

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TIMOTHY JACOB FENNELLY	07/27/2017
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:	16783949
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NAME OF SUBMITTER:	LINDA BLAKE
SIGNATURE:	/Linda Blake/
DATE SIGNED:	02/07/2020
Total Attachments: 2	
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A S S I G N M E N T

Whereas I, Timothy Jacob Fennelly;

residing at: 17 Condor Rd
Reading, MA 01867

have made an invention in:

**SYSTEMS AND METHODS FOR IDENTIFYING AND CORRELATING AN
ADVERTISED OBJECT FROM A MEDIA ASSET WITH A DEMANDED OBJECT FROM
A GROUP OF INTERCONNECTED COMPUTING DEVICES EMBEDDED IN A LIVING
ENVIRONMENT OF A USER**

and am about to make application for United States Letters
Patent therefor, the same having been executed by me on even
date 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 Two Circle Star Way, San
Carlos, CA 94070, 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 sell,
assign and transfer 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,

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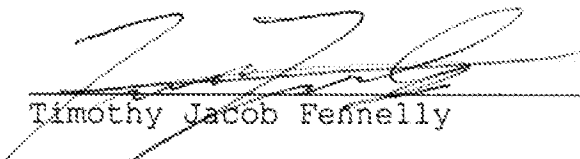
and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, 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 I hereby authorize and request 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.

7/27/17
Date:


Timothy Jacob Fennelly