

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL HOFFMAN	05/03/2019
RECEIVING PARTY DATA	
Name:	ROVI GUIDES, INC.
Street Address:	2160 GOLD STREET
City:	SAN JOSE
State/Country:	CALIFORNIA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16400371
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NAME OF SUBMITTER:	TRACY W. CHU
SIGNATURE:	/Tracy W. Chu/
DATE SIGNED:	05/10/2019
Total Attachments: 2	
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source=003597-2228-101 Assignment#page2.tif	

A S S I G N M E N T

Whereas I, Michael Hoffman;
residing, respectively at:

5210 Lakedale Drive
Durham, NC 27713, USA;

have made an invention in:

CHURN ANALYSIS AND METHODS OF INTERVENTION

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on May 1, 2019 as United States Application No. 16/400,371; 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 me paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I 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

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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 I 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 I further agree 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, I 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, I have hereunto signed my name on the date indicated hereinafter.

3 MAY 19

Date

Michael Hoffman

Michael Hoffman