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PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

 SUBMISSION TYPE:
 NEW ASSIGNMENT

 NATURE OF CONVEYANCE:
 ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Media River, Inc.	10/10/2008

RECEIVING PARTY DATA

Name:	Perfect Market, Inc.	
Street Address:	130 West Union Street	
City:	Pasadena	
State/Country:	CALIFORNIA	
Postal Code:	91103	

PROPERTY NUMBERS Total: 8

Property Type	Number
Application Number:	11669841
Application Number:	11669832
Application Number:	11669820
Application Number:	11669800
Application Number:	11669837
Application Number:	11669833
Application Number:	60764041
Application Number:	11669826

CORRESPONDENCE DATA

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Address Line 2: Morrison & Foerster, LLP

PATENT REEL: 021673 FRAME: 0455

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NAME OF SUBMITTER:	Rebecca M. Chavez	
Total Attachments: 3 source=Patent Assignment#page1.tif source=Patent Assignment#page2.tif source=Patent Assignment#page3.tif		

PATENT REEL: 021673 FRAME: 0456

EXHIBIT 3.2(o)(i)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, Media River Inc., a Delaware corporation, with offices at 5012 N. Kenneth Ave, Chicago Illinois, 60630 ("ASSIGNOR") owns the patent applications and registrations listed in Exhibit A, attached hereto and incorporated herein by this reference ("PATENTS"); and

WHEREAS, Perfect Market, Inc., a Delaware corporation, with offices at 130 West Union Street, Pasadena, California 91103 ("ASSIGNEE"), desires to acquire all right, title and interest in, to and under the PATENTS;

WHEREAS, ASSIGNOR and ASSIGNEE, have entered into a certain Asset Purchase Agreement dated of even date herewith and other related agreements, assigning, among other things, all right, title and interest in and to the PATENTS from ASSIGNOR to ASSIGNEE;

Now, THEREFORE, in consideration of the sum paid by ASSIGNEE to ASSIGNOR pursuant to Section 2.1 of the Asset Purchase Agreement, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE all right, title and interest in and to the PATENTS, including all divisions, continuations, continuations-in-part, reexaminations, substitutions, reissues, extensions and renewals of the applications and registrations for the PATENTS (and the right to apply for any of the foregoing); all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights and interests arising out of, in connection with or in relation to the PATENTS and ASSIGNEE does hereby accept this assignment.

[Signature page follows]

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IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 10thay of October, 2008. Media River Inc. By: Name: Dr. Jerome Budzik Title: President Acknowledged: Perfect Market, By: Name: Title: Chief Executive Officer , 200 $\frac{8}{100}$, before me, the undersigned notary public in and for said County and State, personally appeared lerome Budzik President personally known to me [or] proved to me on the basis of satisfactory evidence subscribed to the within instrument and acknowledged to to be the person(s) whose name(s) executed the same in authorized capacity(ies) and that, by me that signature(s) on the instrument, the person(s) or the entity(ies) upon behalf of which the person(s) acted executed the instrument. WITNESS my hand and official seal.

SIGNATURE PAGE TO PATENT ASSIGNMENT

OFFICIAL SEAL
DIAME III DESCREM
Notary Public - State of Hijnois
My Commission Expires Mar 20, 2912

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EXHIBIT A

PATENTS

United States Utility Patent Applications numbered 11/669,841, 11/669,832, 11/669,826, 11/669,820, 11/669,800, 11/669,837, and 11/669,833 filed on January 31, 2007 as continuations of provisional application 60/764,041 claiming the January 31, 2006 priority date.

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PATENT REEL: 021673 FRAME: 0459

RECORDED: 10/13/2008