

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3416148

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AARON PETER BLOHOWIAK	06/25/2015
WALTER R. KLAPPERT	06/23/2015
MICHAEL R. NICHOLS	06/23/2015
OLIVIER CHALOUHI	06/25/2015
RECEIVING PARTY DATA	
Name:	ROVI GUIDES, 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:	14752204
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:	(212) 596-9000
Email:	petra.valentin@ropesgray.com
Correspondent Name:	ROPES & GRAY LLP
Address Line 1:	1211 AVENUE OF THE AMERICAS
Address Line 4:	NEW YORK, NEW YORK 10036
ATTORNEY DOCKET NUMBER:	003597-1349-102
NAME OF SUBMITTER:	PETRA VALENTIN
SIGNATURE:	/Petra Valentin/
DATE SIGNED:	06/26/2015
Total Attachments: 9	
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A S S I G N M E N T

Whereas we,

- 1) Aaron Peter Blohowiak;
- 2) Walter R. Klappert;
- 3) Michael R. Nichols; and
- 4) Olivier Chalouhi

residing, respectively at:

- 1) 1924 Notre Dame Ave.
Belmont, CA 94002;
- 2) 225 South Olive Street, 1303
Los Angeles, CA 90012;
- 3) 4926 Commonwealth Avenue
La Canada Flintridge, CA 91011; and
- 4) 255 S. Rengstorff Avenue, #144
Mountain View, CA 94040

have made an invention in:

SYSTEMS AND METHODS FOR AUTOMATIC FORMATTING
OF IMAGES FOR MEDIA ASSETS BASED ON PREVALENCE

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 GUIDES, 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;

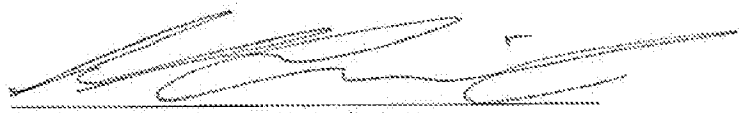
NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of us hereby sells, assigns and transfers unto the said ROVI GUIDES, INC., its successors, 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 ROVI GUIDES, 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.

As the inventors, we declare as follows:

The above-identified application was made or authorized to be made by us. We believe that we are the original inventors or original joint inventors of a claimed invention in the application. We hereby acknowledge that any willful false statement made in the declaration set forth in this paragraph is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the dates indicated hereinafter.

6/25/13
Date


Aaron Peter Blohowiak

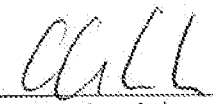
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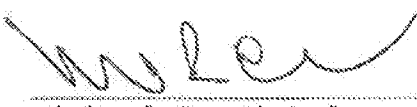
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