

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------------|----------|----------------|-----------------------|
| Benchmark Solutions Holdings, Inc. | | 07/31/2013 | CORPORATION: 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: 27

| Property Type | Number | Word Mark |
|----------------------|----------|--|
| Registration Number: | 4154973 | BENCHMARK SOLUTIONS |
| Registration Number: | 4158617 | XXXX |
| Registration Number: | 4171830 | XXXX |
| Registration Number: | 4234628 | BENCHMARK ENLIGHTENING THE CAPITAL MARKE |
| Registration Number: | 4214974 | BENCHMARK ENLIGHTENING THE CAPITAL MARKE |
| Registration Number: | 4154971 | ENLIGHTENING THE CAPITAL MARKETS |
| Registration Number: | 4154970 | MARKET CALIBRATED FRAMEWORK |
| Registration Number: | 4155143 | BMARK |
| Registration Number: | 4155142 | BMARK ATTRIBUTION |
| Registration Number: | 4155140 | PRICE INSPECTOR |
| Registration Number: | 4145347 | BQUOTES |
| Serial Number: | 85296073 | BMARKGLOBAL |
| Registration Number: | 4250781 | BMARK MAGENTA LINE |
| Registration Number: | 4250782 | TRANSLYTICS |

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|----------------------|----------|--|
| Serial Number: | 85450941 | BMARK JULIUS |
| Registration Number: | 4247210 | BMARK IQ |
| Serial Number: | 85510332 | INSIGHT |
| Registration Number: | 4257750 | BENCHMARK INSIGHT |
| Serial Number: | 85570107 | BLIX |
| Registration Number: | 4275551 | SMARTER MARKETS |
| Registration Number: | 4327170 | BENCHMARK SOLUTIONS SMARTER MARKETS |
| Registration Number: | 3720553 | BQUOTES TO TRADE WITH THE BEST PRICES YO |
| Serial Number: | 85278458 | OPENX TRADESHEET |
| Serial Number: | 85296106 | TRADEXPLORER |
| Serial Number: | 85296314 | OPENX MARKETS |
| Serial Number: | 85698291 | SMARTMATCH |
| Serial Number: | 85073051 | OPENX |

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: 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

| | |
|-------------------------|-------------------------|
| ATTORNEY DOCKET NUMBER: | BSH TMA |
| NAME OF SUBMITTER: | Aimee Nassau Gardiner |
| Signature: | /Aimee Nassau Gardiner/ |
| Date: | 07/31/2013 |

Total Attachments: 8
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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.

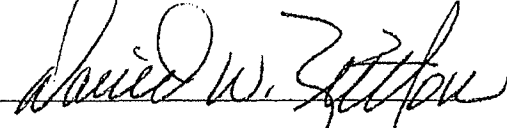
NOW, THEREFORE, pursuant to the warranties, representations and covenants in the Sale Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

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 |

EXECUTION COPY

COMERICA BANK
333 West Santa Clara Street
M/C 4841, 12th Floor
San Jose, California 95113

July 31, 2013

Mail Stop Assignment Recordation Services
Director of the US Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: UCC 9-619 Transfer Form

Dear Public Official:

This letter is submitted as a "transfer form" as indicated in the New York Uniform Commercial Code ("NYUCC") Section 9-619.

Pursuant to the Loan and Security Agreement dated as of September 30, 2010 (the "**Security Agreement**"), among Benchmark Solutions Holdings Inc. ("**BSHI**"), Benchmark Solutions Inc. each having an address at 101 Park Avenue, 7th floor, New York, N.Y 10178 (together with BSHI, the "**Debtors**") and Comerica Bank (the "**Secured Party**"), the Debtors granted a security interest in Collateral (as defined in the Security Agreement) to secure payment and performance of certain obligations owed to Secured Party. The Collateral includes certain registered trademarks and trademark applications as more fully described on Schedule A and Schedule B attached hereto, as schedules to the Assignment (hereinafter defined) (collectively, the "**Trademarks**").

Debtors have defaulted in their obligations owed to Secured Party. Secured Party has exercised its post-default remedies, including disposing of the Trademarks as permitted by NYUCC Section 9-610. As a result of the disposition and pursuant to NYUCC Section 9-617, all of Debtors' rights in the Trademarks have been transferred to Bloomberg L.P., with an address at 731 Lexington Avenue, New York, New York 10022 (the "**Purchaser**").

Please promptly amend your records to reflect that Debtors' interests in the Trademarks have been transferred to the Purchaser by filing the assignment attached as Exhibit A (the "**Assignment**") and mail a copy of the stamped filed Assignment to the Purchaser at its address in the preceding paragraph.

TRADEMARK
REEL: 005082 FRAME: 0255

EXECUTION COPY

Please contact me if you have any questions on this matter or need additional information.

Yours truly,
Comerica Bank

By: 

Name: David W. Zittlow

Title: First Vice President

EXECUTION COPY

Exhibit A
Assignment