

Mail Stop 3561

January 15, 2009

James Collas  
Chief Executive Officer  
IdeaEdge, Inc.  
6440 Lusk Boulevard, Suite 200  
San Diego, CA 92121

**Re: IdeaEdge, Inc.  
Preliminary Proxy Statement on Schedule 14A  
Filed October 9, 2008  
File No. 0-27145**

Dear Mr. Collas:

We have completed our review of your Preliminary Proxy Statement on Schedule 14A and have no further comments at this time.

Sincerely,

H. Christopher Owings  
Assistant Director