

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 Finance One L.P.		07/06/2012	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg 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: 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:	BFLP1 TO BLP		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		

Signature:	/Aimee Nassau Gardiner/
Date:	07/18/2012
Total Attachments: 2 source=BLP1 TO BLP TM Assignment#page1.tif source=BLP1 TO BLP TM Assignment#page2.tif	

Trademark Assignment

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of 6th of July, 2012, by and between Bloomberg Finance One L.P., a Delaware limited partnership ("Assignor"), and Bloomberg L.P. a Delaware limited partnership ("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 Bloomberg Sports LLC 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 in the United States Patent and Trademark Office for the trademarks and service marks, Serial No. 85/424,045, for the mark DECISION MAKER (collectively, the Trademarks"); and

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

NOW, THEREFORE, for good and valuable consideration and in consideration of the covenants, terms and conditions contained herein, the receipt and legal sufficiency of which are hereby acknowledged, Assignor and Assignee 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 (or for the longest period of time otherwise permitted by law). 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 first date of use or on any 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 FINANCE ONE L.P.

BY: BLOOMBERG (GP) FINANCE LLC, GENERAL PARTNER

By: *Daniel L. Doctoroff*

Print Name: Daniel L. Doctoroff

Title: President

BLOOMBERG L.P.

BY: BLOOMBERG INC., GENERAL PARTNER

By: *Daniel L. Doctoroff*

Print Name: Daniel L. Doctoroff

Title: President

[Signature Page to Trademark Assignment]