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09/06/2006
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Docket No.: 60097-0403

Form PTO-1595 (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2006)U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark OfficeRECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached document(s) or the new address(es) below.

1. Name of conveying party(ies)

- 1) BARTON, James 5) SCHMIDT, Margret
2) STEVENS, Paul 6) KLEIN, Bruce
3) SANDFORD, David
4) HAYES, Robin

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 8/25/06: J. Barton; R. Hayes; B. Klein;
8/28/06: P. Stevens; M. Schmidt; 9/1/06: D. Sandford

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other

2. Name and address of receiving party(ies)

Name: TIVO, Inc.

Internal Address: _____

Street Address: 2150 Gold StreetP.O. Box 2150City: AlisoState: CACountry: USA Zip: 95002Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

A. Patent Application No.(s)
11/482,281☐ This document is being filed together with a new application.
B. Patent No.(s)Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Hickman Palermo Triunfo & Becker LLP

Internal Address: _____

Street Address: 2055 Gateway Place, Suite 550City: San JoseState: California Zip: 95110-1083Phone Number: 408-414-1080Fax Number: 408-414-1076

Email Address: _____

6. Total number of applications and patents involved: 17. Total fee (37 CFR 1.21(h) & 3.41) \$40.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____b. Deposit Account Number 50-1302
Authorized User Name Hickman Palermo Triunfo & Becker LLP

9. Signature: _____

Signature

Date

Christian A. Nicholes, reg. no. 50,286

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

Documents to be recorded (including cover sheet) should be faxed to (877) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1480, Alexandria, V.A. 22314-1480PATENT
REEL: 018300 FRAME: 0225

Docket No.: 60097-0403

ASSIGNMENT

WHEREAS WE, JAMES M. BARTON of Alviso, California; PAUL STEVENS of Felton, California; DAVID SANDFORD of Berkeley, California; ROBIN HAYES of Palo Alto, California; MARGRET SCHMIDT of Redwood City; and BRUCE KLEIN of Palo Alto, California, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled METHOD AND APPARATUS FOR ADVERTISEMENT PLACEMENT IN A USER DIALOG ON A SET-TOP BOX, for which an application for United States Letters Patent was filed July 24, 2006, and identified by United States Serial No. 11/492,281;

AND WHEREAS, TiVo Inc., a corporation of the State of Delaware and having an address of 2160 Gold Street, P.O. Box 2160, Alviso, California, 95002-2160 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto TiVo Inc., its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Docket No.: 60097-0403

Date

8/25/06


JAMES BARTON

Date

8/28/06


PAUL STEVENS

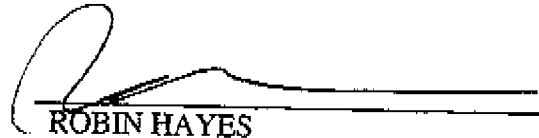
Date

9/1/06


DAVID SANDFORD

Date

6/25/06


ROBIN HAYES

Date

8/28/06


MARGRET SCHMIDT

Date

8/25/06


BRUCE KLEIN

Attorney Docket No. 60097-0403

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Group Art Unit No.: 2611

James Barton et al.

Confirmation No.: 6624

Serial No.: 11/492,281

Examiner: NYA

Filed on: July 24, 2006

For: METHOD AND APPARATUS FOR
ADVERTISEMENT PLACEMENT IN A USER
DIALOG ON A SET-TOP BOX

Mail Stop Assignment
Director for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Via Facsimile: (703) 308-7124REQUEST FOR CORRECTED NOTICE OF RECORDATION OF ASSIGNMENT

Sir:

Please furnish the undersigned with a corrected notice of recordation of assignment for the above-identified application. The correction needed is as follows:

(1) Please remove the comma (,) from the assignee name, TiVo, Inc. The correct assignee name read **TiVo Inc.**

In support of this change, enclosed please find: (1) a recordation cover sheet, (2) a copy of the notice of recordation with the incorrect assignee name, showing correction; (3) a copy of recordation cover sheet; and (4) a copy of assignment.

