

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3512404

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SAMUEL MEYER	07/28/2015
RANDALL KELLEY	07/28/2015
MATTHEW EMANS	07/28/2015
WALTER R. KLAPPERT	07/31/2015
STEVEN BENNETT	07/28/2015
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:	14815635
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:	003597-1352-101
NAME OF SUBMITTER:	LISE ANN RUGGERI-KALIL
SIGNATURE:	/Lise Ann Ruggeri-Kalil/
DATE SIGNED:	09/03/2015
Total Attachments: 5	

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PATENT

REEL: 036488 FRAME: 0866

A S S I G N M E N T

Whereas we,

- 1) Samuel Meyer
- 2) Randall Kelley
- 3) Matthew Emans
- 4) Walter R. Klappert
- 5) Steven Bennett

residing, respectively at:

- 1) 34 Parmenter Street, Unit 1, Boston,
Massachusetts 02113
- 2) 79 White Street, Belmont, Massachusetts 02478
- 3) 73 Dartmouth Street, #4, Boston, Massachusetts
02116
- 4) 225 South Olive Street, #1303, Los Angeles,
California 90012
- 5) 3 Maxwell's Green, Apt. 410
Somerville, Massachusetts 02144

have made an invention in:

**SYSTEMS AND METHODS FOR NON-LINEAR OPTIMIZATION OF AUDIENCE
REACH**

and are about to make application for United States Letters Patent therefor, the same having been executed by us on even date 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 me paid, and

other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby sell, assign and transfer 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 I hereby authorize and request 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 I further agree 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 inventor, I declare as follows:

The above-identified application was made or authorized to be made by me. I believe that I am the original inventor or an original joint inventor of a claimed invention in the application. I 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, I have hereunto signed my name
on the date indicated hereinafter.

07/28/2015

Date _____

8/2/20

Samuel Meyer

7/28/15

Date _____

128/102

Randall Kelley

07/25/17

Date _____



Matthew Emans

Date _____

Walter R. Klappert

07/28/15

Date _____

24

Steven Bennett

A S S I G N M E N T

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on the date indicated hereinafter.

Date

Samuel Meyer

Date

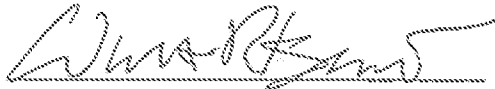
Randall Kelley

Date

Matthew Emans

7/31/15

Date



Walter R. Klappert

Date

Steven Bennett