

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KUPPAPPA DANDAPPA HARIJAN	04/11/2019
MADHUSUDHAN SRINIVASAN	04/11/2019
RECEIVING PARTY DATA	
Name:	ROVI GUIDES, INC.
Street Address:	2160 GOLD STREET
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95002
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16370318
CORRESPONDENCE DATA	
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<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>	
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NAME OF SUBMITTER:	MARIA MARLEY
SIGNATURE:	/MARIA MARLEY/
DATE SIGNED:	04/12/2019
Total Attachments: 2	
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A S S I G N M E N T

Whereas we,

- (1) Kuppappa Dandappa Harijan; and
- (2) Madhusudhan Srinivasan;

residing, respectively at:

- (1) 101, 2nd Floor, Beside Ram Temple
Bangalore, 560037, India; and
- (2) 232, 2nd Cross, Pool Ave Road, Karthiknagar
Bangalore, 560037, India;

have made an invention in:

**SYSTEMS AND METHODS FOR PERSONALIZING MESSAGES
BASED ON A RECIPIENT RELATIONSHIP**

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on March 29, 2019 as United States Application No. 16/370,318; 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 2160 Gold Street, San Jose, CA 95002, 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 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.

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

04/11/2019
~~11/11/2019~~
Date

B. Srinivas
Kuppappa Dandappa Harijan

04/11/2019
Date

S. Madhusudan
Madhusudhan Srinivasan