

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3887036

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ROVI CORPORATION	05/19/2016
RECEIVING PARTY DATA		
Name:	ROVI GUIDES, INC.	
Street Address:	TWO CIRCLE STAR WAY	
City:	SAN CARLOS	
State/Country:	CALIFORNIA	
Postal Code:	94070	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	15162950
CORRESPONDENCE DATA		
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ATTORNEY DOCKET NUMBER:	003597-1449-101	
NAME OF SUBMITTER:	CRENA PACHECO	
SIGNATURE:	/CRENA PACHECO/	
DATE SIGNED:	05/24/2016	
Total Attachments: 3		
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ASSIGNMENT

Corporate

Rovi Corporation, a Delaware corporation, having a principal place of business at Two Circle Star Way, San Carlos, California 94070 (hereafter the "Assignor"), is the owner by respective Assignment of United States Patent Application identified below (hereafter sometimes called the "Patent Application").

Rovi Guides, Inc., a Delaware corporation, having a principal place of business at Two Circle Star Way, San Carlos, California 94070 (hereafter the "Assignee"), desires to acquire all of the rights to the Patent Application 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 Application identified below, 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 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>Rovi Corporation</u> <u>Case No.</u>	<u>Title</u>
003597-1449-101	METHODS AND SYSTEMS FOR PERFORMING NON-LINEAR REACH OPTIMIZATION

By its undersigned representative, the Assignor agrees

- a. to execute all papers necessary in connection with the Patent Application 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 Application 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 patent to the Assignee on any of the Patent Application and on any continuation, division, reissue or reexamination of any of the Patent Application.

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 Corporation, a Delaware corporation, certifies that it is the Assignee of the entire right, title and interest in the Patent Application identified above by virtue of Assignment from the inventors of the Patent Application identified above. Assignment to be recorded in the Patent and Trademark Office as identified below.

<u>Rovi Corporation Case No.</u>	<u>Title</u>
003597-1449-101	METHODS AND SYSTEMS FOR PERFORMING NON-LINEAR REACH OPTIMIZATION

The undersigned has reviewed the documents in the Patent Application 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 Corporation

By:


Pamela Sergeeff

Title: Secretary

Date:

May 19, 2016