

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ROVI GUIDES, INC.	09/24/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ROVI TECHNOLOGIES CORPORATION
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<b>City:</b>	SANTA CLARA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95050
<b>PROPERTY NUMBERS Total: 11</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	8296794
Patent Number:	8505045
Patent Number:	8239891
Patent Number:	7872655
Patent Number:	8223154
Patent Number:	8400456
Patent Number:	9047734
Application Number:	13934782
Application Number:	14198242
Application Number:	13940550
Application Number:	14698065
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<b>ATTORNEY DOCKET NUMBER:</b>	003596-0006-008
<b>NAME OF SUBMITTER:</b>	LINDA BLAKE
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<b>DATE SIGNED:</b>	10/22/2015

**Total Attachments: 5**

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**ASSIGNMENT**  
Corporate

ROVI GUIDES, INC., a Delaware corporation, having a principal place of business at 2830 De La Cruz Boulevard, Santa Clara, California 95050, USA (hereafter the "Assignor"), is the owner of the United States and foreign Patent Applications and Patents identified below (hereafter sometimes called the "Patent Applications and Patents").

ROVI TECHNOLOGIES CORPORATION, a Delaware corporation, having a principal place of business at 2830 De La Cruz Boulevard, Santa Clara, California 95050 (hereafter the "Assignee"), desires to acquire all of the rights to the Patent Applications and Patents and all inventions described and claimed therein or entitled to the benefit thereof.

THEREFORE, in consideration of the sum of One Dollar (\$1.00) US or equivalent and other good and valuable consideration paid to it, Assignor hereby sells and assigns to the Assignee the entire right, title and interest in and to the Patent Applications and Patents identified below including, without limitation, all rights to causes of action and remedies related to any of the Patent Applications and Patents identified below (including, without limitation, the right to sue, pursue damages, collect royalties, pursue injunctive relief and other remedies for past, present or future infringement), and all inventions described and claimed therein or entitled to the benefit thereof, in any and all Letters Patent therefor, and in any and all reissues, extensions, renewals, reexaminations, divisions, continuations and foreign counterparts of such applications or Letters Patent worldwide to the full end of the term or terms for which such Letters Patent issue, such entire right, title and interest to be held and enjoyed by the above-named Assignee the same as they would have been held and enjoyed by the Assignor had this Assignment and sale not been made.

<u>Country</u>	<u>Title</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Patent No.</u>	<u>Issue Date (if applicable)</u>
See Schedule A	See Schedule A	See Schedule A	See Schedule A	See Schedule A	See Schedule A

By its undersigned representative, the Assignor agrees

- a. to execute all papers necessary in connection with the Patent Applications and Patents and any continuing, divisional, reissue, reexamination or corresponding

application thereof and also to execute separate Assignment in connection with such application as the Assignee may deem necessary or expedient;

b. to execute all papers necessary in connection with any interference which may be declared concerning the Patent Applications and Patents or any continuation, division, reissue or reexamination thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference; and

c. to perform all affirmative acts which may be necessary to obtain a grant of a valid United States and foreign patent to the Assignee on any of the Patent Applications and Patents and on any continuation, division, reissue or reexamination of any of the Patent Applications and Patents.

The Assignor hereby covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict therewith.

ROVI GUIDES, INC., a Delaware corporation, certifies that it is the Assignee of the entire right, title and interest in the Patent Applications and Patents identified above.

The undersigned has reviewed the documents in the Patent Applications and Patents identified above and, to the best of undersigned's knowledge and belief, title is in the Assignor identified above.

The undersigned is empowered to sign this certificate on behalf of the Assignor.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IN WITNESS WHEREOF, executed by the Assignor's undersigned representative on the date following the undersigned's name.

ROVI GUIDES, INC.

