

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM323394

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bloomberg Finance L.P.		10/23/2014	LIMITED PARTNERSHIP: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bloomberg Finance One L.P.		
<b>Street Address:</b>	731 Lexington Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4443049	RIVELANDO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	212-318-2000		
<b>Email:</b>	trademarks@bloomberg.net		
<b>Correspondent Name:</b>	Aimee Nassau Gardiner - Bloomberg L.P.		
<b>Address Line 1:</b>	731 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	RV THRID ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Aimee Nassau Gardiner		
<b>SIGNATURE:</b>	/Aimee Nassau Gardiner/		
<b>DATE SIGNED:</b>	11/17/2014		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of October 23, 2014, is by and between Bloomberg Finance L.P., a Delaware Limited Partnership ("Assignor"), and Bloomberg Finance One 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 Assignor is the holder of the trademark and service mark registration in the United States Patent and Trademark Office for RIVELANDO, Reg. No. 4,443,049 (the "Trademark"); and

WHEREAS, Assignor has agreed to assign 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 contained herein 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 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 to be held by Assignee, including 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.

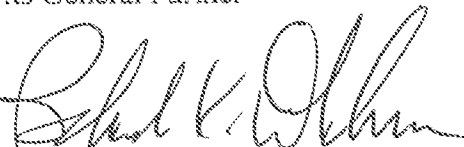
4. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

[The remainder of this page has been intentionally left blank.]

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

ASSIGNOR

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

ASSIGNEE

BLOOMBERG FINANCE ONE 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