

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JAMES BARTON	08/25/2006
	PAUL STEVENS	08/28/2006
	DAVID SANDFORD	09/01/2006
	ROBIN HAYES	08/25/2006
	MARGRET SCHMIDT	08/28/2006
	BRUCE KLEIN	08/25/2006
RECEIVING PARTY DATA		
Name:	TIVO INC.	
Street Address:	2160 GOLD STREET	
City:	SAN JOSE	
State/Country:	CALIFORNIA	
Postal Code:	95110	
PROPERTY NUMBERS Total: 2		
Property Type	Number	
Application Number:	14275792	
Application Number:	15137991	
CORRESPONDENCE DATA		
Fax Number:		
<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>		
Email:	maria.marley@hglaw.com	
Correspondent Name:	HALEY GUILIANO LLP	
Address Line 1:	75 BROAD STREET, SUITE 1000	
Address Line 4:	NEW YORK, NEW YORK 10004	
ATTORNEY DOCKET NUMBER:	113142-1072-102, 103	
NAME OF SUBMITTER:	MARIA MARLEY	
SIGNATURE:	/MARIA MARLEY/	
DATE SIGNED:	02/21/2018	
Total Attachments: 2		

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Docket No.: 60097-0403

ASSIGNMENT

WHEREAS WE, JAMES M. BARTON of Alviso, California; PAUL STEVENS of Felton, California; DAVID SANDFORD of Berkeley, California; ROBIN HAYES of Palo Alto, California; MARGRET SCHMIDT of Redwood City; and BRUCE KLEIN of Palo Alto, California, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled METHOD AND APPARATUS FOR ADVERTISEMENT PLACEMENT IN A USER DIALOG ON A SET-TOP BOX, for which an application for United States Letters Patent was filed July 24, 2006, and identified by United States Serial No. 11/492,281;

AND WHEREAS, TiVo Inc., a corporation of the State of Delaware and having an address of 2160 Gold Street, P.O. Box 2160, Alviso, California, 95002-2160 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto TiVo Inc., its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Docket No.: 60097-0403

Date

8/25/06


JAMES BARTON

Date

8/28/06


PAUL STEVENS

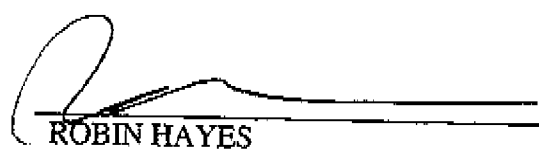
Date

9/1/06


DAVID SANDFORD

Date

6/25/06


ROBIN HAYES

Date

8/28/06


MARGRET SCHMIDT

Date

8/25/06


BRUCE KLEIN