By:

  
Pamela Sergeeff

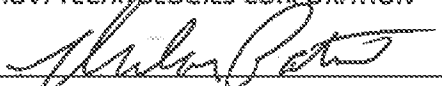
Title: Director

Date: September 24, 2015

IN WITNESS WHEREOF, executed by the Assignee's undersigned representative on the date following the undersigned's name.

ROVI TECHNOLOGIES CORPORATION

By:

  
Milan Patel

Title: Vice President of Patent Strategy

Date: September, 24/2015

Schedule A

Country	TITLE	APPLICATION NUMBER	FILING DATE	PATENT NUMBER	ISSUE DATE (if applicable)
United States	SYSTEMS AND METHODS FOR PROVIDING ADVERTISEMENTS IN A FANTASY SPORTS CONTEST APPLICATION	12/633,020	12-08-2009	8,296,794	10-23-2012
United States	SYSTEMS AND METHODS FOR PROVIDING ADVERTISEMENTS IN A FANTASY SPORTS CONTEST APPLICATION	12/769,843	04-29-2010	8,505,045	08-06-2013
United States	SYSTEMS AND METHODS FOR PROVIDING ADVERTISEMENTS IN A FANTASY SPORTS CONTEST APPLICATION	12/770,000	04-29-2010	8,239,891	08-07-2012
United States	SYSTEMS AND METHODS FOR PROVIDING ADVERTISEMENTS IN A FANTASY SPORTS CONTEST APPLICATION	13/934,782	07-03-2013	-	-
United States	FANTASY SPORTS CONTEST HIGHLIGHT SEGMENTS SYSTEMS AND METHODS	14/198,242	03-05-2014	-	-
United States	INTERACTIVE CONTEST SYSTEM	08/155,884	11-23-1993	-	-
United States	INTERACTIVE CONTEST SYSTEM	08/360,852	12-14-1994	-	-
United States	INTERACTIVE CONTEST SYSTEM	08/703,286	08-22-1996	-	-
United States	SYSTEMS AND METHODS FOR ROSTER MANAGEMENT IN FANTASY SPORTS CONTEST APPLICATIONS	13/940,550	07-12-2013	-	-
United States	SYSTEMS AND METHODS FOR PROVIDING FANTASY SPORTS CONTESTS BASED ON SUBEVENTS	13/442,631	04-09-2012	-	-
United States	SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS	12/850,106	08-04-2010	7,872,655	01-18-2011
United States	SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS	12/965,082	12-10-2010	8,223,154	07-17-2012
United States	SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS	13/527,338	06-19-2012	8,400,456	03-19-2013

United States	SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS	13/766,511	02-13-2013	9,047,734	06-02-2015
United States	SYSTEMS AND METHODS FOR INTEGRATING GRAPHIC ANIMATION TECHNOLOGIES IN FANTASY SPORTS CONTEST APPLICATIONS	14/698,065	04-28-2015	-	-
United States	SYSTEMS AND METHODS FOR INTEGRATING DATA MINING AND OTHER MARKETING TECHNIQUES WITH FANTASY SPORTS CONTEST APPLICATIONS	12/902,640	10-12-2010	-	-
PCT	INTERACTIVE SYSTEM ALLOWING SIMULATED OR REAL TIME PARTICIPATION IN A LEAGUE	PCT/US97/05924	04-09-1997	-	-
Australia	INTERACTIVE SYSTEM ALLOWING SIMULATED OR REAL TIME PARTICIPATION IN A LEAGUE	2610597	04-10-1997	-	-
Europe	INTERACTIVE CONTEST SYSTEM AND METHOD	0456780	10-22-1990	-	-
PCT	INTERACTIVE CONTEST SYSTEM AND METHOD	PCT/US1990/006053	10-22-1990	-	-
Japan	GAME MACHINE FOR OFFERING MATCH INTERACTING AMONG A NUMBER OF PARTICIPATORS	19900290626	10-22-1990	2627817	07-09-1997
Korea	INTERACTIVE CONTEST SYSTEM AND THE METHOD THEREOF	7006341991	10-22-1990	101731	07-05-1996