

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT5616257

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PARASURAMAN RAMAKRISHNAN	02/14/2018
MICHAEL A. MONTALTO	02/14/2018
POK-CHING LEE	02/14/2018
WENDY CHEANG	02/14/2018
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:	16510309
CORRESPONDENCE DATA	
Fax Number:	(646)219-6229
<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:	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:	003597-1823-103
NAME OF SUBMITTER:	TRACY W. CHU
SIGNATURE:	/Tracy W. Chu/
DATE SIGNED:	07/12/2019
Total Attachments: 3	
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A S S I G N M E N T

Whereas we,

- (1) Parasuraman Ramakrishnan
- (2) Michael A. Montalto
- (3) Pok-Ching Lee
- (4) Wendy Cheang

residing, respectively at:

- (1) Boston, MA 02128
- (2) 103 Homestead Circle
South Hamilton, MA 01982
- (3) Waltham, MA
- (4) 34 Sullivan Sq
Charlestown, MA 02129

have made an invention in:

SYSTEMS AND METHODS FOR CUSTOMIZING DELIVERY OF ADVERTISEMENTS

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 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

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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.

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

2/14/2018
Date


2/14/18
Date

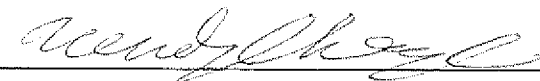
02/14/2018
Date

2/14/2018
Date


Parasuraman Ramakrishnan


Michael A. Montalto


Pok-Ching Lee


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