

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM437938

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	5		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bloomberg L.P.		07/01/2017	Limited Partnership: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bloomberg Inc.		
<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>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4060695	BGOV	
<b>Registration Number:</b>	4051055	THE BUSINESS IMPLICATIONS OF GOVERNMENT	
<b>Serial Number:</b>	87325835	BGOV DISCOVER	
<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>	2123182000		
<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>NAME OF SUBMITTER:</b>	Aimee Nassau Gardiner/Bloomberg L.P.		
<b>SIGNATURE:</b>	/Aimee Nassau Gardiner/		
<b>DATE SIGNED:</b>	08/03/2017		
<b>Total Attachments: 2</b>			
source=5_TM Ass for BLP to BI#page1.tif			
source=5_TM Ass for BLP to BI#page2.tif			

CH \$90.00 4060695

## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment, effective as of July 1, 2017, is by and between Bloomberg L.P., a Delaware Limited Partnership, ("Assignor") and Bloomberg Inc., a Delaware Corporation, ("Assignee") (collectively, the "Parties").

WHEREAS, Assignor is the owner of 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"); and

WHEREAS, Assignor has agreed to distribute its rights in the Trademarks 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 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 Assignee hereby agree as follows:

1. Assignor hereby distributes, transfers and assigns to Assignee, its successors and assigns, and Assignee hereby acquires, accepts and receive from Assignor, Assignor's entire 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 Assignee with the U.S. Patent and Trademark Office. Assignor agrees to execute, acknowledge and deliver any affidavits or documents 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.

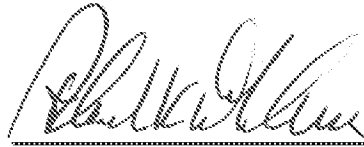
4. This Confirmatory Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument.

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

ASSIGNOR

BLOOMBERG L.P., a Delaware Limited Partnership

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

By:   
Name: Richard K. DeScherer  
Title: Secretary

ASSIGNEE

BLOOMBERG INC., a Delaware Corporation

By:   
Name: Richard K. DeScherer  
Title: Secretary