

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| 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>Ka Chun Wong</td> <td>04/13/2012</td> </tr> <tr> <td>Walter R. Klappert</td> <td>04/11/2012</td> </tr> <tr> <td>Michael R. Nichols</td> <td>04/12/2012</td> </tr> <tr> <td>Brian Riegel</td> <td>04/19/2012</td> </tr> <tr> <td>Michael Papish</td> <td>04/27/2012</td> </tr> <tr> <td>Adam Powers</td> <td>06/20/2012</td> </tr> </tbody> </table> | | Name | Execution Date | Ka Chun Wong | 04/13/2012 | Walter R. Klappert | 04/11/2012 | Michael R. Nichols | 04/12/2012 | Brian Riegel | 04/19/2012 | Michael Papish | 04/27/2012 | Adam Powers | 06/20/2012 |
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| Michael Papish | 04/27/2012 | | | | | | | | | | | | | | |
| Adam Powers | 06/20/2012 | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | |
| Name: | United Video Properties, Inc. | | | | | | | | | | | | | | |
| 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>13470739</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13470739 | | | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | | | |
| Application Number: | 13470739 | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | |
| Fax Number: | (617)235-9492 | | | | | | | | | | | | | | |
| Phone: | 2125969000 | | | | | | | | | | | | | | |
| Email: | joy.chapman@ropesgray.com | | | | | | | | | | | | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | | | | | | | | | | | | | |
| Correspondent Name: | Ropes & Gray LLP | | | | | | | | | | | | | | |
| Address Line 1: | 1211 Ave. of the Americas | | | | | | | | | | | | | | |
| Address Line 2: | Docketing Dept. | | | | | | | | | | | | | | |
| Address Line 4: | New York, NEW YORK 10036 | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 003597-0683-101 | | | | | | | | | | | | | | |

CH \$40.00 13470739

NAME OF SUBMITTER:

Joy Chapman

Total Attachments: 15

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A S S I G N M E N T

Whereas we,

- (1) Ka Chun Wong,
- (2) Walter R. Klappert,
- (3) Michael R. Nichols,
- (4) Brian Riegel,
- (5) Michael Papish, and
- (6) Adam Powers

residing, respectively at:

- (1) Flat F, 18/F Blk 5,
Serenity Park, Tai Po, NT
Hong Kong, People's Republic of China
- (2) 801 S. Grand Avenue, #1511
Los Angeles, CA 90017
- (3) 4926 Commonwealth Avenue
La Canada-Flintridge, CA 91011
- (4) 1210 Ulysses St.
Golden, CO 80401
- (5) 1271 North Randolph Road
Randolph Center, VT 05061
- (6) 3946 Hampden Ct.
Dublin, CA 94568

have made an invention in:

SYSTEMS AND METHODS FOR GENERATING A USER PROFILE BASED
CUSTOMIZED MEDIA GUIDE THAT INCLUDES AN INTERNET SOURCE

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, UNITED VIDEO PROPERTIES, INC., 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, each of us hereby sells, assigns and transfers unto the said UNITED VIDEO PROPERTIES, INC., 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 each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees 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(s) indicated hereinafter.

12/14/2012
Date

Ka Chun
Ka Chun Wong

Date

Walter R. Klappert

Date

Michael R. Nichols

Date

Brian Riegel

Date

Michael Papish

Date

Adam Powers

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Ka Chun Wong

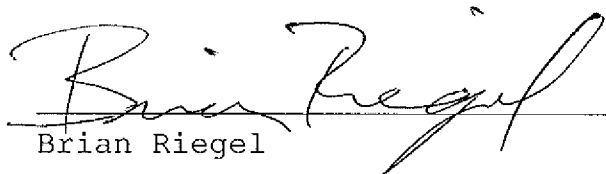
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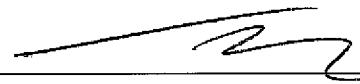
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Date Michael R. Nichols

Date Brian Riegel

April 27, 2012
Date 
Michael Papish

Date Adam Powers

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