

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3338163

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the ASSIGNEE FROM ROVI TECHNOLOGIES, INC. TO ROVI TECHNOLOGIES CORPORATION previously recorded on Reel 035540 Frame 0684. Assignor(s) hereby confirms the INTERACTIVE SPORTS HOLDINGS, INC. TO ROVI TECHNOLOGIES CORPORATION.
CONVEYING PARTY DATA	
Name	Execution Date
INTERACTIVE SPORTS HOLDINGS, INC.	08/06/2009
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	
Property Type	Number
Application Number:	14698065
CORRESPONDENCE DATA	
Fax Number:	(617)235-9492
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	617-951-7000
Email:	liseann.ruggeri-kalil@ropesgray.com
Correspondent Name:	ROPES & GRAY LLP
Address Line 1:	PRUDENTIAL TOWER - 800 BOYLSTON STREET
Address Line 2:	IPRM DOCKETING - 43RD FLOOR
Address Line 4:	BOSTON, MASSACHUSETTS 02199
ATTORNEY DOCKET NUMBER:	002101-0020-107
NAME OF SUBMITTER:	LISE ANN.RUGGERI-KALIL
SIGNATURE:	/LISE ANN RUGGERI-KALIL/
DATE SIGNED:	05/04/2015
Total Attachments: 5	
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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3334768

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
INTERACTIVE SPORTS HOLDINGS, INC.	08/06/2009
RECEIVING PARTY DATA	
Name:	ROVI TECHNOLOGIES, INC.
Street Address:	2830 DE LA CRUZ BOULEVARD
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95050
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14698065
CORRESPONDENCE DATA	
Fax Number:	(617)235-9492
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	617-951-7000
Email:	liseann.ruggeri-kalil@ropesgray.com
Correspondent Name:	ROPES & GRAY LLP
Address Line 1:	PRUDENTIAL TOWER - 800 BOYLSTON STREET
Address Line 2:	IPRM DOCKETING - 43RD FLOOR
Address Line 4:	BOSTON, MASSACHUSETTS 02199
ATTORNEY DOCKET NUMBER:	002101-0020-107
NAME OF SUBMITTER:	LISE ANN RUGGERI-KALIL
SIGNATURE:	/Lise Ann Ruggeri-Kalil/
DATE SIGNED:	04/30/2015
Total Attachments: 4	
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source=002101-0020-0107-Assignment-ITV-to-Rovi-Technologies#page3.tif	
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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:

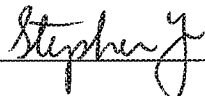
INTERACTIVE SPORTS HOLDINGS, INC.

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		