

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 Inc.		01/01/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg-BNA Holdings Inc.		
Street Address:	731 Lexington Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3934118	BLAW	
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:	212-318-2000		
Email:	trademarks@bloomberg.net		
Correspondent Name:	Aimee Nassau Gardiner/Bloomberg L.P.		
Address Line 1:	731 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	BNA_6		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
Signature:	/Aimee Nassau Gardiner/		
Date:	01/14/2014		
Total Attachments: 2 source=BLAW Assignment_6#page1.tif source=BLAW Assignment_6#page2.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of January 1, 2014, is by and between Bloomberg Inc., a Delaware Corporation ("Assignor"), and Bloomberg-BNA Holdings Inc., a Delaware Corporation ("Assignee") (collectively, the "Parties").

WHEREAS, Assignor is the owner of U.S Trademark Reg. No. 3,934,118 for BLAW (the "Trademark"); and

WHEREAS, Assignor has agreed to assign as a contribution its rights in the Trademark to Assignee and Assignee wishes to receive such assignment from Assignor.

NOW THEREFORE, in consideration of the covenants, terms and conditions set forth herein and in the Master Distribution and Contribution 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 Assignee hereby agree as follows:

1. Assignor hereby contributes, transfers and assigns to Assignee, its successors and assigns, and Assignee hereby acquires, accepts and receives from Assignor, Assignor's entire right, title and interest in and to the Trademark, including the registration thereof 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 Assignee with the U.S. Patent and Trademark Office. 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. 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.

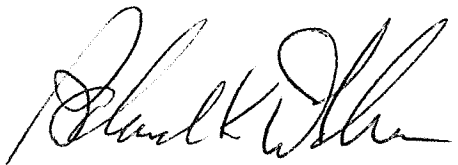
4. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument.

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

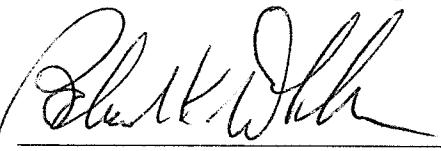
ASSIGNOR

BLOOMBERG INC., a Delaware Corporation

By: 
Name: Richard K. DeScherer
Title: Secretary

ASSIGNEE

BLOOMBERG-BNA HOLDINGS INC., a Delaware Corporation

By: 
Name: Richard K. DeScherer
Title: Secretary