

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 L.P.		11/21/2008	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg Finance L.P.		
Street Address:	731 Lexington Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3522522	OUR AUDIENCE MEANS BUSINESS	
CORRESPONDENCE DATA			
Fax Number:	(212)728-8111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-728-8000		
Email:	ipdept@willkie.com		
Correspondent Name:	Fara Sunderji c/o Willkie Farr & Gallag		
Address Line 1:	787 Seventh Avenue		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	OUR AUDIENCE MEANS BUSINE		
NAME OF SUBMITTER:	Fara S. Sunderji		
Signature:	/farasunderji/		
Date:	11/21/2008		

CH 3522522 \$40.00

Total Attachments: 4

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Supplemental Trademark Assignment

This Supplemental Trademark Assignment is made and entered into as of November 21, 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:

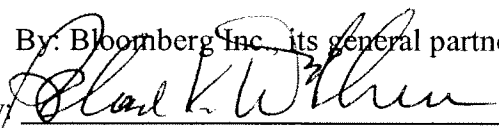
1. Pursuant to the Agreement, Assignor, as beneficial owner, hereby irrevocably transfers, grants, bargains, assigns, conveys and delivers to Assignee, absolutely and not as collateral security, without recourse, except as expressly provided in the Agreement, all of Assignor’s right, title and interest 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.

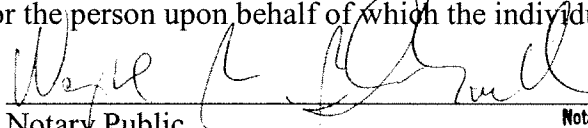
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BLOOMBERG L.P.

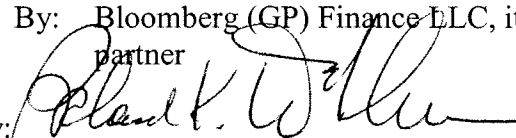
By: Bloomberg Inc., its general partner
By: 
Name: Richard K. DeScherer
Title: Secretary

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

On the 21st day of November 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.

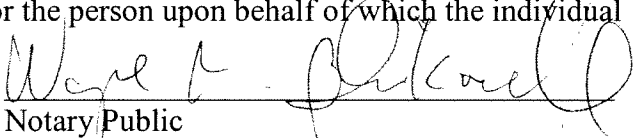

Notary Public
WAYNE M. BLACKWELL
Notary Public, State of New York
No. 01BL604746
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Nov. 21, 2010

BLOOMBERG FINANCE 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 21st day of November 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.


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

Schedule 1 to Supplemental Trademark Assignment

United States	OUR AUDIENCE MEANS BUSINESS	3,522,522	10/21/2008	Registered
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