

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Gaurav Sinha</td> <td>04/28/2010</td> </tr> <tr> <td>China Arai</td> <td>04/28/2010</td> </tr> <tr> <td>Jason Conness</td> <td>04/29/2010</td> </tr> <tr> <td>Brian Peterson</td> <td>04/29/2010</td> </tr> </tbody> </table>		Name	Execution Date	Gaurav Sinha	04/28/2010	China Arai	04/28/2010	Jason Conness	04/29/2010	Brian Peterson	04/29/2010
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Gaurav Sinha	04/28/2010										
China Arai	04/28/2010										
Jason Conness	04/29/2010										
Brian Peterson	04/29/2010										
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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12773205</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12773205						
Property Type	Number										
Application Number:	12773205										
CORRESPONDENCE DATA											
Fax Number:	(617)235-9492										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	UV-531B										
NAME OF SUBMITTER:	Linda Blake										
Total Attachments: 4											

CH \$40.00 12773205

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**PATENT
 REEL: 024336 FRAME: 0369**

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A S S I G N M E N T

Whereas We,

- (1) Gaurav Sinha
- (2) China Arai,
- (3) Jason Conness, and
- (4) Brian Peterson

residing, respectively, at:

- (1) 2209 East 2nd Street
Long Beach, CA 90803
- (2) 5733 Colbath Avenue
Valley Glen, CA 91401
- (3) 1052 Figueroa Terrace
Los Angeles, CA 90012
- (4) 123 Kainer Avenue
Barrington, IL 60010

have made an invention in:

SYSTEMS AND METHODS FOR NAVIGATING PROGRAM LISTINGS
SIMULTANEOUSLY DISPLAYED WITH A PROGRAM IN A 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

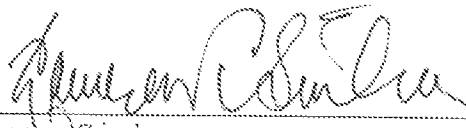
WHEREAS, ROVI TECHNOLOGIES CORPORATION, a
corporation organized and existing under the laws of the State
of Delaware and having an office and place of business at 2830
De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of
acquiring the entire interest in said invention, said United
States patent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


4/28/2010
Date


Gaurav Sinha

04/28/10
Date


China Arai

04/29/10
Date


Jason Connors

Date

Brian Peterson

Date

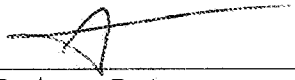
China Arai

Date

Jason Conness

4/29/2010

Date



Brian Peterson