

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312185

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays, Inc.		07/29/2014	CORPORATION: NEW YORK
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3813821	BCAUSE	
CORRESPONDENCE DATA			
Fax Number:	9175222727		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2123182000		
Email:	trademarks@bloomberg.net		
Correspondent Name:	Bloomberg LP/Aimee Nassau Gardiner		
Address Line 1:	731 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	BCAUSE_2		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
SIGNATURE:	/Aimee Nassau Gardiner/		
DATE SIGNED:	07/29/2014		
Total Attachments: 1			
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EXHIBIT A

TRADEMARK ASSIGNMENT

This Agreement, effective as of July 19, 2014, is by and between Walden-Hays, Inc. ("Assignor"), a corporation of New York with an address of PO Box 1071, New York, NY 10276, and Bloomberg L.P., a limited partnership of Delaware with an address of 731 Lexington Avenue, New York, NY 10022 whose general partner is Bloomberg Inc., a corporation of Delaware, (collectively, the "Parties").

WHEREAS Assignor is the owner of the service mark registration for BECAUSE in the United States Patent and Trademark Office, Registration No. 3,813,821 (the "Trademark"); and

WHEREAS, Assignor has agreed to assign its rights in the Trademark to Assignee and Assignee is desirous of acquiring all right, title and interest in and to the Trademark and the goodwill symbolized thereby.

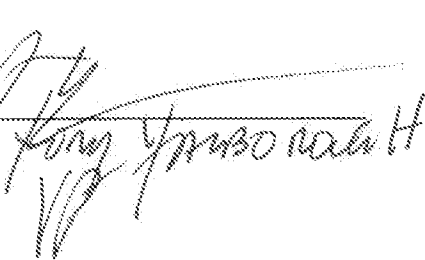
NOW THEREFORE IT IS AGREED AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, and the right to sue for past and present infringements thereof.

Assignor:

WALDEN-HAYS, INC., a New York Corporation

Name:
Title:



Long Yunso

Assignee:

BLOOMBERG L.P., a Delaware Limited Partnership
By: BLOOMBERG INC., a Delaware Corporation, its General Partner

Name: Richard K. DeScherer
Title: Secretary

