

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
VAZRIK ISRAELIAN	11/16/2015
WALTER R. KLAPPERT	11/16/2015
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14947178
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DATE SIGNED:	11/20/2015
Total Attachments: 3	
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A S S I G N M E N T

Whereas we,

- 1) Vazrik Israelian; and
- 2) Walter R. Klappert

residing, respectively, at:

- 1) 1832 Rosita Dr.
Glendale, California 91208; and
- 2) 225 South Olive Street, #1303
Los Angeles, California 90012

have made an invention in:

SYSTEMS AND METHODS FOR SELECTIVELY TRIGGERING
A BIOMETRIC INSTRUMENT TO TAKE MEASUREMENTS
RELEVANT TO PRESENTLY CONSUMED MEDIA

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.

11/16/15
Date:

Vazrik Israelian
Vazrik Israelian

11/16/15
Date:

Walter R. Klappert
Walter R. Klappert