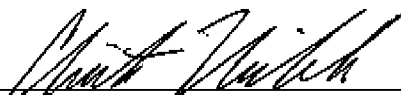
Should the Commissioner deem that a fee is due, please charge Deposit Account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: 9/18/06

2055 Gateway Place, Suite 550
San Jose, California 95110-1089
Telephone: (408) 414-1080 ext.
Facsimile: (408) 414-1076


Christian A. Nicholes, Reg. No. 50,266

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office Fax No. (703) 308-7124.

on 9/22/06

By 
Annette Valdivia

PATENT**REEL: 018300 FRAME: 0228**

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9/13/06 9:40

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**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

SEPTEMBER 12, 2006

PTAS

700285493AHICKMAN PALERMO TRUONG, ET AL.
2055 GATEWAY PLACE
SUITE 550
SAN JOSE, CA 95110-1083***700285493A***UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 09/06/2006

REEL/FRAME: 018233/0981

NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 60097-0403

ASSIGNOR:

BARTON, JAMES

DOC DATE: 08/25/2006

ASSIGNOR:

STEVENS, PAUL

DOC DATE: 08/28/2006

ASSIGNOR:

SANDFORD, DAVID

DOC DATE: 09/01/2006

ASSIGNOR:

HAYES, ROBIN

DOC DATE: 08/25/2006

ASSIGNOR:

SCHMIDT, MARGRET

DOC DATE: 08/28/2006

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9/13/06 9:40

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018233/0981 PAGE 2

ASSIGNOR:

KLEIN, BRUCE

DOC DATE: 08/25/2006

ASSIGNEE:

TIVO, INC.

TiVo Inc.

2160 GOLD STREET

P.O. BOX 2160

ALVISO, CALIFORNIA 95002

SERIAL NUMBER: 11492281

FILING DATE: 07/24/2006

PATENT NUMBER:

ISSUE DATE:

TITLE: METHOD AND APPARATUS FOR ADVERTISEMENT PLACEMENT IN A USER DIALOG
ON A SET-TOP BOXKIMBERLY WHITE, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

HICKMAN PALERMO TRUONG & BECKER LLP
2055 GATEWAY PLACE, SUITE 550
SAN JOSE, CALIFORNIA 95110-1089
TEL: (408) 414-1080
FAX: (408) 414-1076

FACSIMILE TRANSMITTAL SHEET

TO:	Commissioner of Patents, Assignment Division	FROM:	Annette Valdivia for Christian A. Nicholes
COMPANY:	USPTO	DATE:	SEPTEMBER <u>22</u> , 2006
FAX NUMBER:	(571) 273-0140	TOTAL NO. OF PAGES INCLUDING COVER:	<u>8</u>
PHONE NUMBER:	(571) 272-3350	SENDER'S REFERENCE NUMBER:	60097-0403
RE:	Assignment Recordation	U.S. SERIAL NUMBER:	11/492,281

☒ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office Fax No. (571) 273-0140.

on

9/22/06

By

Annette Valdivia
Annette Valdivia

NOTES/COMMENTS:

Attached for recordation is a Request for Corrected Recordation Cover Sheet and assignment for the above referenced application.

Regards,
Annette Valdivia
For Christian A. Nicholes

THE INFORMATION CONTAINED IN THIS FACSIMILE IS INTENDED ONLY FOR THE PERSONAL AND CONFIDENTIAL USE OF THE DESIGNATED RECIPIENT(S) NAMED ABOVE. THIS MESSAGE MAY BE AN ATTORNEY-CLIENT COMMUNICATION, AND AS SUCH IS PRIVILEGED AND CONFIDENTIAL. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT OR AN AGENT RESPONSIBLE FOR DELIVERING IT TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT YOU HAVE RECEIVED THIS DOCUMENT IN ERROR AND THAT ANY REVIEW, DISSEMINATION, DISTRIBUTION OR COPYING OF THIS MESSAGE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US BY MAIL. THANK YOU.
