

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TiVo Inc.		06/13/2005	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TiVo Brands LLC
<b>Street Address:</b>	2160 Gold Street
<b>City:</b>	Alviso
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95002
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 25**

Property Type	Number	Word Mark
Registration Number:	2433047	CAN'T MISS TV
Registration Number:	2557972	
Registration Number:	2698124	IPREVIEW
Registration Number:	2526316	
Registration Number:	2832944	OVERTIME SCHEDULER
Registration Number:	2599712	PERSONAL VIDEO RECORDER
Registration Number:	2840463	PRIMETIME ANYTIME
Registration Number:	2628679	SEE IT, WANT IT, GET IT!
Registration Number:	2920968	
Registration Number:	2920969	
Registration Number:	2642755	TIVO
Registration Number:	2423757	TIVO
Registration Number:	2566471	TIVO
Registration Number:	2538482	TIVO

**CH \$640.00 2433047**

Registration Number:	2566472	TIVO
Registration Number:	2627060	TIVO
Registration Number:	2436483	TIVO CENTRAL
Registration Number:	2561006	
Registration Number:	2792734	TIVO, TV YOUR WAY
Registration Number:	2450586	TIVOLUTION
Registration Number:	2744747	TIVOMATIC
Registration Number:	2381556	WHAT YOU WANT, WHEN YOU WANT IT
Serial Number:	76587005	
Serial Number:	76586898	
Serial Number:	78333889	WISHLIST

**CORRESPONDENCE DATA**

Fax Number: (415)659-7300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 415-659-7000  
Email: tmdocket@dlapiper.com  
Correspondent Name: Kimberly G. Russell  
Address Line 1: 333 Market Street  
Address Line 2: Suite 3200  
Address Line 4: San Francisco, CALIFORNIA 94105-2150

NAME OF SUBMITTER:	Mary Kathryn Lee
Signature:	/Mary Kathryn Lee/
Date:	06/14/2005

Total Attachments: 2  
source=tivo assignment US#page1.tif  
source=tivo assignment US#page2.tif

**TRADEMARK ASSIGNMENT – UNITED STATES OF AMERICA**

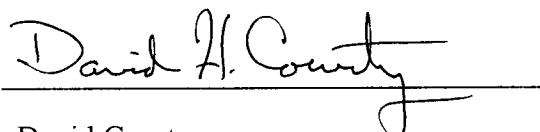
**WHEREAS**, TiVo Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 2160 Gold Street, Alviso, California 95002 (hereinafter “Assignor”) has adopted, used and is using the list of trademarks and the corresponding trademark applications and registrations as set forth in Attachment A (hereinafter “Trademark Portfolio”);

**WHEREAS**, TiVo Brands LLC, a Delaware limited liability company, having a principal place of business at 2160 Gold Street, Alviso, California 95002 (hereinafter “Assignee”) is desirous of acquiring said Trademark Portfolio;

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all of Assignor’s right, title and interest in and to said Trademark Portfolio, along with the goodwill associated therewith and symbolized thereby.

**Assignor:**

TiVo Inc.

By:   
Name: David Courtney  
Title: Executive Vice President | Group  
Executive, Corporate Products & Services  
Group | Chief Financial Officer  
Date: June 13, 2005

**ATTACHMENT A (TO ASSIGNMENT OF U.S. TRADEMARKS)**

<b><u>MARK</u></b>	<b><u>APPLICATION NO.</u></b>	<b><u>REGISTRATION NO.</u></b>
Ascending sound mark	76/587005	
CAN'T MISS TV		2433047
Instant Replay Design		2557972
IPREVIEW		2698124
Jump Design		2526316
OVERTIME SCHEDULER		2832944
PERSONAL VIDEO RECORDER		2599712
PRIMETIME ANYTIME		2840463
SEE IT, WANT IT, GET IT!		2628679
Sound mark	76/586898	
Thumbs down design		2920968
Thumbs up design		2920969
TIVO		2642755
TIVO		2423757
TIVO and Design		2566471
TIVO and Design (old)		2538482
TIVO and Design (sad)		2566472
TIVO and Smile Design		2627060
TIVO CENTRAL		2436483
TiVo Design (rear view)		2561006
TIVO, TV YOUR WAY		2792734
TIVOLUTION		2450586
TIVOMATIC		2744747
WHAT YOU WANT, WHEN YOU WANT IT		2381556
WISHLIST	78/333889	