

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
All Media Guide, LLC	08/17/2009

RECEIVING PARTY DATA

Name:	Rovi Technologies Corporation
Street Address:	2830 De La Cruz Boulevard
City:	Santa Clara
State/Country:	CALIFORNIA
Postal Code:	95050

PROPERTY NUMBERS Total: 13

Property Type	Number
Application Number:	09695526
Application Number:	12026188
Application Number:	12488518
Application Number:	12378841
Application Number:	12313324
Application Number:	12456194
Application Number:	12456177
Application Number:	12321997
Application Number:	12316706
Application Number:	12378840
Patent Number:	7359900
Patent Number:	7451078
Patent Number:	7567899

CORRESPONDENCE DATA

500971552

PATENT
REEL: 023273 FRAME: 0825

CH \$520.00 09695526

Fax Number: (408)567-1800

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: barbara.skliba@rovicorp.com

Correspondent Name: Rovi Corporation

Address Line 1: 2830 De La Cruz Boulevard

Address Line 4: Santa Clara, CALIFORNIA 95050

ATTORNEY DOCKET NUMBER:

AMG

NAME OF SUBMITTER:

Barbara Skliba

Total Attachments: 3

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IP ASSIGNMENT AGREEMENT

ALL MEDIA GUIDE, LLC – ROVI TECHNOLOGIES CORPORATION

This Intellectual Property Assignment Agreement ("Agreement") is entered into effective as of August 17, 2009 ("Effective Date"), by and between ALL MEDIA GUIDE, LLC, a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 ("Assignor"), and ROVI TECHNOLOGIES CORPORATION, a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 ("Assignee").

The parties enter into this Agreement on the basis of the following facts, intentions and understandings:

WHEREAS, Assignor and Assignee are both subsidiaries of Rovi Corporation;

WHEREAS, Assignor desires to transfer certain assets;

NOW, THEREFORE, in consideration of the mutual covenants and promises of the parties, and in consideration of certain benefits including, without limitation, certain administrative efficiencies to be realized by each party, the receipt and sufficiency of all of which is hereby acknowledged, the parties agree as follows:

1. Assignment.

- (a) As of the Effective Date hereof, Assignor hereby assigns to Assignee all of Assignor's rights, title and interest in and to any and all patents and patent applications listed on Schedule A hereto;
- (b) As of the Effective Date hereof, Assignor hereby assigns to Assignee all of Assignor's patents and patent applications not listed in the Schedule(s); and
- (c) The patents and patent applications referred to above in subsections (a) and (b) of this Section 1 shall be referred to herein as the Assets.

2. Assumption. As of the Effective Date hereof, Assignee accepts the assignment from Assignor and hereby assumes all right, title, and interest to, and any and all legal obligations regarding, the Assets.

IN WITNESS WHEREOF, the parties hereby have executed this Assignment effective as of the day and year first above written.

ASSIGNOR:

ALL MEDIA GUIDE, LLC

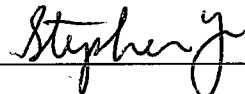
By:  _____

Mark Alloy

Treasurer

ASSIGNEE:

ROVI TECHNOLOGIES CORPORATION

By:  _____

Stephen Yu

EVP & Secretary

SCHEDULE A

Patents

Country	Status	Appl No	Filed	Patent No	Granted	Title
EPO	Filed	4776930.2	23-Jun-04			DIGITAL AUDIO TRACK SET RECOGNITION SYSTEM
Hong Kong	Filed	6106676.2	12-Jun-06			DIGITAL AUDIO TRACK SET RECOGNITION SYSTEM
Japan	Filed	521837/2006	23-Jun-04			DIGITAL AUDIO TRACK SET RECOGNITION SYSTEM
United States	Filed	09/695,526	24-Oct-00			METHOD AND SYSTEM FOR PRESENTING MUSIC TO CONSUMERS
United States	Filed	12/026,188	05-Feb-08			DIGITAL AUDIO TRACK SET RECOGNITION SYSTEM
United States	Filed	12/488,518	20-Jun-09			METHODS AND APPARATUS FOR AUDIO RECOGNITION
United States	Filed	12/378,841	20-Feb-09			RECOGNIZING A DISC
United States	Filed	12/313,324	19-Nov-08			SCORING A MATCH OF TWO AUDIO TRACKS SETS USING TRACK TIME PROBABILITY DISTRIBUTION
United States	Filed	12/456,194	11-Jun-09			GENERATING A REPRESENTATIVE SUB-SIGNATURE OF A CLUSTER OF SIGNATURES BY USING WEIGHTED SAMPLING
United States	Filed	12/456,177	11-Jun-09			MANAGING METADATA FOR OCCURENCES OF A RECORDING
United States	Filed	12/321,997	28-Jan-09			STRUCTURING AND SEARCHING DATA IN A HIERARCHICAL CONFIDENCE-BASED CONFIGURATION
United States	Filed	12/316,706	15-Dec-08			CONSTRUCTING ALBUM DATA USING DISCRETE TRACK DATA FROM MULTIPLE SOURCES
United States	Filed	12/378,840	20-Feb-09			RECOGNIZING A DISC
United States	Granted	10/629,372	29-Jul-03	7359900	15-Apr-08	DIGITAL AUDIO TRACK SET RECOGNITION SYSTEM
United States	Granted	10/905,360	30-Dec-04	7451078	11-Nov-08	METHODS AND APPARATUS FOR IDENTIFYING MEDIA OBJECTS
United States	Granted	10/905,362	30-Dec-04	7567899	28-Jul-09	METHODS AND APPARATUS FOR AUDIO RECOGNITION