

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Search Optics, LLC		11/16/2012	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Search Optics Management Corporation
<b>Street Address:</b>	4445 Eastgate Mall, Suite 320
<b>City:</b>	San Diego
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92121
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3608828	SEARCH OPTICS
Registration Number:	3618903	SEARCH OPTICS INTERACTIVE MARKETING SOLUTIONS
Registration Number:	4079077	SMARTER SOLUTIONS - BETTER RESULTS
Registration Number:	3749056	VIRTUAL SHOWROOM
Registration Number:	3659294	YOU CAN'T CLOSE A CLICK

**CORRESPONDENCE DATA**

Fax Number: 9494754754  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 949-451-3800  
 Email: skann@gibsondunn.com  
 Correspondent Name: Stephanie S. Kann, Senior Paralegal  
 Address Line 1: 3161 Michelson Drive  
 Address Line 2: Gibson, Dunn & Crutcher LLP  
 Address Line 4: Irvine, CALIFORNIA 92612

CH \$140.00 3608828

ATTORNEY DOCKET NUMBER:	89969-00002
NAME OF SUBMITTER:	Stephanie S. Kann
Signature:	/stephanie s. kann/
Date:	11/19/2012
Total Attachments: 3 source=TMAssignmentSearchOptics#page1.tif source=TMAssignmentSearchOptics#page2.tif source=TMAssignmentSearchOptics#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into effective as of November 16, 2012 (the "Effective Date"), by and between Search Optics, LLC, a California limited liability company ("Assignor"), with offices at 4445 Eastgate Mall, Suite 320, San Diego, California 92121, and Search Optics Management Corporation, a California corporation ("Assignee") with offices at 4445 Eastgate Mall, Suite 320, San Diego, California 92121.

### 1.0 Assignment.

1.1 In consideration of and exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells, transfers and sets over unto Assignee its entire right, title and interest in and to the Marks and Registrations set forth on Exhibit A attached hereto, including without limitation all common-law rights, throughout the world, together with the associated goodwill (the "Trademarks"), and all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

### 2.0 Miscellaneous.

2.1 This Assignment shall be governed by, and construed and enforced in accordance with the laws of the State of California and the federal laws of the United States, without reference to principles of conflicts of law that might cause the laws of any other jurisdiction to apply.

2.2 This Assignment may be executed in counterparts, each of which, when executed, shall constitute one and the same agreement.

[Signature page follows.]

IN WITNESS WHEREOF, the undersigned, being the duly authorized representative of the Assignor, has executed this Assignment below effective as of the Effective Date.

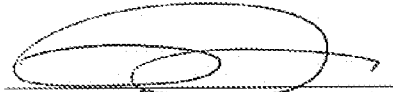
**ASSIGNOR:**

**SEARCH OPTICS, LLC**

By:

Name:

Title:

  
DAVID PONDS  
CEO

[Signature Page to Trademark Assignment – Search Optics, LLC]

**TRADEMARK**  
**REEL: 004903 FRAME: 0430**

Exhibit A

**Trademarks**

<b>Mark</b>	<b>Registration Number</b>	<b>Country</b>
SEARCH OPTICS	3,608,828	U.S.
SEARCH OPTICS INTERACTIVE MARKETING SOLUTIONS & Design	3,618,903	U.S.
SMARTER SOLUTIONS – BETTER RESULTS	4,079,077	U.S.
VIRTUAL SHOWROOM & Globe Design	3,749,056	U.S.
YOU CAN'T CLOSE A CLICK	3,659,294	U.S.