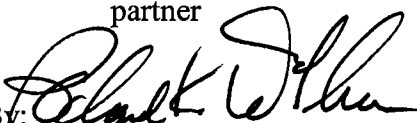
3. This Trademark Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument.

4. The assignment of marks is subject to the lien granted on November 14th 2007 to Bank of America, N.A., as agent for various lenders.

5. This Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Agreement, which govern the Parties' rights and interests in the Contributed IP Assets.

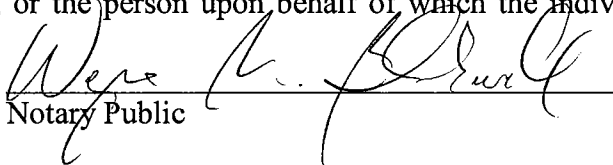
BLOOMBERG FINANCE L.P.

By: Bloomberg (GP) Finance LLC, its general partner

By: 
Name: Richard K. DeScherer
Title: Secretary

STATE OF NEW YORK)
	: ss.:
COUNTY OF NEW YORK)

On the 14th day of Nov, 2007, before me the undersigned, personally appeared Richard K. DeScherer, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

WAYNE M. BLACKWELL
Notary Public, State of New York
No. 01BL604746
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Nov. 21, 2010

BLOOMBERG FINANCE ONE L.P.

By: Bloomberg (GP) Finance LLC, its general
Partner

By: *Richard K. DeScherer*

Name: Richard K. DeScherer

Title: Secretary

STATE OF NEW YORK)
	: ss.:
COUNTY OF NEW YORK)

On the 17th day of Nov, 2007, before me the undersigned, personally appeared *Richard K. DeScherer*, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Wayne M. Blackwell
Notary Public

WAYNE M. BLACKWELL
Notary Public, State of New York
No. 01816047476
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Nov. 21, 2010

Schedule 1 to Trademark Assignment

United States	BLOOMBERG	(77/295,571)	(10/3/2007)	Pending	
United States	BLOOMBERG	2,736,744	7/15/2003	Registered	
United States	BLOOMBERG ANYWHERE	(78/281,009)	(7/30/2003)	Pending	**
United States	BLOOMBERG BONDTRADER	2,400,800	10/31/2000	Registered	
United States	BLOOMBERG CORPORATE LAW JOURNAL	(78/723,383)	(9/29/2005)	Pending	**
United States	BLOOMBERG FINANCIAL MARKETS	1,595,013	5/ 8/1990	Registered	*
United States	BLOOMBERG GRADUATED RISK ASSESSMENT FOR DERIVATIVE MBS EVALUATION (and Design)	1,786,725	8/10/1993	Registered	
United States	BLOOMBERG GRADUATED RISK ASSESSMENT FOR DERIVATIVE MBS EVALUATION (and Design)	2,399,880	10/31/2000	Registered	
United States	BLOOMBERG LAUNCHPAD	(78/657,354)	(6/23/05)	Pending	**
United States	BLOOMBERG LAW	(78/430,177)	(6/ 4/2004)	Pending	**
United States	BLOOMBERG LAW REPORTS	2,855,187	6/15/2004	Registered	
United States	BLOOMBERG LAWNOTES	(77/106,685)	(2/13/2007)	Pending	
United States	BLOOMBERG LEGAL PROFESSIONAL	(78/318,283)	(10/24/2003)	Pending	**
United States	BLOOMBERG MARKET ESSENTIALS	(77/228,254)	(7/12/07)	Pending	**
United States	BLOOMBERG MARKETS	2,660,228	12/10/2002	Registered	
United States	BLOOMBERG MARKETS	2,591,609	7/ 9/2002	Registered	
United States	BLOOMBERG NEWS	2,266,559	8/ 3/1999	Registered	
United States	BLOOMBERG PERSONAL BOOKSHELF	2,090,040	8/19/1997	Registered	
United States	BLOOMBERG PERSONAL FINANCE	2,732,048	7/ 1/2003	Registered	
United States	BLOOMBERG PERSONAL FINANCE	2,732,046	7/ 1/2003	Registered	
United States	BLOOMBERG POWERMATCH	2,329,249	3/14/2000	Registered	
United States	BLOOMBERG PRESS	2,090,041	8/19/1997	Registered	
United States	BLOOMBERG PROFESSIONAL	2,592,230	7/ 9/2002	Registered	

