

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TiVo Inc.		12/07/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	TiVo Brands LLC		
Street Address:	2160 Gold Street		
City:	Alviso		
State/Country:	CALIFORNIA		
Postal Code:	95002		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75842050	SEASON PASS	
CORRESPONDENCE DATA			
Fax Number:	(510)295-2401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	510-841-9800		
Email:	trademarks@campcobalt.com		
Correspondent Name:	Tsan Abrahamson/Cobalt LLP		
Address Line 1:	819 Bancroft Way		
Address Line 4:	Berkeley, CALIFORNIA 94710		
ATTORNEY DOCKET NUMBER:	SEASON PASS ASSIGNMENT		
NAME OF SUBMITTER:	Gregory S. Soltys		
Signature:	/Gregory S. Soltys/		
Date:	12/11/2006		

CH \$40.00 75842050

Total Attachments: 1
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, TiVo Inc., a Delaware corporation with an address of 2160 Gold Street, Alviso, CA 95002, is using or intends to use the mark SEASON PASS, bearing the Serial No. 75842050, (the "Mark") in commerce and has filed an intent-to-use application with the United States Patent and Trademark Office, but has not yet filed an Amendment to Allege Use or a Statement of Use for the application, and;


WHEREAS, TiVo Inc. is assigning all right, title, and interest in and to the Mark and pending intent-to-use application therefor, together with the goodwill of the business symbolized by the Mark and the pending application, in the above-referenced application as part of the portion of the business thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, TiVo Brands LLC, a Delaware limited liability company with an address of 2160 Gold Street, Alviso, CA 95002, the successor of the portion of the ongoing and existing business to which the mark pertains, is desirous of acquiring the said mark and pending intent-to-use application therefor:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, TiVo Inc. hereby assigns to TiVo Brands LLC. all right, title and interest in the United States in and to the above-mentioned trademark, together with the goodwill of the business symbolized by said trademark and the pending application for registration.

Signed at ALVISO, CA, on this 7 day of DECEMBER, 2006.

TIVO INC.

By:  _____

Name: MATTHEW ZINN

Title: SENIOR VICE PRESIDENT & GENERAL COUNSEL