

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
Comerica Bank		07/31/2013	CORPORATION: CALIFORNIA
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: 5			
Property Type	Number	Word Mark	
Serial Number:	85651504	BMARK INSIGHT	
Serial Number:	85570100	BLIS	
Serial Number:	85975358	OPENX	
Serial Number:	85280916	EWAP	
Serial Number:	85620840	CROSSX	
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:	2123182000		
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		

CH \$140.00 85651504

ATTORNEY DOCKET NUMBER:	COMERICA BANK TMA
NAME OF SUBMITTER:	Aimee Nassau Gardiner
Signature:	/Aimee Nassau Gardiner/
Date:	07/31/2013
Total Attachments: 5 source=BM Trademark Assignment#page1.tif source=BM Trademark Assignment#page2.tif source=BM Trademark Assignment#page3.tif source=BM Trademark Assignment#page4.tif source=BM Trademark Assignment#page5.tif	

Trademark Assignment

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of July 31, 2013, by and between Comerica Bank, 333 W. Santa Clara Street, M/C 4841, 12th Floor, San Jose, California 95113 (the "Assignor"), pursuant to and in exercise of its rights as a secured party under the New York Uniform Commercial Code with respect to the assets of Benchmark Solutions Holdings Inc. and Benchmark Solutions Inc., and Bloomberg L.P., a Delaware limited partnership with offices at 731 Lexington Avenue, New York, NY 10022 ("Assignee"), pursuant to the terms of that certain Secured Party Sale Agreement by and between Assignor and Assignee, dated as of July 31, 2013 (the "Sale Agreement").

WHEREAS, Assignor is the holder of the trademark and service mark registrations and applications in the United States Patent and Trademark Office, listed on Schedule A hereto, and in the United Kingdom Trade Marks Offices, listed on Schedule B hereto (collectively, the "Trademarks"); and

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

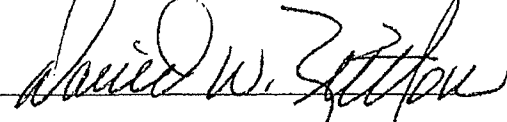
NOW, THEREFORE, pursuant to the warranties, representations and covenants in the Sale Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. **Transfer of Trademarks**. Assignor hereby transfers and assigns to Assignee in perpetuity all 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, that Assignor holds, including all of Assignor's rights, if any: (a) to sue for and obtain damages or other available remedies for all past, present and future infringements of the Trademarks; and (b) to file for and obtain registrations of the Trademarks anywhere in the world for the goods and services covered by the assigned applications and registrations 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 dates of use or on the applications or registrations assigned herein.
2. **Further Assurances**. Assignor agrees to execute, acknowledge and deliver any affidavits or documents reasonably 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 United States of America and the State of New York applicable to contracts made and performed therein, without regard to any choice-of-law principle that would dictate the application of the laws of another jurisdiction.

EXECUTION COPY

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

COMERICA BANK

By: 

Print Name: David W. Zittlow

Title: First Vice President

SCHEDULE A

<u>Mark</u>	<u>Reg. (App.) No.</u>	<u>Jurisdiction</u>
BENCHMARK SOLUTIONS	4,154,973	US
Globe Design (color)	4,158,617	US
Globe Design (black & white)	4,171,830	US
BENCHMARK ENLIGHTENING THE CAPITAL MARKETS & Design (color)	4,234,628	US
BENCHMARK ENLIGHTENING THE CAPITAL MARKETS & Design (black & white)	4,214,974	US
ENLIGHTENING THE CAPITAL MARKETS	4,154,971	US
MARKET CALIBRATED FRAMEWORK	4,154,970	US
BMARK	4,155,143	US
BMARK ATTRIBUTION	4,155,142	US
PRICE INSPECTOR	4,155,140	US
BQUOTES	4,145,347	US
BMARKGLOBAL	(85/296,073)	US
BMARK MAGENTA LINE	4,250,781	US
TRANSLYTICS	4,250,782	US
BMARK JULIUS	(85/450,941)	US
BMARK IQ	4,247,210	US
INSIGHT	(85/510,332)	US
BMARK INSIGHT	(85/651,504)	US

<u>Mark</u>	<u>Reg. (App.) No.</u>	<u>Jurisdiction</u>
BENCHMARK INSIGHT	4,257,750	US
BLIS	(85/570,100)	US
BLIX	(85/570,107)	US
SMARTER MARKETS	4,275,551	US
BENCHMARK SOLUTIONS SMARTER MARKETS & Design	4,327,170	US
BQUOTES TO TRADE WITH THE BEST YOU HAVE TO BE THE FIRST TO SEE THEM & Design	3,720,553	US
OPENX	(85/975,358)	US
OPENX	(85/073,051)	US
EWAP	(85/280,916)	US
OPENX TRADESHEET	(85/278,458)	US
TRADEXPLORER	(85/296,106)	US
OPENX MARKETS	(85/296,314)	US
CROSSX	(85/620,840)	US
SMARTMATCH	(85/698,291)	US

SCHEDULE B

<u>Mark</u>	<u>Trademark No.</u>	<u>Jurisdiction</u>
BENCHMARK SOLUTIONS & Design	2615954	UK
BMARK	2585028	UK
BENCHMARK ENLIGHTENING THE CAPITAL MARKETS & Design	2585030	UK
PRICE INSPECTOR	2585026	UK