

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437936

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bloomberg Finance Holdings L.P.		07/01/2017	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: 3

Property Type	Number	Word Mark
Registration Number:	4060695	BGOV
Registration Number:	4051055	THE BUSINESS IMPLICATIONS OF GOVERNMENT
Serial Number:	87325835	BGOV DISCOVER

CORRESPONDENCE DATA

Fax Number: 9175222727

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.

Phone: 2123182000

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

TRADEMARK

NAME OF SUBMITTER:	Aimee Nassau Gardiner
SIGNATURE:	/Aimee Nassau Gardiner/
DATE SIGNED:	08/03/2017
Total Attachments: 2 source=3_TM Ass for BFHLP to GP and BLP#page1.tif source=3_TM Ass for BFHLP to GP and BLP#page2.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment, effective as of July 1, 2017, is by and between Bloomberg Finance Holdings L.P., a Delaware Limited Partnership, ("Assignor") Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, and Bloomberg L.P., a Delaware Limited Partnership, (together "Assignees") (collectively, the "Parties").

WHEREAS, Assignor is the owner of certain interests in U.S Trademark Reg. No. 4,060,695 for BGOV, Reg. No. 4,051,055 for THE BUSINESS IMPLICATIONS OF GOVERNMENT ACTION and Application Serial No. 87/325,835 for BGOV DISCOVER (the "Trademarks");

WHEREAS, Assignees are the sole partners in Assignor; and

WHEREAS, Assignor has agreed to distribute its rights in the Trademarks to Assignees in accordance with Assignor's partnership agreement and Assignees wish to receive such assignments from Assignor.

NOW THEREFORE, in consideration of the covenants, terms and conditions set forth herein and in the Master Distribution and Contribution Agreement, dated July 1, 2017, 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 right, title and interest in and to the Trademarks, including the registrations 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. Assignor consents to recordation of this Confirmatory Trademark Assignment by Assignees with the U.S. Patent and Trademark Office. Assignor agrees to execute, acknowledge and deliver any affidavits or documents 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.

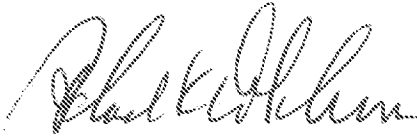
4. This Confirmatory Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have executed this Confirmatory 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

ASSIGNEE

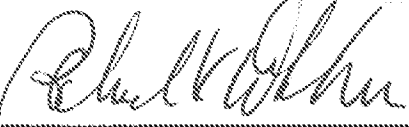
BLOOMBERG (GP) FINANCE LLC, a Delaware Limited Liability Company

By: 
Name: Richard K. DeScherer
Title: Secretary

ASSIGNEE

BLOOMBERG L.P., a Delaware Limited Partnership

By: BLOOMBERG INC., a Delaware Corporation, its General Partner

By: 
Name: Richard K. DeScherer
Title: Secretary