

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Kirk D. Wong	06/12/2009
<b>RECEIVING PARTY DATA</b>	
Name:	TiVo Inc.
Street Address:	2160 Gold Street
Internal Address:	P.O. Box 2160
City:	Alviso
State/Country:	CALIFORNIA
Postal Code:	95002-2160
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12485706
<b>CORRESPONDENCE DATA</b>	
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ATTORNEY DOCKET NUMBER:	60097-0503
NAME OF SUBMITTER:	Daniel D. Ledesma
Total Attachments: 1 source=60097-0503_ExecutedAssignment#page1.tif	

OP \$40.00 12485706

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**PATENT**  
**REEL: 022833 FRAME: 0226**

ASSIGNMENT

WHEREAS I, **KIRK D. WONG**, of Fremont, California, USA have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled: **DYNAMIC ITEM HIGHLIGHTING SYSTEM**, executed by me on the date of execution of this document, as shown below, and filed concurrently herewith;

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(s) 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, I 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(s) 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(s);

UPON SAID CONSIDERATIONS, I hereby agree with the said Assignee that I will not execute any writing or do any act whatsoever conflicting with these presents, and that I 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(s), 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 I request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for any aforementioned invention(s) 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(s) covered thereby.

6/12/07  
Date

  
KIRK D. WONG