

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323018

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rivelando LLC		10/23/2014	LIMITED LIABILITY COMPANY: MASSACHUSETTS
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: 1			
Property Type	Number	Word Mark	
Registration Number:	4443049	RIVELANDO	
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:	212-318-2000		
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		
ATTORNEY DOCKET NUMBER:	RIVELANDO		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
SIGNATURE:	/Aimee Nassau Gardiner/		
DATE SIGNED:	11/12/2014		
Total Attachments: 4			
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Trademark Assignment

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of October 23, 2014, by and between Rivelando LLC, a limited liability company organized under the laws of the Commonwealth of Massachusetts ("Assignor"), and Bloomberg L.P., a Delaware limited partnership with Bloomberg Inc., a Delaware corporation, as its general partner ("Assignee"), pursuant to the terms of that certain Asset Purchase Agreement by and between Assignor, Assignee (together with Assignor, the "Parties"), Trevato, Inc. and Steven G. Akers, dated as of October 23, 2014 (the "Agreement").

WHEREAS, Assignor is the holder of the trademark registrations and applications in the United States Patent and Trademark Office and other jurisdictions listed on Schedule A hereto (collectively, the "Trademarks");

WHEREAS, Assignor has agreed to assign 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 contained herein and in the Agreement entered into by the Parties and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, 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 worldwide right, title and interest in and to the Trademarks, including all applications and 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 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 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 remainder of this page has been intentionally left blank.]

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

ASSIGNOR

RIVELANDO LLC

By: Steve G. Akers

Name: Steve G. Akers

Title: Sole Member

ASSIGNEE

BLOOMBERG L.P.

By: Bloomberg Inc., its General Partner

By: _____

Name: _____

Title: _____

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

ASSIGNOR

RIVELANDO LLC

By: _____

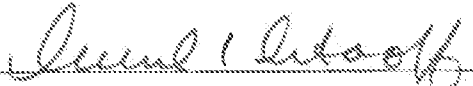
Name: _____

Title: _____

ASSIGNEE

BLOOMBERG L.P.

By: Bloomberg Inc., its General Partner

By:  _____

Name: Daniel L. Doctoroff

Title: President

SCHEDULE A

<u>Mark</u>	<u>Reg./App. No.</u>
RIVELANDO	4443049 (US)
RIVELANDO	12185112 (European Union)
RIVELANDO	5680726 (Japan)
RIVELANDO	1645919 (Canada)
RIVELANDO	13321354 (China)
RIVELANDO	13321353 (China)