

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315040

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays, Inc.		08/20/2014	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: 1			
Property Type	Number	Word Mark	
Serial Number:	86137797	WITH ALL DUE RESPECT	
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 LP		
Address Line 1:	731 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	WHI TO BLP_2		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
SIGNATURE:	/Aimee Nassau Gardiner/		
DATE SIGNED:	08/25/2014		
Total Attachments: 2			
source=WHI to BLP#page1.tif			
source=WHI to BLP#page2.tif			

CH \$40.00 86137797

ASSIGNMENT

This Assignment, effective as of August 20, 2014, is by and between WALDEN-HAYS, INC., a New York corporation with an address of 61 Broadway, Suite #1605, New York, NY 10006 ("Assignor"), and BLOOMBERG L.P., a limited partnership of Delaware with an address of 731 Lexington Avenue, New York, NY 10022 whose general partner is Bloomberg Inc., a Delaware corporation, ("Assignee") (collectively, the "Parties").

WHEREAS, Assignor is the owner of service mark application Serial No. 86/137,797 for the service mark WITH ALL DUE RESPECT in the United States Patent and Trademark Office (the "Mark");

WHEREAS, Assignor has agreed to assign all rights in the Mark to Assignee and Assignee wishes to receive such assignment of such rights from Assignor.

NOW THEREFORE, in consideration of the covenants, terms and conditions contained herein and in the Trademark Assignment Agreement executed between the Parties on this same date, 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 Mark, including all applications for and registrations thereof and all goodwill pertaining thereto, the right to conduct business under the Mark, 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 Mark.

2. 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.


3. 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

WALDEN-HAYS, INC.



By: ROBERT L. JACKSON
Title: PRESIDENT

ASSIGNEE

BLOOMBERG L.P., a Delaware Limited Partnership

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



Name: Richard K. DeScherer
Title: Secretary