

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.		04/09/2010	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:	10022		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3614827	FIRST WORD	
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 S. Sunderji		
Address Line 1:	Willkie Farr & Gallagher LLP		
Address Line 2:	787 Seventh Avenue		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	007237.20201		
NAME OF SUBMITTER:	Fara S. Sunderji		
Signature:	/farassunderji/		

CH \$40.00 3614827

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**TRADEMARK
 REEL: 004184 FRAME: 0049**

Date:

04/12/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This trademark assignment is made between BLOOMBERG L.P., a Delaware limited partnership ("Assignor"), and BLOOMBERG FINANCE L.P., a Delaware limited partnership ("Assignee").

WHEREAS, Assignor owns the registration on the Principal Register of the United States Patent and Trademark Office listed on the Schedule attached hereto, and all goodwill associated therewith (collectively the "Mark"); and

WHEREAS, Assignor wishes to assign the Mark to Assignee and Assignee wishes to take assignment of the Mark.

NOW THEREFORE, in consideration of the sum of ten dollars (\$10.00) paid, and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee, its successors and assigns, all its right, title and interest in and to the Mark and all of the goodwill associated therewith together with the right to recover damages and profits and all other remedies for past, present and future infringements thereof.

Assignor hereby authorizes the United States Patent and Trademark Office and/or the appropriate empowered officials in relevant jurisdictions outside the United States to transfer all registrations for the Mark to Assignee as assignee of the entire right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of assignment.

Assignor shall take, or cause to be taken, all such other and further action as may reasonably be required by Assignee in order to effect the assignment contemplated hereby.

Assignor further covenants and agrees that Assignor shall at any time, upon request of Assignee, and at Assignee's expense, communicate to Assignee any facts relating to the Mark known to Assignor, and that Assignor shall testify upon the request of Assignee as to the same in any proceeding in the United States Patent and Trademark Office or any other applicable trademark office or in connection with any litigation involving the Mark.

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of this 9th day of April, 2010.

BLOOMBERG L.P., as Assignor

**by BLOOMBERG INC.,
its General Partner**

By: 

Name: Richard K. DeScherer
Title: Secretary

BLOOMBERG FINANCE L.P., as Assignee

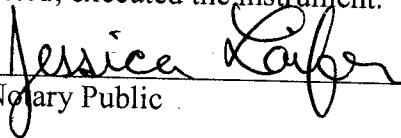
**by BLOOMBERG (GP) FINANCE LLC,
its General Partner**

By: 

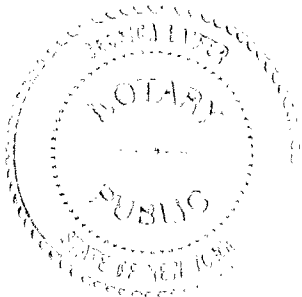
Name: Richard K. DeScherer
Title: Secretary

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

On the 9th day of April, 2010, 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.

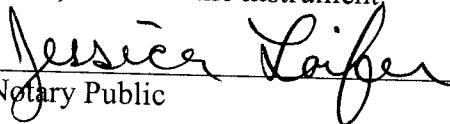

Notary Public

JESSICA LAIFER
Notary Public, State of New York
No. 01LA620709
Qualified in New York County
Commission Expires June 8, 2013

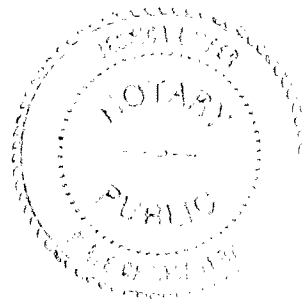


STATE OF NEW YORK)
	: ss.:
COUNTY OF NEW YORK)

On the 9th day of April, 2010, 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

JESSICA LAIFER
Notary Public, State of New York
No. 01LA620709
Qualified in New York County
Commission Expires June 8, 2013



Schedule to Trademark Assignment

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
FIRST WORD	3,614,827	May 5, 2009

5537050.01-007237.20201