

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 (GP) Finance LLC		07/31/2013	LIMITED LIABILITY COMPANY: DELAWARE
Bloomberg Finance Holdings L.P.		07/31/2013	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Bloomberg Finance 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: 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
Registration Number:	4154970	MARKET CALIBRATED FRAMEWORK
Registration Number:	4155143	BMARK
Registration Number:	4155142	BMARK ATTRIBUTION
Registration Number:	4155140	PRICE INSPECTOR
Registration Number:	4145347	BQUOTES

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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

ATTORNEY DOCKET NUMBER:	2_BFHLP TO BFLP
NAME OF SUBMITTER:	Aimee Nassau Gardiner
Signature:	/Aimee Nassau Gardiner/
Date:	09/26/2013

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TRADEMARK ASSIGNMENT

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

WHEREAS Assignors together are the holders of the entire interest in the trademark and service mark registrations and applications in the United States Patent and Trademark Office listed on Schedule A hereto (collectively, the "Trademarks"); and

WHEREAS, Assignors have agreed to assign the entirety of their respective rights in the Trademarks to Assignee and Assignee wishes to receive such assignment from Assignors.

NOW THEREFORE, the Parties hereby agree as follows:

1. Assignors hereby transfer and assign to Assignee, its successors and assigns, and Assignee hereby acquires, accepts and receives from Assignors, Assignors' entire respective rights, title and interests in and to the Trademarks, including 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. Assignors consent to recordation of this Trademark Assignment by Assignee with the U.S. Patent and Trademark Office. Assignors agree 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. 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.

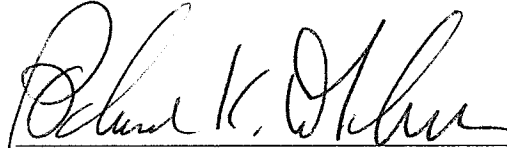
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IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment effective as of the date first written above.


ASSIGNORS

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

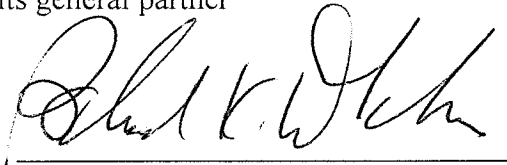
BLOOMBERG (GP) FINANCE LLC, a Delaware Limited Liability Company

By: 
Name: Richard K. DeScherer
Title: Secretary

ASSIGNEE

BLOOMBERG FINANCE 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

SCHEDULE A

<u>Mark</u>	<u>Reg. (App.) No.</u>
BENCHMARK SOLUTIONS	4,154,973
Globe Design (color)	4,158,617
Globe Design (black & white)	4,171,830
BENCHMARK ENLIGHTENING THE CAPITAL MARKETS & Design (color)	4,234,628
BENCHMARK ENLIGHTENING THE CAPITAL MARKETS & Design (black & white)	4,214,974
ENLIGHTENING THE CAPITAL MARKETS	4,154,971
MARKET CALIBRATED 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 SMARTER MARKETS & Design	4,327,170
BQUOTES TO TRADE WITH THE BEST YOU HAVE TO BE THE FIRST TO SEE 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)