

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.		07/06/2012	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg Sports LLC		
Street Address:	731 Lexington Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85424045	DECISION MAKER	
Registration Number:	3903685	MUSTRASH	
CORRESPONDENCE DATA			
Fax Number:	9175222727		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-617-7207		
Email:	Trademarks@bloomberg.net		
Correspondent Name:	Aimee Nassau Gardiner		
Address Line 1:	731 Lexington Avenue		
Address Line 2:	Legal Department		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	BLP TO BSL		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		

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Signature:	/Aimee Nassau Gardiner/
Date:	07/18/2012
Total Attachments: 2 source=BLP to BSL TM Assignment#page1.tif source=BLP to BSL TM Assignment#page2.tif	

Trademark Assignment

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of (2nd) July, 2012, by and between Bloomberg L.P., a Delaware limited partnership ("Assignor"), and Bloomberg Sports LLC, a Delaware limited liability company ("Assignee"), pursuant to the terms of that certain Limited Liability Company Agreement of Bloomberg Sports LLC (the "LLC Agreement"), dated as of the date hereof by and among the parties hereto and those Members as defined and listed on Annex I to the LLC Agreement.

WHEREAS, Assignor is the owner of registration, Reg. No. 3,903,685 for the mark MUSTRASH, and application, Serial No. 85/424,045, for the mark DECISION MAKER, in the United States Patent and Trademark Office (collectively, the "Trademarks"); and

WHEREAS, Assignor has agreed to assign its rights in the Trademarks to Assignee, pursuant to the terms of the LLC Agreement, and Assignee wishes to receive such assignment from Assignor.

NOW, THEREFORE, pursuant to the warranties, representations and covenants in the LLC Agreement and for other good and valuable consideration, the receipt of which is hereby acknowledged, the parties hereby agree as follows:

1. **Transfer of Assigned Marks.** Assignor hereby transfers and assigns all its right, title and interest throughout the world in and to the Trademarks, together with all common law rights, applications and registrations pertaining thereto and the goodwill of all business connected therewith and symbolized thereby, in perpetuity. Included with such transfer and assignment is the right to sue for and obtain damages or other available remedies for all past, present and future infringements of the Trademarks. Assignor further transfers and assigns the right to file for and obtain registrations of the Trademarks anywhere in the world for the goods and services covered by the assigned application and registration and for any other goods and services for which the Trademarks are presently used, with the right to base priority on Assignor's, or its predecessor in interest's, first date of use or on the application or registration assigned herein.
2. **Further Assurances.** Assignor agrees to execute, acknowledge and deliver any affidavits or documents requested and prepared by Assignee, to provide testimony (at Assignee's expense), and to perform any other acts reasonably necessary to carry out the intent of this Assignment.
3. **Governing Law.** This Assignment and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Delaware applicable to contracts made and performed therein, without regard to principles of conflicts of law.

IN WITNESS WHEREOF, this Assignment has been duly executed and delivered by the duly authorized officers of Assignor as of the date and year first above written.

BLOOMBERG L.P.

BY: BLOOMBERG INC., GENERAL PARTNER

By: *Daniel L Doctoroff*

Print Name: Daniel L Doctoroff

Title: President

[Signature Page to Trademark Assignment]