

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT6931800

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
VIKRAM MAKAM GUPTA	09/23/2021
VISHWAS SHARADANAGAR PANCHAKSHARIAH	09/21/2021
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:	17410177
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Email:	kristen.sison@hglaw.com
Correspondent Name:	HALEY GUILIANO LLP
Address Line 1:	111 NORTH MARKET STREET, SUITE 900
Address Line 4:	SAN JOSE, CALIFORNIA 95113
ATTORNEY DOCKET NUMBER:	003597-2574-101
NAME OF SUBMITTER:	KRISTEN E. SISON
SIGNATURE:	/Kristen E. Sison/
DATE SIGNED:	09/23/2021
Total Attachments: 4	
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source=003597-2574-101-Assignment#page4.tif	

ASSIGNMENT

Whereas we,

- (1) Vikram Makam Gupta; and
- (2) Vishwas Sharadanagar Panchaksharaiah;

residing, respectively at:

- (1) #538 Acharya Layout, Garuthman Park,
Basavanagudi, RV Road,
Bangalore, Karnataka 560004, India; and
- (2) #07 s/o Panchaksharaiah, Garden House, Anagondanahalli
Rangapura Post, Tiptur, Tumkur District 572201, India;

have made an invention in:

**SYSTEMS AND METHODS FOR SELECTIVELY PROVIDING SUPPLEMENTAL
CONTENT DURING PRESENTATION OF MEDIA ASSET**

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on **August 24, 2021**, and assigned U.S. Patent Application Serial No. **17/410,177**; 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

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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.

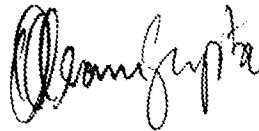
As the inventor, we each declare as follows:

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.

23-Sep-2021

Date



Vikram Makam Gupta

Date

Vishwas Sharadanagar Panchakshariaiah

ASSIGNMENT

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- (2) Vishwas Sharadanagar Panchaksharaiah;

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- 2 -

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.

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

Date

21 Sep 2021

Date

Vikram Makam Gupta

Vishwas . S P.

Vishwas Sharadanagar Panchakshariaiah