

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
James William Hook	07/13/2007
RECEIVING PARTY DATA	
Name:	Bloombegr LP
Street Address:	731 Lexington Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29279652
CORRESPONDENCE DATA	
Fax Number:	(212)588-0500
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2125880800
Email:	fderosa@flhlaw.com
Correspondent Name:	Frommer Lawrence & Haug LLP
Address Line 1:	745 Fifth Avenue
Address Line 4:	New York, NEW YORK 10151
ATTORNEY DOCKET NUMBER:	336001-2023
NAME OF SUBMITTER:	Frank J. DeRosa
Total Attachments: 3 source=00494468#page1.tif source=00494468#page2.tif source=00494468#page3.tif	

OP \$40.00 29279652

ASSIGNMENT

WHEREAS, we, Christopher William Zimman, a citizen of the United States, residing in New York, New York and James William Hook, a citizen of Canada, residing in New York, New York, (hereinafter, together with our respective heirs, executors, administrators and legal representatives referred to as "Assignors") have, with others, invented one or more inventions (hereinafter referred to as "said Invention(s)") disclosed in United States Patent Application Serial No. 29/279,652, entitled "Electronic Device," filed May 4, 2007 in the United States Patent and Trademark Office (hereinafter referred to as "said Application");

WHEREAS, Bloomberg LP (hereinafter together with its successors and assigns referred to as "Assignee"), a limited partnership organized and existing under the laws of Delaware, having a place of business at 731 Lexington Avenue, New York, New York 10022, is desirous of obtaining all right, title and interest in, to and under said invention(s) and said applications.

NOW, THEREFORE, for the sum of \$10.00 and other good and valuable consideration, including employment by Assignee, the receipt and sufficiency of which Assignors hereby acknowledges, Assignors have sold, assigned, transferred and set over, and by these presents hereby sell, assign, transfer and set over to Assignee all of Assignors' right, title and interest in, to and under said invention(s) and said Application, including (a) the right to apply for patents in the United States of America and in all foreign countries for said invention(s), (b) all applications for patents for said invention(s) or based on said Application in all countries, now filed or to be filed, including all divisional, renewal, substitute, continuation, continuation-in-part and convention applications based in whole or in part upon said invention(s) or upon said Application, (c) all patents which may issue on said invention(s) and on any application transferred by this Assignment in the United States and foreign countries, and any and all reissues, extensions, divisions, renewals, substitutes, continuations or continuations-in-part of patents granted for said invention(s) or upon such Application, for the full term or terms for which the patents may be issued, and (d) every priority right that is or may be predicated upon or arise from said invention(s), said Applications and such patents under any applicable international or bilateral treaty, agreement or convention. Assignors hereby authorize Assignee to file patent applications in all countries for any or all of said invention(s) in Assignors' names, or in Assignee's name, or otherwise as Assignee may deem advisable, under any international or bilateral treaty, agreement or convention, or otherwise.

Assignors hereby covenant and agree that Assignors will, upon reasonable request of Assignee, subject to Assignors' prior commitments, and without further consideration but at the expense of the Assignee, communicate any facts known to Assignors relating to said invention(s) and the history thereof, testify in any legal proceeding, execute all lawful papers required to effect the foregoing, and generally do all further acts which may be deemed necessary by Assignee to obtain and enforce proper patent protection for said invention(s) in all countries.

Assignee agrees to indemnify and defend Assignors from and against all claims, law suits, expenses, liabilities, awards, damages, judgments, sanctions, or losses ("Claims") which Assignee may incur or to which Assignors may become subject and which relate to or arise out of

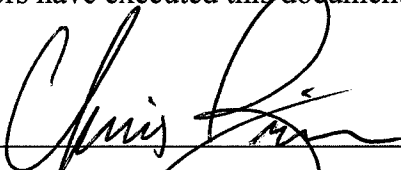
Assignee's use of the said invention(s). Assignee also agrees to reimburse Assignors for all expenses (including reasonable counsel fees) as they are incurred by Assignors in defending against or providing evidence relating to any such Claims; provided that Assignee shall have the exclusive right to select counsel to defend Assignors against any such Claims. Assignee shall have no indemnification or defense obligation to Assignors with respect to any action involving Assignors' breach of contract, bad faith, willful or reckless misconduct, or with respect to violation of any policy, procedure, or instruction, of Assignee, or to the extent that the Claims arise as a result of or relate to Assignors' conduct outside the ordinary course of any employment of Assignors by Assignee. Assignors hereby agree promptly to notify Assignee in the event Assignors receive actual notice of any such Claims. Assignors also agree to cooperate with Assignee in Assignee's defense against Claims by making himself / herself / themselves available at reasonable times and reasonable places to representatives of Assignee and/or Assignee's legal counsel.

This Assignment may be executed in several counterparts, each of which will be an original, but all of which, when taken together, will constitute one and the same instrument.

If any part of this Assignment shall be held by a court of competent jurisdiction to be void, invalid or inoperative, the remaining provisions of this Assignment shall not be affected and shall continue in effect, and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.

IN TESTIMONY WHEREOF, Assignors have executed this document on the date(s) indicated below.

Date: 7/13/2007



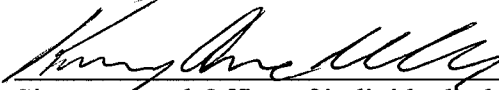
Christopher William Zimman

STATE OF NEW YORK)

) ss.:

COUNTY OF NEW YORK)

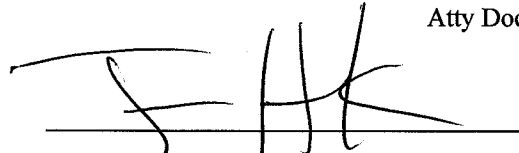
On June 13, 2007, before me, the undersigned, personally appeared Christopher William Zimman, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his capacity, and that by his or her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Signature and Office of individual taking acknowledgment

KERRY ANNE McGRATH
Notary Public, State of New York
No. 01MC6066217
Qualified in Suffolk County
Commission Expires Nov. 13, 2009

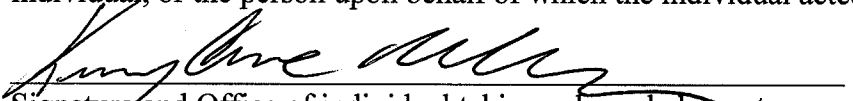
Date: 7/13/2007


James William Hook

STATE OF New York,

COUNTY OF New York) ss.:

On June 13, 2007 before me, the undersigned, personally appeared James William Hook, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his capacity, and that by his or her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Signature and Office of individual taking acknowledgment

KERRY ANNE McGRATH
Notary Public, State of New York
No. 01MC6066217
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