United States	BLOOMBERG PROFESSIONAL	2,753,176	8/19/2003	Registered	
United States	BLOOMBERG PROFESSIONAL LIBRARY	2,095,966	9/ 9/1997	Registered	
United States	BLOOMBERG RADIO	(78/867,200)	(4/21/2006)	Pending	**
United States	BLOOMBERG SMALL BUSINESS	2,224,708	2/16/1999	Registered	
United States	BLOOMBERG SMALL BUSINESS	2,224,707	2/16/1999	Registered	
United States	BLOOMBERG TELEVISION	2,136,045	2/10/1998	Registered	
United States	BLOOMBERG TELEVISION. A WEALTH OF INFORMATION.	(78/945,709)	(8/ 4/2006)	Pending	**
United States	BLOOMBERG TERMINAL	2,964,028	6/28/2005	Registered	
United States	BLOOMBERG TRADEBOOK	2,114,653	11/18/1997	Registered	
United States	BLOOMBERG UNIVERSITY	(78/932,275)	(7/18/2006)	Pending	**
United States	BLOOMBERG UNIVERSITY	2,661,385	12/17/2002	Registered	
United States	BLOOMBERG VOICE	2,529,981	1/15/2002	Registered	
United States	BLOOMBERG.COM	2,769,201	9/30/2003	Registered	
United States	BLOOMBERG: THE FIRST WORD	(78/762,074)	(11/28/2005)	Pending	**
United States	BLOOMBERGAFFILIATE.COM	2,700,517	3/25/2003	Registered	
United States	BLOOMBERG-FON	3,225,479	4/ 3/2007	Registered	
United States	B-PIPE	3,177,119	11/28/2006	Registered	
United States	BSAT	(78/241,359)	(4/23/2003)	Pending	**
United States	BSAT	2,974,698	7/19/2005	Registered	
United States	B-UNIT	3,182,302	12/12/2006	Registered	
United States	B-VAL	3,274,053	8/7/2007	Registered	
United States	COMPANY CONNECTION	2,115,172	11/25/1997	Registered	
United States	DESIGN ONLY (Bloomberg Icons)	2,860,438	7/ 6/2004	Registered	
United States	DESIGN ONLY (Overlapping Squares)	2,724,308	6/10/2003	Registered	
United States	DESIGN ONLY (Overlapping Squares)	2,925,738	2/ 8/2005	Registered	
United States	DESIGN ONLY (Squawk Logo)	2,953,766	5/17/2005	Registered	

United States	DESIGN ONLY (Terminal Icon)	(78/657,339)	(6/23/2005)	Pending	**
United States	EXPLORE. WHEREVER YOU ARE.	3,147,448	9/26/2006	Registered	
United States	GRADE	1,788,113	8/17/1993	Registered	
United States	GRADE	2,456,819	6/5/2001	Registered	
United States	INSTANT BLOOMBERG	2,973,101	7/19/2005	Registered	
United States	LISTEN. WHEREVER YOU ARE.	2,874,956	8/17/2004	Registered	
United States	MEDIA. WHEREVER YOU ARE.	3,170,538	11/14/2006	Registered	
United States	NEGOCIOS BLOOMBERG	2,495,433	10/ 9/2001	Registered	
United States	NEWS THAT MOVES MARKETS	2,845,188	5/25/2004	Registered	
United States	OPEN BLOOMBERG	2,129,786	1/20/1998	Registered	
United States	OUR AUDIENCE MEANS BUSINESS	(78/717,908)	(9/21/2005)	Pending	**
United States	READ. WHEREVER YOU ARE.	3,026,480	12/13/2005	Registered	
United States	SEARCH BLOOMBERG	(78/488,117)	(9/22/2004)	Pending	**
United States	STOCK SYMBOL SHOWDOWN	2,709,510	4/22/2003	Registered	
United States	THE BLOOMBERG CONNECTION	(78/762,071)	(11/28/2005)	Pending	**
United States	THE POWER OF INFORMATION	2,561,095	4/16/2002	Registered	
United States	THE VOICE OF MONEY	2,649,599	11/12/2002	Registered	
United States	THIS IS BUSINESS	2,649,546	11/12/2002	Registered	
United States	WATCH. WHEREVER YOU ARE.	2,874,955	8/17/2004	Registered	
United States	YOUR NEWS IS OUR BUSINESS	2,628,444	10/ 1/2002	Registered	
United States	12.5% ACCOMMODATION PROGRAM	(77/088375)	(1/22/2007)	Pending	*
United States	20K ACCOMMODATION PROGRAM	(77/088396)	(1/22/2007)	Pending	*
United States	ACCOMMODATION POLICY	(77/088424)	(1/22/2007)	Pending	*
* Instructed Abandoned					
** ITU Applications					

TRADEMARK

RECORDED: 11/14/2007

REEL: 003660 FRAME: 0489