

# PATENT ASSIGNMENT

Electronic Version v1.1

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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;"> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> <tr> <td>Joonas Asikainen</td> <td>04/13/2010</td> </tr> <tr> <td>Brian Kenneth Vogel</td> <td>04/14/2010</td> </tr> </table>		Name	Execution Date	Joonas Asikainen	04/13/2010	Brian Kenneth Vogel	04/14/2010				
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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>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (408)567-1800</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 408-562-8496</p> <p>Email: BARBARA.SKLIBA@ROVICORP.COM</p> <p>Correspondent Name: PATENT DEPARTMENT ROVI CORPORATION</p> <p>Address Line 1: 2830 DE LA CRUZ BOULEVARD</p> <p>Address Line 4: SANTA CLARA, CALIFORNIA 95050</p>											
ATTORNEY DOCKET NUMBER:	AMG0035										
NAME OF SUBMITTER:	Claire Wallters										
<p>Total Attachments: 4</p> <p>source=AMG0035_Assignment#page1.tif</p> <p>source=AMG0035_Assignment#page2.tif</p> <p>source=AMG0035_Assignment#page3.tif</p>											

CH \$40.00 12774592

**501167989**

**PATENT**  
**REEL: 024341 FRAME: 0218**



**ASSIGNMENT FOR APPLICATION FOR PATENT**

**WHEREAS:**

Name and Address of Inventors:

**Joonas Asikainen**  
Wehntalerstrasse 169  
Zurich ZH (Canton), 8057  
Switzerland

**Brian Kenneth Vogel**  
4055 West Denver Road  
Weidman, MI 48893  
USA

(hereinafter referred to as Assignors), have invented a certain invention entitled:

***RECOMMENDING A MEDIA ITEM BY USING  
AUDIO CONTENT FROM A SEED MEDIA ITEM***

The specification of which is attached hereto.

For good and valuable consideration, receipt of which is hereby acknowledged, we hereby sell, assign and transfer to Rovi Technologies Corporation, a corporation of Delaware, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California 95050, and their successors, the entire right, title and interest throughout the world in our invention, for which we have executed the above mentioned United States patent application and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above - named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from me; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to

do everything possible to aid said assignee, their successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request that the Commissioner of Patents and Trademarks issue all patents granted for said invention to the above - named assignee, its successors and assigns.

IN WITNESS THEREOF, I HAVE SET BELOW MY HANDS

Dated: April 13, 2010

Inventor:   
JOONAS ASIKAINEN

Dated: \_\_\_\_\_, 2010

Inventor: \_\_\_\_\_  
BRIAN KENNETH VOGEL

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Inventor: \_\_\_\_\_  
JOONAS ASIKAINEN

Dated: April 14, 2010

Inventor: Brian K. Vogel  
BRIAN KENNETH VOGEL