

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Memcorp, Inc.		05/07/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Imation Corp.		
Street Address:	One Imation Place		
Internal Address:	Legal Affairs		
City:	Oakdale		
State/Country:	MINNESOTA		
Postal Code:	55128		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3220534	SING.PERFORM.HAVE FUN!	
Registration Number:	3347165	VEXTRA	
Registration Number:	3265711	VALUE EXTRA	
Serial Number:	78871102	IFLIP	
Serial Number:	77186806	ITREK	
Serial Number:	78952656	ISHARE	
Serial Number:	78761517	IWAKE	
Serial Number:	78958514	LIVEFREE	
Serial Number:	78769452	MAKE IT LIVE	
CORRESPONDENCE DATA			
Fax Number: (651)704-5950			
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone: 651-704-4744			

CH \$240.00 3220534

900104860

TRADEMARK
REEL: 003764 FRAME: 0914

Email: trgeisler@imation.com
Correspondent Name: Tanja Geisler
Address Line 1: One Imation Place
Address Line 2: Imation Corp. Legal Affairs
Address Line 4: Oakdale, MINNESOTA 55128

NAME OF SUBMITTER:

Tanja R. Geisler

Signature:

/tanjargeisler/

Date:

04/23/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, Hopper Radio of Florida, Inc., a Florida corporation ("Hopper"), and Memcorp, Inc., a Florida corporation ("Memcorp") (Hopper and Memcorp are each individually referred to herein as a "Transferor" and are collectively referred to herein as the "Transferors"), the owners of the trademark applications and/or registrations identified on Schedule A, including the goodwill of the business connected with the use of, and symbolized by, said marks, hereby assign to Imation Corp., a Delaware corporation having a place of business at 1 Imation Place, Oakdale, Minnesota 55128 (the "Buyer"), pursuant to the terms of that certain Asset Purchase Agreement dated as of May 7, 2007 among, inter alia, the Transferors and the Buyer, their entire right, title and interest in and to the trademark applications and/or registrations identified on Schedule A and the trademarks which are the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks, and the right to recover for past infringement of the trademarks. The Buyer hereby accepts said Assignment.

Executed as of the 6th day of July, 2007.

TRANSFERORS:

HOPPER RADIO OF FLORIDA, INC.

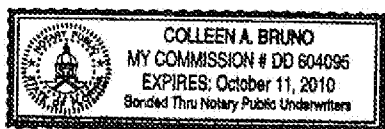
By: [Signature]
Name: Barry Smith
Title: President

State of Florida

County of Broward

On this 6th day of July, 2007, before me, the undersigned notary public, personally appeared Barry Smith, personally known to me, proved to me through satisfactory evidence of identification, which was _____, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

affix seal



Colleen Bruno
Notary Public
My commission expires:

MEMCORP, INC.

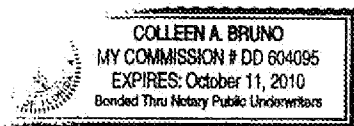
By: [Signature]
Name: Barry Smith
Title: President

State of Florida

County of Broward

On this 6th day of July, 2007, before me, the undersigned notary public, personally appeared Barry Smith, personally known to me, proved to me through satisfactory evidence of identification, which was _____, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

affix seal



Colleen Bruno
Notary Public
My commission expires:

[Signature Page to Trademark Assignment]

ACCEPTED:

IMATION CORP.

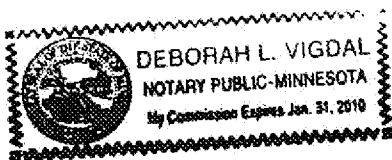
By: *John L. Sullivan*
Name: John L. Sullivan
Title: Senior Vice President, General Counsel
and Corporate Secretary

State of Minnesota

County of *Hennepin*

On this *6th* day of July, 2007, before me, the undersigned notary public, personally appeared John L. Sullivan, proved to me through satisfactory evidence of identification, which was *a MN driver's license*, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

affix seal



Deborah L. Vigdal
Notary Public
My commission expires:
Jan 31, 2010

[Signature Page to Trademark Assignment]

Schedule A

Assignment of Trademarks

Trademark Applications

<u>Mark</u>	<u>Country</u>	<u>Serial No.</u>	<u>Filing Date</u>
iFlip	US	78871102	27-Apr-06
iShare	US	78952656	15-Aug-06
iTrek	US	77186806	22-May-07
iWake	US	78761517	28-Nov-05
Live Free	US	78958514	23-Aug-06
Make it Live	US	78769452	8-Dec-05
Value Extra	US	78404113	19-Apr-04
Vextra	US	77119905	1-Mar-07

Trademark Registrations

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Sing, Perform, Have Fun!	US	78425620	26-May-04