

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT4254684

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SEAN MATTHEWS	01/31/2017
PAUL T. STATHACOPOULOS	01/31/2017
BENJAMIN H. MAUGHAN	01/23/2017
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:	15421671
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:	2125969000
Email:	joy.chapman@ropesgray.com
Correspondent Name:	ROPES & GRAY LLP
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Address Line 2:	DOCKETING DEPT.
Address Line 4:	NEW YORK, NEW YORK 10036
ATTORNEY DOCKET NUMBER:	003597-1550-101
NAME OF SUBMITTER:	JOY CHAPMAN
SIGNATURE:	/Joy Chapman/
DATE SIGNED:	02/01/2017
Total Attachments: 6	
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A S S I G N M E N T

Whereas we,

- (1) Sean Matthews
- (2) Paul T. Stathacopoulos
- (3) Benjamin H. Maughan

residing, respectively at:

- (1) 176 Galli Drive
Los Altos, California 94022
- (2) 373 Portofino Drive
San Carlos, California 94070
- (3) 2215 Westbridge Lane
Pleasanton, California 94566

have made an invention in:

SYSTEMS AND METHODS FOR SELECTING TYPE OF SECONDARY CONTENT
TO PRESENT TO A SPECIFIC SUBSET OF VIEWERS OF A MEDIA ASSET

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 Two Circle Star Way, San Carlos, CA 94070, 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,

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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.

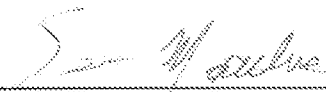
As the inventor, we each declare as follows:

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.

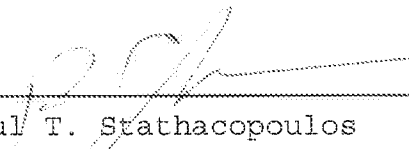
- 3 -

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

1/31/17
Date


Sean Matthews

1/31/17
Date


Paul T. Stathacopoulos

Date

Benjamin H. Maughan

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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.

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