

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SELLPOINT, INC.		12/30/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	MMV FINANCE INC.
Street Address:	370 King Street West
Internal Address:	Suite 604
City:	Toronto
State/Country:	CANADA
Postal Code:	M5V 1J9
Entity Type:	Specialty finance corporation: CANADA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3504876	ACTIVE PRODUCT TOUR
Registration Number:	3472936	SELLPOINT

CORRESPONDENCE DATA

Fax Number: (858)550-6420
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 858-550-6403
 Email: erin.obrien@cooley.com
 Correspondent Name: Erin O'Brien
 Address Line 1: c/o Cooley LLP
 Address Line 2: 4401 Eastgate Mall
 Address Line 4: San Diego, CALIFORNIA 92121

ATTORNEY DOCKET NUMBER:	312016-114 SELLPOINT
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DOMESTIC REPRESENTATIVE

CH \$65.00 3504876

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Erin O'Brien

Signature:

/Erin O'Brien/

Date:

01/04/2011

Total Attachments: 2

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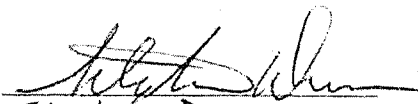
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CONFIRMATION OF GRANT OF SECURITY INTEREST

This will confirm that, pursuant to a general security agreement (hereinafter referred to as the "GSA") dated December 30, 2010, between SellPoint, Inc., a corporation organized under the laws of the State of Delaware (hereinafter referred to as "SellPoint"), whose full post office address is 3000 Executive Parkway, Suite 510, San Ramon, CA 94583 and MMV Finance Inc. (hereinafter referred to as "MMV"), a specialty finance corporation incorporated under the laws of Canada, whose full post office address is 370 King Street West, Suite 604, Toronto, Ontario, M5V 1J9, and for good and valuable consideration, the receipt and sufficiency of which are hereby confirmed and acknowledged, SellPoint confirms that it has granted to MMV a security interest, lien and charge in all of SellPoint's right, title and interest in and to the intellectual property listed on the Schedule attached hereto, including, without limitation, the copyrights, trademarks, patents and trademark and patent applications and registrations listed therein, and in and to any and all continuations, continuations-in-part, updates, developments, divisions, reissues and re-examinations which issue therefrom, the same to be held and enjoyed by MMV, strictly subject to the terms of the GSA.

EXECUTED at San Ramon, CA, this 30th day of December, 2010.

SELLPOINT, INC.

By: 
Name: Stephen Dunn
Title: Chief Financial Officer
I have authority to bind the Corporation

SCHEDULE OF INTELLECTUAL PROPERTY

Trademarks:

ACTIVE PRODUCT TOUR Registration Number 3,504,876

SELLPOINT Registration Number 3,472,936

Patents:

Method and apparatus for creating a connection speed detecting movie and rich media player customization on the fly Patent Number 7,178,161

Copyrights:

None.