

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM628487

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bloomberg L.P.		02/01/2021	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 Finance Holdings 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:	5164243	SECOND MEASURE	
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 L.P./ Aimee Nassau Gardiner		
Address Line 1:	731 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
SIGNATURE:	/Aimee Nassau Gardiner/		

CH \$40.00 5164243

DATE SIGNED:	02/26/2021
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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of February 1, 2021, is by and between Bloomberg L.P., a Delaware Limited Partnership (“Assignor”), and Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, and Bloomberg Finance Holdings L.P., a Delaware Limited Partnership with Bloomberg (GP) Finance LLC, a Delaware Limited Liability Company, as its general partner (together “Assignees”) (collectively, the “Parties”).

WHEREAS Assignor is the holder of the trademark and service mark registrations listed on Schedule A hereto (collectively, the “Trademarks”);

WHEREAS, Assignor has agreed to assign its rights in the Trademarks to Assignees and Assignees wish to receive such assignment from Assignor; and

WHEREAS, Assignee Bloomberg Finance Holdings L.P. is to receive ninety-nine percent (99%) of Assignor’s rights in the Trademarks, and Assignee Bloomberg (GP) Finance LLC is to receive one (1%) percent of Assignor’s rights in the Trademarks.

NOW THEREFORE, in consideration of the covenants, terms and conditions contained herein and in the Distribution and Contribution Agreement entered into 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 transfers and assigns to Assignees, their successors and assigns, and Assignees hereby acquire, accept and receive from Assignor, Assignor’s entire right, title and interest in and to the Trademarks to be held by Assignees as proportional interests in the Trademarks in the percentages set forth above, including the agreed upon percentages of all registrations and applications 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 Trademark Assignment by Assignees with the US, EU and UK trademark offices. Assignor agrees to execute, acknowledge and deliver any affidavits or documents reasonably 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.

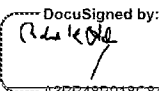
4. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument. The delivery of signed counterparts by email transmission (including pdf or any

electronic signature complying with the U.S. Federal ESIGN Act of 2000, e.g.,
www.docuSign.com) that includes a copy of the sending party's signature(s) is as effective as
signing and delivering the counterpart in person.

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

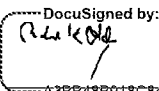
ASSIGNOR

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

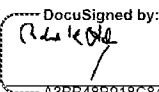
By: 
A3BB48B918C8404...
Name: Richard K. DeScherer
Title: Authorized Signatory

ASSIGNEES

BLOOMBERG FINANCE HOLDINGS L.P., a Delaware Limited
Partnership
By: BLOOMBERG (GP) FINANCE LLC, a Delaware Limited
Liability Company, its General Partner

By: 
A3BB48B918C8404...
Name: Richard K. DeScherer
Title: Authorized Signatory

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

By: 
A3BB48B918C8404...
Name: Richard K. DeScherer
Title: Authorized Signatory

SCHEDULE A

<u>Mark</u>	<u>Jurisdiction</u>	<u>Reg. No.</u>
SECOND MEASURE	United States	5,164,243
SECOND MEASURE	European Union	015849656
SECOND MEASURE	United Kingdom	UK00915849656