

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Entity Type |
| | Bloomberg L.P. | | LIMITED PARTNERSHIP: DELAWARE |
| EXECUTION DATE | | | |
| | | 06/15/2011 | |
| 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: | 3975644 | BLOOMBERG LAUNCHPAD |
| 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: | William Ried c/o Willkie Farr & Gallaghe | | |
| Address Line 1: | 787 Seventh Avenue | | |
| Address Line 4: | New York, NEW YORK 10019 | | |
| ATTORNEY DOCKET NUMBER: | 007237.20201 ANG | | |
| NAME OF SUBMITTER: | William M. Ried | | |
| Signature: | /wmr-787/ | | |
| Date: | 06/17/2011 | | |
| Total Attachments: 3 source=blp#page1.tif source=blp#page2.tif source=blp#page3.tif | | | |

CH \$40.00 3975644

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 15 day of June, 2011.

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 15 day of June, 2011,
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

VERONICA L. BEEBE
Notary Public, State of New York
No. 01BE0219625
Qualified in Queens County
Certificate Filed in New York County
Commission Expires Sept. 30, 2013

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No. 01BE0219625
Qualified in Queens County
Certificate Filed in New York County
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Schedule to Trademark Assignment

| <u>Mark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|------------------------|-------------------------|--------------------------|
| BLOOMBERG LAUNCHPAD | 3,975,644 | June 7, 2011 |

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