

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bloomberg L.P.		06/23/2008	LIMITED PARTNERSHIP: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<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>	10021		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3424325	BLOOMBERG: THE FIRST WORD	
Registration Number:	3446639	BLOOMBERG CORPORATE LAW JOURNAL	
Registration Number:	3442724	BLOOMBERG RADIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)728-8111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ipdept@willkie.com		
<b>Correspondent Name:</b>	Fara S. Sunderji c/o Willkie Farr & Gall		
<b>Address Line 1:</b>	787 Seventh Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	007237.10321		
<b>NAME OF SUBMITTER:</b>	Fara Sunderji		
<b>Signature:</b>	/farasunderji/		

CH \$90.00 3424325

Date:

06/23/2008

**Total Attachments: 4**

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## Supplemental Trademark Assignment

This Supplemental Trademark Assignment is made and entered into as of June 23, 2008, by and among BLOOMBERG L.P., a Delaware limited partnership ("Assignor"), and BLOOMBERG FINANCE L.P., a Delaware limited partnership (the "Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to the Intellectual Property Contribution Agreement between Assignor and Assignee, dated as of November 14, 2007 (as amended, 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, and 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 transfers, grants, bargains, assigns, conveys and delivers to Assignee, absolutely and not as collateral security, without recourse, except as expressly provided in the Agreement, 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. This Supplemental Trademark Assignment may be executed simultaneously in separate counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

3. This Supplemental Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this Supplemental 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.

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**BLOOMBERG L.P.**

By: Bloomberg Inc., its general partner

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

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

On the 23<sup>rd</sup> day of June, 2008, 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

**BLOOMBERG FINANCE L.P.**

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

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

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

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

On the 23<sup>rd</sup> day of June, 2008, 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

**Schedule 1 to Supplemental Trademark Assignment**

<b>United States</b>	<b>BLOOMBERG: THE FIRST WORD</b>	<b>3,424,325</b>	<b>5/6/2008</b>	<b>Registered</b>
<b>United States</b>	<b>BLOOMBERG CORPORATE LAW JOURNAL</b>	<b>3,446,639</b>	<b>6/10/2008</b>	<b>Registered</b>
<b>United States</b>	<b>BLOOMBERG RADIO</b>	<b>3,442,724</b>	<b>6/3/2008</b>	<b>Registered</b>