

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Walter Richard Klappert	09/30/2009
Thomas Steven Woods	09/30/2009
Henry C. Chilvers Jr.	09/30/2009
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: 1	
Property Type	Number
Application Number:	12571287
CORRESPONDENCE DATA	
Fax Number:	(617)235-9492
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	617-951-7000
Email:	liseann.ruggeri@ropesgray.com
Correspondent Name:	Ropes & Gray LLP
Address Line 1:	One International Place
Address Line 2:	39 / 41 Docketing
Address Line 4:	Boston, MASSACHUSETTS 02110
ATTORNEY DOCKET NUMBER:	UV-522B
NAME OF SUBMITTER:	Lise Ann Ruggeri

Total Attachments: 3
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**PATENT
 REEL: 023311 FRAME: 0957**

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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 GENERATING 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.

9/30/2009

 Date

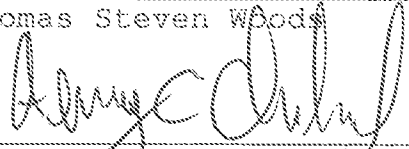


 Walter Richard Klappert

 Date
 9/30/2009

 Date

Thomas Steven Woods



 Henry C. Chilvers, Jr.

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.

Date

30-Sept-2009

Date

Walter Richard Klappert



Thomas Steven Woods

Date

Henry C. Chilvers, Jr.