

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name           | Formerly | Execution Date | Entity Type                   |
|----------------|----------|----------------|-------------------------------|
| Bloomberg L.P. |          | 11/14/2007     | LIMITED PARTNERSHIP: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                               |
|------------------------|-------------------------------|
| <b>Name:</b>           | Bloomberg Finance L.P.        |
| <b>Street Address:</b> | 731 Lexington Avenue          |
| <b>City:</b>           | New York                      |
| <b>State/Country:</b>  | NEW YORK                      |
| <b>Postal Code:</b>    | 10022                         |
| <b>Entity Type:</b>    | 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<br>FOR DERIVATIVE MBS EVALUATION |
| Registration Number: | 2399880  | BLOOMBERG GRADUATED RISK ASSESSMENT FOR<br>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 L.P., a Delaware limited partnership ("Assignor"), and BLOOMBERG FINANCE 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 trademark offices where the Trademarks are registered or are the subject of pending applications for registration; 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 and all other applicable trademark offices where the Trademarks are registered or are the subject of pending applications for registration.

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. 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 L.P.**

By: Richard K. DeScherer its general partner  
 Name: Richard K. DeScherer  
 Title: Secretary

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

On the 14<sup>th</sup> 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. 01BL6047476  
 Qualified in Queens County  
 Certificate Filed in New York County  
 Commission Expires Nov. 21, 2010

**BLOOMBERG FINANCE L.P.**

By: Richard K. DeScherer partner  
 Name: Richard K. DeScherer  
 Title: Secretary

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

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Wayne M. Blackwell  
 Notary Public

WAYNE M. BLACKWELL  
 Notary Public, State of New York  
 No. 01BL6047476  
 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