

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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

**CONVEYING PARTY DATA**

| Name           | Formerly | Execution Date | Entity Type                   |
|----------------|----------|----------------|-------------------------------|
| Bloomberg L.P. |          | 07/31/2013     | LIMITED PARTNERSHIP: DELAWARE |

**RECEIVING PARTY DATA**

|                          |                                     |
|--------------------------|-------------------------------------|
| <b>Name:</b>             | Bloomberg (GP) Finance LLC          |
| <b>Street Address:</b>   | 731 Lexington Avenue                |
| <b>Internal Address:</b> | Legal Department                    |
| <b>City:</b>             | New York                            |
| <b>State/Country:</b>    | NEW YORK                            |
| <b>Postal Code:</b>      | 10022                               |
| <b>Entity Type:</b>      | LIMITED LIABILITY COMPANY: DELAWARE |

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

**PROPERTY NUMBERS Total: 32**

| 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         |

CH \$815.00 4154973

|                      |          |  |
|----------------------|----------|--|
| 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                              |
| Serial Number:       | 85450941 | BMARK JULIUS                             |
| Registration Number: | 4247210  | BMARK IQ                                 |
| Serial Number:       | 85510332 | INSIGHT                                  |
| Serial Number:       | 85651504 | BMARK INSIGHT                            |
| Registration Number: | 4257750  | BENCHMARK INSIGHT                        |
| Serial Number:       | 85570100 | BLIS                                     |
| 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:       | 85975358 | OPENX                                    |
| Serial Number:       | 85073051 | OPENX                                    |
| Serial Number:       | 85280916 | EWAP                                     |
| Serial Number:       | 85278458 | OPENX TRADESHEET                         |
| Serial Number:       | 85296106 | TRADEXPLORER                             |
| Serial Number:       | 85296314 | OPENX MARKETS                            |
| Serial Number:       | 85620840 | CROSSX                                   |
| Serial Number:       | 85698291 | SMARTMATCH                               |

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

|  |                         |
|--|-------------------------|
|  | 1_BLP TO BFHLP          |
| NAME OF SUBMITTER:   | Aimee Nassau Gardiner   |
| Signature:   | /Aimee Nassau Gardiner/ |
| Date:  | 09/25/2013              |
| Total Attachments: 4<br>source=1_BLP to BFHLP#page1.tif<br>source=1_BLP to BFHLP#page2.tif<br>source=1_BLP to BFHLP#page3.tif<br>source=1_BLP to BFHLP#page4.tif |                         |

## TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of July 31, 2013, is by and between Bloomberg L.P., a Delaware Limited Partnership ("Assignor"), and Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, and Bloomberg Finance Holdings L.P., a Delaware Limited Partnership with Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, as its general partner (together "Assignees") (collectively, the "Parties").

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 (collectively, the "Trademarks");

WHEREAS, Assignor has agreed to assign its rights in the Trademarks to Assignees and Assignees wish to receive such assignment from Assignor; and

WHEREAS, Assignee Bloomberg Finance Holdings L.P. is to receive ninety-nine percent (99%) of Assignor's rights in the Trademarks, and Assignee Bloomberg (GP) Finance LLC is to receive one (1%) percent of Assignor's rights in the Trademarks.

NOW THEREFORE, the Parties hereby agree as follows:

1. Assignor hereby transfers and assigns to Assignees, their successors and assigns, and Assignees hereby acquire, accept and receive from Assignor, Assignor's entire right, title and interest in and to the Trademarks to be held by Assignees as proportional interests in the Trademarks in the percentages set forth above, including the agreed upon percentages of all registrations and applications thereof and all goodwill pertaining thereto, the right to conduct business under the 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 Trademarks.

2. Assignor consents to recordation of this Trademark Assignment by Assignees with the U.S. Patent and Trademark Office. Assignor agrees to execute, acknowledge and deliver any affidavits or documents reasonably requested and prepared by Assignees, to provide testimony (at Assignees' expense), and to perform any other acts reasonably necessary to carry out the intent of this Assignment.

3. 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.

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


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

ASSIGNOR

BLOOMBERG L.P., a Delaware Limited Partnership

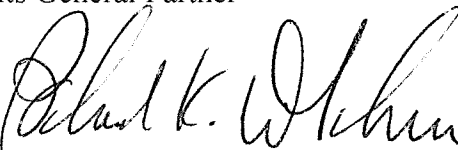
By: BLOOMBERG INC., a Delaware Corporation, its General Partner

By:   
Name: Richard K. DeScherer  
Title: Secretary

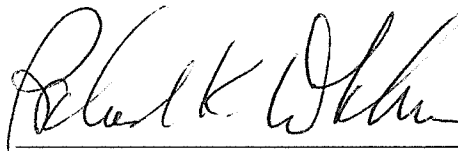
ASSIGNEES

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

BLOOMBERG (GP) FINANCE LLC, a Delaware Limited Liability Company

By:   
Name: Richard K. DeScherer  
Title: Secretary

**SCHEDULE A**

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

|  |              |
|--|--------------|
| BENCHMARK INSIGHT  | 4,257,750    |
| BLIS   | (85/570,100) |
| BLIX   | (85/570,107) |
| SMARTER MARKETS  | 4,275,551    |
| BENCHMARKSOLUTIONS<br>SMARTER MARKETS & Design                                     | 4,327,170    |
| BQUOTES TO TRADE WITH THE BEST<br>YOU HAVE TO BE THE FIRST TO SEE<br>THEM & Design | 3,720,553    |
| OPENX  | (85/975,358) |
| OPENX  | (85/073,051) |
| EWAP   | (85/280,916) |
| OPENX TRADESHEET   | (85/278,458) |
| TRADEXPLORER   | (85/296,106) |
| OPENX MARKETS  | (85/296,314) |
| CROSSX   | (85/620,840) |
| SMARTMATCH   | (85/698,291) |