

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The McGraw-Hill Companies, Inc.		12/01/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
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: 14			
Property Type	Number	Word Mark	
Serial Number:	77541844	BUSINESS AS A SECOND LANGUAGE	
Registration Number:	3596842	BUSINESS EXCHANGE	
Registration Number:	0549742	BUSINESS WEEK	
Registration Number:	1746837	BUSINESSWEEK	
Registration Number:	1938462	BUSINESS WEEK	
Registration Number:	1958702	BUSINESSWEEK ONLINE	
Registration Number:	3467035	BUSINESSWEEK	
Registration Number:	3300772	BUSINESSWEEK.COM	
Registration Number:	3450446	BW	
Registration Number:	3433253	IN	
Serial Number:	78870454	IN INSIDE INNOVATION	
Registration Number:	3269601	MEDIACENTRIC	
Registration Number:	3160208	THE EXECUTIVE LIFE	
Registration Number:	2889318	MBA INSIDER	

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CORRESPONDENCE DATA

Fax Number: (212)728-8111

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: ipdept@willkie.com

Correspondent Name: Fara Sunderji

Address Line 1: Willkie Farr & Gallagher LLP

Address Line 2: 787 Seventh Avenue

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	007237.20300
NAME OF SUBMITTER:	Fara Sunderji
Signature:	/farasunderji/
Date:	12/01/2009

Total Attachments: 3

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UNITED STATES CONFIRMATORY TRADEMARK ASSIGNMENT

This United States Confirmatory Trademark Assignment, dated December 1, 2009, is by and between The McGraw-Hill Companies, Inc., a New York Corporation ("Assignor"), and Bloomberg L.P., a Delaware Limited Partnership ("Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to that certain Trademark Assignment among the Parties of even date herewith (the "Agreement"), Assignor has assigned to Assignee all of Assignor's right, title and interest in the Trademarks (as defined therein) throughout the world, including any and all trademarks and trademark registrations and applications listed on the attached Schedule A, and all goodwill associated and connected therewith or symbolized thereby (collectively referred to as the "U.S. Trademarks"); and

WHEREAS, pursuant to the Agreement, Assignee has acquired all of Assignor's right, title and interest in and to the Trademarks, including the U.S. Trademarks, and the Parties wish to record such acquisition in the U.S. Patent and Trademark Office; and

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the Parties agree as follows:

1. Pursuant to the Agreement, Assignor, hereby contributes, sells, conveys, transfers, assigns and delivers to Assignee, its successors and assigns, and Assignee purchases and accepts from Assignor, all of Assignor's right, title and interest in and to the U.S. Trademarks, including all registrations and applications thereof and all goodwill pertaining thereto, the right to conduct business under the U.S. Trademarks, including the right to license others under the U.S. Trademarks, the portion of the business of Assignor to which any intent-to-use application pertains, 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 U.S. Trademarks.
2. Assignor consents to recordation of this United States Confirmatory Trademark Assignment by Assignee with the U.S. Patent and Trademark Office.
3. This United States Confirmatory Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this United States Confirmatory Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Agreement, which govern the Parties' rights and interests in the Trademarks.
4. This United States 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.

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

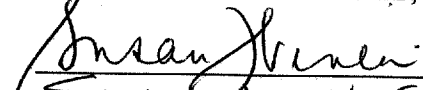
ASSIGNOR

THE MCGRAW-HILL COMPANIES, INC.

By:

Name:

Title:



Susan Winter
Assistant Secretary

ASSIGNEE

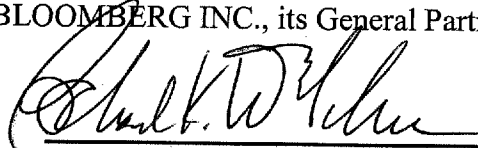
BLOOMBERG L.P.

by BLOOMBERG INC., its General Partner

By:

Name: Richard K. DeScherer

Title: Secretary



SCHEDULE A

Trademark	Status	Registration No/ (Application No.)
BUSINESS AS A SECOND LANGUAGE	Pending	(77/541844)
BUSINESS EXCHANGE	Registered	3,596,842
BUSINESS WEEK	Registered	549742
BUSINESS WEEK	Registered	1746837
BUSINESS WEEK	Registered	1938462
BUSINESS WEEK ONLINE & Design	Registered	1958702
BUSINESSWEEK Logo (2007 version)	Registered	3467035
BUSINESSWEEK.COM	Registered	3300772
BW (stylized)	Registered	3450446
IN	Registered	3433253
IN INSIDE INNOVATION logo	Pending	(78/870454)
MBA INSIDER	Registered	2889318
MEDIACENTRIC	Registered	3269601
THE EXECUTIVE LIFE	Registered	3160208