

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM628491

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	4		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bloomberg Finance L.P.		02/01/2021	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomberg Finance One 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/		
DATE SIGNED:	02/26/2021		
Total Attachments: 2			
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CH \$40.00 5164243

TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of February 1, 2021, 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 owner of U.S. Reg. No. 5,164,243 for SECOND MEASURE in the United States Patent and Trademark Office (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, the Parties 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, including all registrations and applications thereof and 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 both 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.

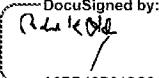
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IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment effective as of the date first written above.

ASSIGNOR

BLOOMBERG FINANCE L.P., a Delaware Limited Partnership

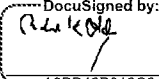
By: BLOOMBERG (GP) FINANCE LLC, a Delaware Limited Liability Company, its General Partner

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

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: Authorized Signatory