

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5578123

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Execution Date
ROVI EUROPE LIMITED	07/25/2016

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:	16444411

CORRESPONDENCE DATA**Fax Number:** (646)219-6229*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.***Phone:** 6469732500**Email:** TRACY.CHU@HGLAW.COM**Correspondent Name:** HALEY GUILIANO LLP**Address Line 1:** 75 BROAD STREET**Address Line 2:** SUITE 1000**Address Line 4:** NEW YORK, NEW YORK 10004

ATTORNEY DOCKET NUMBER:	003597-1340-102
NAME OF SUBMITTER:	TRACY W. CHU
SIGNATURE:	/Tracy W. Chu/
DATE SIGNED:	06/18/2019

Total Attachments: 3

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ASSIGNMENT

Corporate

Rovi Europe Limited, a United Kingdom corporation, having a principal place of business at Braywick Gate, Braywick Road, Maidenhead, Berkshire, SL6 1DA, United Kingdom (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, USA (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>Docket No.</u>	<u>Title</u>
003597-1340-101	METHOD FOR ENHANCING A USER VIEWING EXPERIENCE WHEN CONSUMING A SEQUENCE OF MEDIA

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 Europe Limited, a United Kingdom 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>Docket No.</u>	<u>Title</u>
003597-1340-101	METHOD FOR ENHANCING A USER VIEWING EXPERIENCE WHEN CONSUMING A SEQUENCE OF MEDIA

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 Europe Limited

By: 
Pamela Sergeeff

Title: Director

Date: 25 July 2016