FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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OMB APPROVAL

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

Print or Type Resp	onses)											
Name and Addre SCHAEFFER P	ess of Reporting Per AUL M	son *	2. Issuer N Symbol NeuMedia			cker or Tradir	ıg	Is	. Relationship of Reporting Person(s) to ssuer (Check all applicable) X Director 10% Owner			
(Last) 5200 ENCINO A	(First) (Midd AVENUE	lle)	3. Date of I (Month/Da 12/01/201	y/Year)	ransa	action		be	Officer (give title Other (specify below)			
ENCINO, CA 91	(Street)		4. If Amend Filed(Month		ate C	Original		A	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State) (Zij	p)	Table I	- Non-D	eriva	ative Securit	ies A	cquir	ed, Disposed of, or I	Beneficially	Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	any	eemed ion Date, if h/Day/Year)	3. Transact Code (Instr. 8		4. Securities (A) or Dispo (D) (Instr. 3, 4 a	osed of		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Beneficial Ownership	
Common Stock	12/01/2011			A		1,000,000	A	\$0	1,000,000	D		
Common Stock									1,000,000	I	By Self as Trustee for Paul and Judy Schaeffer Living Trust	
Reminder: Report o	n a separate line for	each cla	ass of securi	ties benef	ficial	ly owned						
					ir r	nformation equired to	con resp	respond to the collection of SEC 1 contained in this form are not espond unless the form displays a d OMB control number.				
	Table II	Dorive	ntivo Comeit	ios A ogu	inod	Disposed	of or	Donot	Saially Owned			

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

D		2.	Transaction	3A. Deemed	4.		э.		6. Date Exer	cisable and	/. Title and	Amount	8. Price of	9. Number of	10.	11. Nature
Dei	erivative	Conversion	Date	Execution Date, if	Transact	ion	Num	ber	Expiration D	Date	of Underlyi	ng	Derivative	Derivative	Ownership	of Indirect
Sec	curity	or Exercise	(Month/Day/Year)	any	Code		of		(Month/Day	/Year)	Securities		Security	Securities	Form of	Beneficial
(Ins	istr. 3)	Price of		(Month/Day/Year)	(Instr. 8))	Deriv	ative			(Instr. 3 and	14)	(Instr. 5)	Beneficially	Derivative	Ownership
		Derivative					Secui	rities						Owned	Security:	(Instr. 4)
		Security					Acqu	ired						Following	Direct (D)	
							(A) o	r						Reported	or Indirect	
							Dispo	osed						Transaction(s)	(I)	
							of (D)						(Instr. 4)	(Instr. 4)	
							(Instr	: 3,								
							4, and	d 5)								
												Amount				
									Date	Expiration	m: 1	or				
									Exercisable	Date	Title	Number				
					Code	V	(A)	(D)				of Shares				
									(4)		Common					
Op	ptions	\$ 2.75							<u>(1)</u>	06/18/2018	Common Stock	400,000		400,000	D	

Reporting Owners

Penerting Owner Name / Address		Relationsh	ips	
Reporting Owner Name / Address		10% Owner	Officer	Other
SCHAEFFER PAUL M				
5200 ENCINO AVENUE	X			
ENCINO, CA 91316				

Signatures

/s/ Paul Schaeffer	12/05/20	5/2011
Signature of Reporting Person	Date	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) One-third of the Options are immediately exercisable upon grant, an additional one-third shall vest on the first anniversary of the date of grant and the remainder shall vest on the second anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.