

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNMENT
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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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OP \$320.00 11669841

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NAME OF SUBMITTER:

Rebecca M. Chavez

Total Attachments: 3

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**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]



## **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.