

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM628486

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bloomberg Second Measure LLC		02/01/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bloomberg L.P.		
<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>	Limited Partnership: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5164243	SECOND MEASURE	
<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>	Bloomberg L.P./Aimee Nassau Gardiner		
<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		
<b>SIGNATURE:</b>	/Aimee Nassau Gardiner/		
<b>DATE SIGNED:</b>	02/26/2021		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of February 1, 2021, is by and between Bloomberg Second Measure LLC, a Delaware Limited Liability Company ("Assignor"), and Bloomberg L.P., a Delaware Limited Partnership with Bloomberg Inc., a Delaware Corporation, as its general partner ("Assignee") (collectively, the "Parties").

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

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 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 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 Trademarks, including 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 Assignee with the US, EU and UK trademark offices. 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.

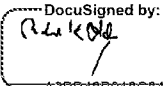
4. This Trademark Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument. The delivery of signed counterparts by email transmission (including pdf or any electronic signature complying with the U.S. Federal E-SIGN Act of 2000, e.g., [www.docuSign.com](http://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 SECOND MEASURE LLC, a Delaware Limited Liability Company

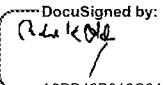
By: BLOOMBERG L.P., its sole member, a Delaware Limited Partnership

By:  \_\_\_\_\_  
Name: Richard K. DeScherer  
Title: Authorized Signatory

ASSIGNEE

BLOOMBERG L.P., a Delaware Limited Partnership

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

By:  \_\_\_\_\_  
Name: Richard K. DeScherer  
Title: Secretary

**SCHEDULE A**

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