

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.		03/13/2013	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg Finance One 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:	85660856	EMSX	
Serial Number:	85660828	EMSXNET	
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:	212-318-2000		
Email:	trademarks@bloomberg.net		
Correspondent Name:	Aimee Nassau Gardiner - Bloomberg L.P.		
Address Line 1:	731 Lexington Avenue		
Address Line 2:	Legal Department		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	EMSX AND EMSXNET		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		

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Signature:	/Aimee Nassau Gardiner/
Date:	03/13/2013
Total Attachments: 3 source=EMSX Assignment#page1.tif source=EMSX Assignment#page2.tif source=EMSX Assignment#page3.tif	

Trademark Assignment

This TRADEMARK ASSIGNMENT is made as of March 13, 2013, by and between Bloomberg L.P., a Delaware limited partnership ("Assignor"), and Bloomberg Finance One L.P., a Delaware limited partnership ("Assignee") (collectively referred to as the "Parties").

WHEREAS, Assignor owns all right, title and interest in and to the service marks listed on the attached Schedule A, all common law rights associated therewith, and all goodwill arising from the use of and symbolized by said service marks (collectively, the "Trademarks");

WHEREAS, Assignor has agreed to sell, transfer and assign to Assignee the Trademarks and all of its right, title and interest therein including, without limitation, the Trademarks;

WHEREAS, the Parties wish to execute and deliver this Trademark Assignment for the purpose of assigning the Trademarks from Assignor to Assignee.

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

1. Assignor does hereby contribute, sell, convey, transfer, assign and deliver to Assignee, its successors and assigns, and Assignee purchases and accepts from Assignor, all of Assignor's right, title and interest in and to the Trademarks throughout the world, including all goodwill pertaining thereto, the right to conduct business under the Trademarks, including the right to license others under the Trademarks, 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 Trademarks.
2. Assignor agrees to execute, at Assignee's expense, such additional documents as Assignee reasonably requests to register and otherwise give full effect to the rights of Assignee under this Trademark Assignment in and to the Trademarks worldwide, including all documents necessary to record in the name of Assignee the assignment of the Trademarks with the United States Patent and Trademark Office and the trademark offices in all other jurisdictions.
3. General Provisions:
 - (a) This Trademark Assignment shall be construed and enforced in accordance with the laws (other than conflict of law rules) of the United States of America and the State of New York;
 - (b) This Trademark Assignment may not be supplemented, altered or modified in any manner except by a writing signed by both Parties hereto;
 - (c) The failure of either Party to enforce any terms or provisions of this Trademark Assignment will not waive any rights under such terms and provisions;
 - (d) This Trademark Assignment shall bind and inure to the benefit of the respective Parties and their assigns, transferees and successors;

(e) This 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.

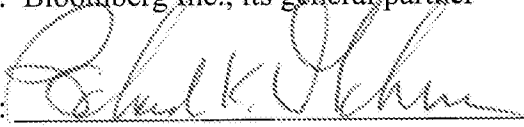
(f) This Trademark Assignment, including any schedules, amendments, modifications, waivers or notifications relating thereto may be executed and delivered by facsimile, electronic mail or other electronic means. Any such facsimile, electronic mail transmission, or communication via such electronic means shall constitute the final agreement of the Parties and conclusive proof of such agreement, and shall be deemed to be in writing and to have the same effect as if signed manually.

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

ASSIGNOR

BLOOMBERG L.P.

By: Bloomberg Inc., its general partner

By: 

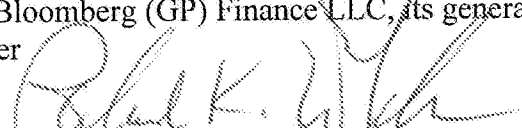
Name: Richard K. DeScherer

Title: Secretary

ASSIGNEE

BLOOMBERG FINANCE ONE L.P.

By: Bloomberg (GP) Finance LLC, its general partner

By: 

Name: Richard K. DeScherer

Title: Secretary

SCHEDULE A

Trademark	Status	Application No.
EMSX	Pending	85/660,856
EMSXNET	Pending	85/660,828