

## 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>Interactive Sports Holdings, Inc.</td> <td>08/06/2009</td> </tr> </tbody> </table>  |                               | Name          | Execution Date                | Interactive Sports Holdings, Inc. | 08/06/2009                |       |             |                |            |              |       |
| Name  | Execution Date                |               |                               |                                   |                           |       |             |                |            |              |       |
| Interactive Sports Holdings, Inc.   | 08/06/2009                    |               |                               |                                   |                           |       |             |                |            |              |       |
| RECEIVING PARTY DATA  |                               |               |                               |                                   |                           |       |             |                |            |              |       |
| <table border="1"> <tr> <td>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 |
| 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>13527338</td> </tr> </tbody> </table>   |                               | Property Type | Number                        | Application Number:               | 13527338                  |       |             |                |            |              |       |
| Property Type   | Number                        |               |                               |                                   |                           |       |             |                |            |              |       |
| Application Number:   | 13527338                      |               |                               |                                   |                           |       |             |                |            |              |       |
| CORRESPONDENCE DATA   |                               |               |                               |                                   |                           |       |             |                |            |              |       |
| Fax Number:   | 6172359492                    |               |                               |                                   |                           |       |             |                |            |              |       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>  |                               |               |                               |                                   |                           |       |             |                |            |              |       |
| Phone:  | 212-596-9000                  |               |                               |                                   |                           |       |             |                |            |              |       |
| Email:  | tracy.chu@ropesgray.com       |               |                               |                                   |                           |       |             |                |            |              |       |
| Correspondent Name:   | Ropes & Gray LLP              |               |                               |                                   |                           |       |             |                |            |              |       |
| Address Line 1:   | 1211 Avenue of the Americas   |               |                               |                                   |                           |       |             |                |            |              |       |
| Address Line 4:   | New York, NEW YORK 10036      |               |                               |                                   |                           |       |             |                |            |              |       |
| NAME OF SUBMITTER:  | Tracy W. Chu                  |               |                               |                                   |                           |       |             |                |            |              |       |
| <p>Total Attachments: 4</p> <p>source=ITV-20_Assgmt_to_ISH_Rovi#page1.tif</p> <p>source=ITV-20_Assgmt_to_ISH_Rovi#page2.tif</p> <p>source=ITV-20_Assgmt_to_ISH_Rovi#page3.tif</p> <p>source=ITV-20_Assgmt_to_ISH_Rovi#page4.tif</p>   |                               |               |                               |                                   |                           |       |             |                |            |              |       |

CH \$40.00 13527338

## IP ASSIGNMENT AGREEMENT

### INTERACTIVE SPORTS HOLDINGS, INC. – ROVI TECHNOLOGIES CORPORATION

This Intellectual Property Assignment Agreement (“Agreement”) is entered into effective as of August 6, 2009 (“Effective Date”), by and between INTERACTIVE SPORTS HOLDINGS, INC., a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 (“Assignor”), and ROVI TECHNOLOGIES CORPORATION, a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 (“Assignee”).

The parties enter into this Agreement on the basis of the following facts, intentions and understandings:

WHEREAS, Assignor and Assignee are both subsidiaries of Rovi Corporation;

WHEREAS, Assignor desires to transfer certain assets to Assignee and Assignee desires to obtain title to those assets, which assets are identified in the attached Schedule(s) (“the Assets”);

NOW, THEREFORE, in consideration of the mutual covenants and promises of the parties, and in consideration of certain benefits including, without limitation, certain administrative efficiencies to be realized by each party, the receipt and sufficiency of all of which is hereby acknowledged, the parties agree as follows:

#### 1. Assignment.

(a) As of the Effective Date hereof, Assignor hereby assigns to Assignee all of Assignor’s rights, title and interest in and to the intellectual property listed on Schedule A hereto:

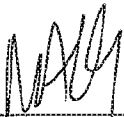
(b) As of the Effective Date hereof, Assignor hereby assigns to Assignee all of Assignor’s rights, title and interest in and to any and all intellectual property assets not listed in the Schedule(s), including but not limited to patents and patent applications, trademarks, service marks, copyrights, domain names, and trade secrets.

2. Assumption. As of the Effective Date hereof, Assignee accepts the assignment from Assignor and hereby assumes all right, title, and interest to, and any and all legal obligations regarding, the Assets.

IN WITNESS WHEREOF, the parties hereby have executed this Assignment effective as of the day and year first above written.

