

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7268580

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MADHUSUDHAN SRINIVASAN	07/15/2019
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:	17715654	
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:	003597-2269-103	
NAME OF SUBMITTER:	TRACY W. CHU	
SIGNATURE:	/Tracy W. Chu/	
DATE SIGNED:	04/07/2022	
Total Attachments: 2		
source=003597-2269-103 Assignment#page1.tif		
source=003597-2269-103 Assignment#page2.tif		

A S S I G N M E N T

Whereas I, Madhusudhan Srinivasan;
residing at: 232, 2nd Cross, Pool Ave Road
Bangalore, 560037 India;

have made an invention in:

**ENHANCING A SOCIAL MEDIA POST WITH CONTENT THAT
IS RELEVANT TO THE AUDIENCE OF THE POST**

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on June 27, 2019 as United States Application No. 16/454,627; 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 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, I have hereunto signed my name on the date indicated hereinafter.

07/15/19
Date:


Madhusudhan Srinivasan