

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 Finance Holdings L.P.		01/01/2014	LIMITED PARTNERSHIP: DELAWARE

**RECEIVING PARTY DATA**

Name:	Bloomberg (GP) Finance LLC
Street Address:	731 Lexington Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

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: 1**

Property Type	Number	Word Mark
Registration Number:	3934118	BLAW

**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

CH \$40.00 3934118

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:

BNA\_3

NAME OF SUBMITTER:

Aimee Nassau Gardiner

Signature:

/Aimee Nassau Gardiner/

Date:

01/14/2014

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of January 1, 2014, is by and between Bloomberg Finance Holdings L.P., a Delaware Limited Partnership ("Assignor"), and Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, and Bloomberg L.P., a Delaware Limited Partnership with Bloomberg Inc., a Delaware Corporation, as its general partner (together "Assignees") (collectively, the "Parties").

WHEREAS, Assignor is the owner of ninety-nine percent (99%) of U.S Trademark Reg. No. 3,934,118 for BLAW (the "Trademark");

WHEREAS, Assignor has agreed to assign as a distribution its rights in the Trademark to Assignees and Assignees wish to receive such assignment from Assignor; and

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

NOW THEREFORE, in consideration of the covenants, terms and conditions set forth herein and in the Master Distribution Agreement, dated January 1, 2014, entered into, *inter alia*, by the Parties and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Assignor and Assignees hereby agree as follows:

1. Assignor hereby distributes, 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 Trademark to be held by Assignees in proportional interests as set forth above, including the agreed upon percentages of the registration and all goodwill pertaining thereto, the right to conduct business under the Trademark, 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 Trademark.

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.

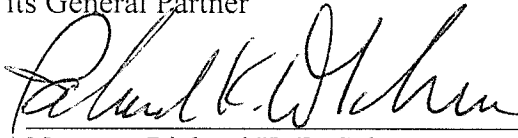
4. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

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

ASSIGNOR

BLOOMBERG FINANCE HOLDINGS L.P., a Delaware Limited Partnership

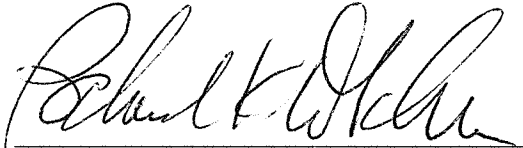
By: BLOOMBERG (GP) FINANCE LLC, a Delaware Limited Liability Company, its General Partner

By:   
Name: Richard K. DeScherer  
Title: Secretary


ASSIGNEES

BLOOMBERG L.P., a Delaware Limited Partnership

By: BLOOMBERG INC., a Delaware Corporation, 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