ASSIGNOR:

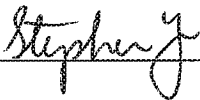
**INTERACTIVE SPORTS HOLDINGS, INC.**

By:  \_\_\_\_\_  
Mark Alloy

Treasurer

ASSIGNEE:

**ROVI TECHNOLOGIES CORPORATION**

By:  \_\_\_\_\_  
Stephen Yu

EVP & Secretary

**SCHEDULE A**

Copyrights

| Copyright Title  | Reg. No.  | Claimant                          | Reg. Date   |
|--|-----------|-----------------------------------|-------------|
| The franchise football league 1992 official fantasy football journal | TX3381947 | Interactive Sports Holdings, Inc. | 17-Aug-1992 |

Patents

| COUNTRY       | TITLE  | SERIAL NO | FILING DATE | PATENT NO | ISSUE DATE  |
|---------------|--|-----------|-------------|-----------|-------------|
| Australia     | INTERACTIVE CONTEST SYSTEM AND METHOD  | 6648490   | 22-Oct-1990 | 636411    | 23-Aug-1993 |
| Canada        | INTERACTIVE CONTEST SYSTEM AND METHOD  | 2044266   | 22-Oct-1990 | 2044265   | 19-Nov-1996 |
| United States | INTERACTIVE SYSTEM ALLOWING REAL TIME PARTICIPATION                                      | 08583408  | 05-Jan-1996 | 5860862   | 19-Jan-1999 |
| United States | INTERACTIVE TELEVISION SYSTEM AND METHODOLOGY  | 08939205  | 29-Sep-1997 | 6193610   | 27-Feb-2001 |
| United States | INTERACTIVE SYSTEM ALLOWING SIMULATED OR REAL TIME PARTICIPATION IN A LEAGUE             | 08632368  | 10-Apr-1996 | 5846132   | 08-Dec-1998 |
| United States | SYSTEMS AND METHODS FOR PROVIDING ADVERTISEMENTS IN A FANTASY SPORTS CONTEST APPLICATION | 10234726  | 30-Aug-2002 |           |             |
| United States | FANTASY SPORTS CONTEST HIGHLIGHT SEGMENTS SYSTEMS AND METHODS                            | 10234725  | 30-Aug-2002 |           |             |
| United States | INTERACTIVE GAME SYSTEM AND METHOD   | 07428866  | 27-Oct-1989 | 5018736   | 28-May-1991 |
| United States | INTERACTIVE CONTEST SYSTEM   | 07691283  | 25-Apr-1991 | 5263723   | 23-Nov-1993 |
| United States | INTERACTIVE CONTEST SYSTEM   | 08712655  | 13-Sep-1996 | 5971854   | 26-Oct-1999 |
| United States | SYSTEMS AND METHODS FOR ROSTER MANAGEMENT IN FANTASY SPORTS CONTEST APPLICATIONS         | 10234345  | 30-Aug-2002 |           |             |
| United States | SYSTEMS AND METHODS FOR PROVIDING FANTASY SPORTS CONTESTS BASED ON SUBEVENTS             | 10234986  | 30-Aug-2002 |           |             |

|               |   |          |             |         |             |
|---------------|---|----------|-------------|---------|-------------|
| United States | SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS                 | 10234906 | 30-Aug-2002 | 7548242 | 16-Jun-2009 |
| United States | SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS                 | 12485714 | 16-Jun-2009 |         |             |
| United States | SYSTEMS AND METHODS FOR PROVIDING MULTI-LEVEL FANTASY SPORTS CONTESTS IN FANTASY SPORTS CONTEST APPLICATIONS              | 10234346 | 30-Aug-2002 |         |             |
| United States | SYSTEMS AND METHODS FOR PROVIDING MULTI-LEVEL FANTASY SPORTS CONTESTS IN FANTASY SPORTS CONTEST APPLICATIONS              | 12420017 | 07-Apr-2009 |         |             |
| United States | SYSTEMS AND METHODS FOR PROVIDING ACCESS TO A FANTASY SPORTS CONTEST APPLICATION FROM MULTIPLE PLATFORMS                  | 10234277 | 30-Aug-2002 |         |             |
| United States | SYSTEMS AND METHODS FOR PROVIDING MULTIPLE USER SUPPORT FOR SHARED USER EQUIPMENT IN A FANTASY SPORTS CONTEST APPLICATION | 10234570 | 30-Aug-2002 | 7001279 | 21-Feb-2006 |
| United States | SYSTEMS AND METHODS FOR INTEGRATING DATA MINING AND OTHER MARKETING TECHNIQUES WITH FANTASY SPORTS CONTEST APPLICATIONS   | 10234869 | 30-Aug-2002 |         |             |