

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE:                                                                                                                                                                                                                                                                                                                                                                                 | NEW ASSIGNMENT                |               |                               |                         |                           |                     |             |                       |            |              |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------|-------------------------------|-------------------------|---------------------------|---------------------|-------------|-----------------------|------------|--------------|-------|
| NATURE OF CONVEYANCE:                                                                                                                                                                                                                                                                                                                                                                            | ASSIGNMENT                    |               |                               |                         |                           |                     |             |                       |            |              |       |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                                                                                                                                                                                                                      |                               |               |                               |                         |                           |                     |             |                       |            |              |       |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Walter Richard Klappert</td> <td>09/28/2009</td> </tr> <tr> <td>Thomas Steven Woods</td> <td>09/29/2009</td> </tr> <tr> <td>Henry C. Chilvers Jr.</td> <td>09/29/2009</td> </tr> </tbody> </table> |                               | Name          | Execution Date                | Walter Richard Klappert | 09/28/2009                | Thomas Steven Woods | 09/29/2009  | Henry C. Chilvers Jr. | 09/29/2009 |              |       |
| Name                                                                                                                                                                                                                                                                                                                                                                                             | Execution Date                |               |                               |                         |                           |                     |             |                       |            |              |       |
| Walter Richard Klappert                                                                                                                                                                                                                                                                                                                                                                          | 09/28/2009                    |               |                               |                         |                           |                     |             |                       |            |              |       |
| Thomas Steven Woods                                                                                                                                                                                                                                                                                                                                                                              | 09/29/2009                    |               |                               |                         |                           |                     |             |                       |            |              |       |
| Henry C. Chilvers Jr.                                                                                                                                                                                                                                                                                                                                                                            | 09/29/2009                    |               |                               |                         |                           |                     |             |                       |            |              |       |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                                                                                                                                                                                                                      |                               |               |                               |                         |                           |                     |             |                       |            |              |       |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Rovi Technologies Corporation</td> </tr> <tr> <td>Street Address:</td> <td>2830 De La Cruz Boulevard</td> </tr> <tr> <td>City:</td> <td>Santa Clara</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95050</td> </tr> </table>    |                               | Name:         | Rovi Technologies Corporation | Street Address:         | 2830 De La Cruz Boulevard | City:               | Santa Clara | State/Country:        | CALIFORNIA | Postal Code: | 95050 |
| Name:                                                                                                                                                                                                                                                                                                                                                                                            | Rovi Technologies Corporation |               |                               |                         |                           |                     |             |                       |            |              |       |
| Street Address:                                                                                                                                                                                                                                                                                                                                                                                  | 2830 De La Cruz Boulevard     |               |                               |                         |                           |                     |             |                       |            |              |       |
| City:                                                                                                                                                                                                                                                                                                                                                                                            | Santa Clara                   |               |                               |                         |                           |                     |             |                       |            |              |       |
| State/Country:                                                                                                                                                                                                                                                                                                                                                                                   | CALIFORNIA                    |               |                               |                         |                           |                     |             |                       |            |              |       |
| Postal Code:                                                                                                                                                                                                                                                                                                                                                                                     | 95050                         |               |                               |                         |                           |                     |             |                       |            |              |       |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                               |                         |                           |                     |             |                       |            |              |       |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12571283</td> </tr> </tbody> </table>                                                                                                                                |                               | Property Type | Number                        | Application Number:     | 12571283                  |                     |             |                       |            |              |       |
| Property Type                                                                                                                                                                                                                                                                                                                                                                                    | Number                        |               |                               |                         |                           |                     |             |                       |            |              |       |
| Application Number:                                                                                                                                                                                                                                                                                                                                                                              | 12571283                      |               |                               |                         |                           |                     |             |                       |            |              |       |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                                                                                                                                                                                                                       |                               |               |                               |                         |                           |                     |             |                       |            |              |       |
| <p>Fax Number: (617)235-9492</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 617-951-7000</p> <p>Email: liseann.ruggeri@ropesgray.com</p> <p>Correspondent Name: Ropes &amp; Gray LLP</p> <p>Address Line 1: One International Place</p> <p>Address Line 2: 39 / 41 Docketing</p> <p>Address Line 4: Boston, MASSACHUSETTS 02110</p>   |                               |               |                               |                         |                           |                     |             |                       |            |              |       |
| ATTORNEY DOCKET NUMBER:                                                                                                                                                                                                                                                                                                                                                                          | UV-522A                       |               |                               |                         |                           |                     |             |                       |            |              |       |
| NAME OF SUBMITTER:                                                                                                                                                                                                                                                                                                                                                                               | Lise Ann Ruggeri              |               |                               |                         |                           |                     |             |                       |            |              |       |
| <p>Total Attachments: 2</p> <p>source=522A_Assignment#page1.tif</p>                                                                                                                                                                                                                                                                                                                              |                               |               |                               |                         |                           |                     |             |                       |            |              |       |

CH \$40.00 12571283

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**PATENT**  
**REEL: 023311 FRAME: 0936**



A S S I G N M E N T

Whereas We,

- (1) Walter Richard Klappert;
- (2) Thomas Steven Woods; and
- (3) Henry C. Chilvers, Jr.;

residing, respectively, at:

- (1) 801 S. Grand Avenue, #1511  
Los Angeles, CA 90017;
- (2) 1216 E. Mayfair Road  
Arlington Heights, IL 60004; and
- (3) 23119 Pamplico Drive  
Valencia, CA 91354;

have made an invention in:

SYSTEMS AND METHODS FOR NAVIGATING A THREE-DIMENSIONAL MEDIA  
GUIDANCE APPLICATION

and are about to make application for United States Letters  
Patent therefor, the same having been executed by each of us  
on even date or dates herewith; and

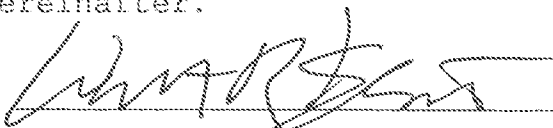
WHEREAS, ROVI TECHNOLOGIES CORPORATION, a  
corporation organized and existing under the laws of the State  
of Delaware and having an office and place of business at 2830  
De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of  
acquiring the entire interest in said invention, said United  
States patent application and in any Letters Patent which may  
issue thereon;

NOW, THEREFORE, be it known that for and in  
consideration of the sum of One Dollar (\$1.00) to each of us  
paid, and other good and valuable consideration, the receipt  
and sufficiency of which is hereby acknowledged, We hereby  
sell, assign and transfer unto the said ROVI TECHNOLOGIES

CORPORATION, its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and We hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said ROVI TECHNOLOGIES CORPORATION as the assignee of the entire interest therein; and We further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, We have hereunto signed our names on the date indicated hereinafter.

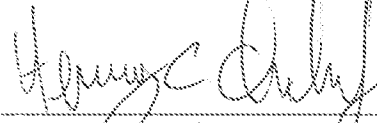
09/28/09  
Date

  
Walter Richard Klappert

09/29/2009  
Date

  
Thomas Steven Woods

Sep. 29, 2009  
Date

  
Henry C. Chilvers, Jr.