

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.		10/30/2012	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Bloomberg Finance Holdings L.P.
Street Address:	731 Lexington Avenue
Internal Address:	Legal Department
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	0549742	BUSINESS WEEK
Registration Number:	1746837	BUSINESSWEEK
Registration Number:	1938462	BUSINESS WEEK
Registration Number:	1958702	BUSINESSWEEK ONLINE
Registration Number:	3467035	BUSINESSWEEK
Registration Number:	3300772	BUSINESSWEEK.COM

CORRESPONDENCE DATA

Fax Number: 9175222727
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-318-2000
 Email: trademarks@bloomberg.net
 Correspondent Name: Aimee Nassau Gardiner - Bloomberg L.P.
 Address Line 1: 731 Lexington Avenue

CH \$165.00 0549742

Address Line 2: Legal Department
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	BUSINESSWEEK_1
NAME OF SUBMITTER:	Aimee Nassau Gardiner
Signature:	/Aimee Nassau Gardiner/
Date:	11/06/2012

Total Attachments: 3
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UNITED STATES CONFIRMATORY TRADEMARK ASSIGNMENT

This United States Confirmatory Trademark Assignment, effective as of October 30, 2012, is by and between Bloomberg L.P., a Delaware Limited Partnership ("Assignor"), and Bloomberg Finance Holdings L.P., a Delaware Limited Partnership ("Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to the Issuer Holdco Associated Trademarks Contribution Agreement, of March 24, 2008, as amended, among the Parties (the "Agreement"), Assignor has assigned to Assignee all of Assignor's right, title and interest in the Trademarks (as defined therein), including any and all trademarks and trademark registrations and applications listed on the attached Schedule A, and all goodwill associated and connected therewith or symbolized thereby (collectively referred to as the "U.S. Trademarks"); and

WHEREAS, pursuant to the Agreement, Assignee has acquired all of Assignor's right, title and interest in and to the Trademarks, including the U.S. Trademarks, and the Parties wish to record such acquisition in the U.S. Patent and Trademark Office; and

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the Parties agree as follows:

1. Pursuant to the Agreement, Assignor, hereby contributes, transfers, grants, bargains, assigns, conveys and delivers to Assignee, its successors and assigns, absolutely and not as collateral security, without recourse, except as expressly provided in the Agreement, and Assignee hereby acquires, accepts and receives from Assignor, all of Assignor's right, title and interest in and to the U.S. Trademarks, including all registrations and applications thereof and all goodwill pertaining thereto, the right to conduct business under the U.S. Trademarks, and all rights to sue, counterclaim and collect damages and payments for claims of past, present and future infringements, unfair competition or misappropriations thereof, and all income, royalties, damages and payments now or hereafter due or payable with respect to the U.S. Trademarks.

2. Assignor consents to recordation of this United States Confirmatory Trademark Assignment by Assignee with the U.S. Patent and Trademark Office.

3. This United States Confirmatory Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this United States Confirmatory 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 Trademarks.

4. This United States Confirmatory Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument.

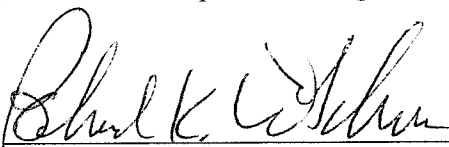
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IN WITNESS WHEREOF, the undersigned have executed this United States Confirmatory Trademark Assignment effective as of the date first written above.

ASSIGNOR

BLOOMBERG L.P., a Delaware limited partnership

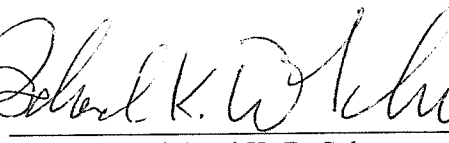
By: BLOOMBERG INC., a Delaware corporation, its general partner

By: 
Name: Richard K. DeScherer
Title: Secretary

ASSIGNEE

BLOOMBERG FINANCE HOLDINGS L.P., a Delaware limited partnership

By: BLOOMBERG (GP) FINANCE LLC, a Delaware limited liability company, its general partner

By: 
Name: Richard K. DeScherer
Title: Secretary