

# PATENT ASSIGNMENT

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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>Erwin Lau</td> <td>01/15/2010</td> </tr> <tr> <td>Terry Tam</td> <td>01/12/2010</td> </tr> <tr> <td>Kay Chiu</td> <td>01/12/2010</td> </tr> </tbody> </table>		Name	Execution Date	Erwin Lau	01/15/2010	Terry Tam	01/12/2010	Kay Chiu	01/12/2010		
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<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
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<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: 212-596-9000</p> <p>Email: linda.blake@ropesgray.com</p> <p>Correspondent Name: Ropes &amp; Gray LLP</p> <p>Address Line 1: Patent Docketing 39/361</p> <p>Address Line 2: 1211 Avenue of the Americas</p> <p>Address Line 4: New York, NEW YORK 10036-8704</p>											
ATTORNEY DOCKET NUMBER:	UV-500A										
NAME OF SUBMITTER:	Linda Blake										
<p>Total Attachments: 2</p> <p>source=UV-500A Assignment#page1.tif</p>											

CH \$40.00 12495522

**501082535**

**PATENT**  
**REEL: 023884 FRAME: 0401**



A S S I G N M E N T

Whereas We,

- (1) Erwin Lau;
- (2) Terry Tam; and
- (3) Kay Chiu;

residing, respectively, at:

- (1) House 14, River North 2nd Street, Fairview Park,  
Yuen Long, Hong Kong;
- (2) Flat 3104, Hong Nin House, Hong Yat Court, Lam Tin,  
Kowloon, Hong Kong; and
- (3) Room 2822, Heng Yiu House, Fu Heng Estate, Tai Po,  
N.T., Hong Kong;

have made an invention in:

SYSTEMS AND METHODS FOR PROVIDING INTERACTIVE MEDIA GUIDANCE  
ON A WIRELESS COMMUNICATIONS DEVICE

and have made application for United States Letters Patent therefor in U.S. Patent Application No. 12/495,522, filed June 30, 2009, 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

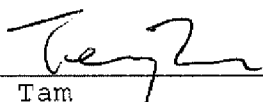
representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, 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.

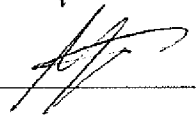
15th Jan 2010  
Date

  
Erwin Lau

12th Jan 2010  
Date

  
Terry Tam

12-01-2010  
Date

  
Kay Chiu