

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
All Media Guide, LLC		08/17/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Rovi Data Solutions, Inc.		
Street Address:	2830 De La Cruz Boulevard		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95050		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	2770550	AMG	
Registration Number:	2770707	AMG SONICGUIDE	
Registration Number:	2867155	AMG SONICGUIDE	
Registration Number:	2770713	AMG ALL GAME GUIDE	
Registration Number:	2957304	ALL GAME GUIDE	
Registration Number:	2470084	AMG ALL-MEDIA GUIDE	
Registration Number:	2567762	AMG ALL-MEDIA GUIDE	
Registration Number:	2418753	AMG ALL-MEDIA GUIDE	
Registration Number:	2468166	AMG ALL-MOVIE GUIDE	
Registration Number:	2468165	AMG ALL-MOVIE GUIDE	
Registration Number:	2174790	AMG ALL-MOVIE GUIDE	
Registration Number:	2202651	ALL MUSIC GUIDE	
Registration Number:	2206668	ALL MUSIC GUIDE	
Registration Number:	2076960	ALL-MUSIC GUIDE	

CH \$490.00 2770550

Registration Number:	2320323	MUSIC MAP
Registration Number:	3631887	TAPESTRY
Registration Number:	2358245	EXPLORE MOVIES
Registration Number:	2400509	EXPLORE MUSIC
Registration Number:	3640065	LASSO

CORRESPONDENCE DATA

Fax Number: (408)567-1800

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: barbara.skliba@rovicorp.com

Correspondent Name: Patent Department, Rovi Corporation

Address Line 1: 2830 De La Cruz Boulevard

Address Line 4: Santa Clara, CALIFORNIA 95050

NAME OF SUBMITTER:

Barbara Skliba

Signature:

/Barbara Skliba/

Date:

09/24/2009

Total Attachments: 4

source=AllMediaGuideLLCtoRDSTMandCopyrightIPAssignment#page1.tif

source=AllMediaGuideLLCtoRDSTMandCopyrightIPAssignment#page2.tif

source=AllMediaGuideLLCtoRDSTMandCopyrightIPAssignment#page3.tif

source=AllMediaGuideLLCtoRDSTMandCopyrightIPAssignment#page4.tif

IP ASSIGNMENT AGREEMENT

ALL MEDIA GUIDE, LLC – ROVI DATA SOLUTIONS, INC.

This Intellectual Property Assignment Agreement (“Agreement”) is entered into effective as of August 17, 2009 (“Effective Date”), by and between ALL MEDIA GUIDE, LLC, a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 (“Assignor”), and ROVI DATA SOLUTIONS, INC., a Delaware Corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara, California, USA 95050 (“Assignee”).

The parties enter into this Agreement on the basis of the following facts, intentions and understandings:

WHEREAS, Assignor and Assignee are both subsidiaries of Rovi Corporation;

WHEREAS, Assignor desires to transfer certain assets to Assignee and Assignee desires to obtain title to those assets ;

NOW, THEREFORE, in consideration of the mutual covenants and promises of the parties, and in consideration of certain benefits including, without limitation, certain administrative efficiencies to be realized by each party, the receipt and sufficiency of all of which is hereby acknowledged, the parties agree as follows:

1. Assignment.

- (a) As of the Effective Date hereof, Assignor hereby assigns to Assignee all of Assignor’s rights, title and interest in and to the intellectual property listed on Schedule A hereto;
- (b) As of the Effective Date hereof, subject to subsection (c) below, Assignor hereby assigns to Assignee all of Assignor’s rights, title and interest in and to any and all intellectual property not listed in the Schedule(s), including but not limited to trademarks, service marks, copyrights, domain names, and trade secrets;
- (c) This Agreement specifically EXCLUDES any and all U.S. and foreign patents and/or patent applications; and
- (d) The intellectual property referred to above in subsections (a) and (b) of this Section 1 shall be referred to herein as the Assets.

2. Assumption. As of the Effective Date hereof, Assignee accepts the assignment from Assignor and hereby assumes all right, title, and interest to, and any and all legal obligations regarding, the Assets.

IN WITNESS WHEREOF, the parties hereby have executed this Assignment effective as of the day and year first above written.

ASSIGNOR:


ALL MEDIA GUIDE, LLC

By:  _____
Mark Alloy

Treasurer

ASSIGNEE:

ROVI DATA SOLUTIONS, INC.

By:  _____
Stephen Yu

EVP & Secretary

SCHEDULE A

Trademarks

Country	Class	Trademark Name	Appl. No.	Filed	Reg. No.	Reg. Date
United States	42	AMG (and Design)	75/832284	26-Oct-1999	2770550	07-Oct-2003
United States	9	AMG SONICGUIDE	76/235163	04-Apr-2001	2770707	07-Oct-2003
United States	41	AMG SONICGUIDE	76/235164	04-Apr-2001	2867155	27-Jul-2004
United States	41	AMG ALL GAME GUIDE	76/239928	12-Apr-2001	2770713	07-Oct-2003
United States	41	ALL GAME GUIDE	78/401523	14-Apr-2004	2957304	31-May-2005
United States	9	AMG ALL-MEDIA GUIDE	75/532933	07-Aug-1998	2470084	17-Jul-2001
United States	16	AMG ALL-MEDIA GUIDE	75/532932	07-Aug-1998	2567762	07-May-2002
United States	42	AMG ALL-MEDIA GUIDE	75/692836	28-Apr-1999	2418753	09-Jan-2001
United States	9	AMG ALL-MOVIE GUIDE	75/532931	07-Aug-1998	2468166	10-Jul-2001
United States	16	AMG ALL-MOVIE GUIDE	75/532930	07-Aug-1998	2468165	10-Jul-2001
United States	42	AMG ALL-MOVIE GUIDE	75/296249	22-May-1997	2174790	21-Jul-1998
United States	9	ALL MUSIC GUIDE	75/296248	22-May-1997	2202651	10-Nov-1998
United States	16	ALL MUSIC GUIDE	75/296247	22-May-1997	2206668	01-Dec-1998
United States	42	ALL-MUSIC GUIDE	75/027675	04-Dec-1995	2076960	08-Jul-1997
United States	42	MUSIC MAP	75/469593	17-Apr-1998	2320323	22-Feb-2000
United States	9, 42	TAPESTRY	77/032354	30-Oct-2006	3631887	02-Jun-2009
United States	42	EXPLORE MOVIES	75/426650	30-Jan-1998	2358245	13-Jun-2000
United States	42	EXPLORE MUSIC	75/412953	02-Jan-1998	2400509	31-Oct-2000
United States	9, 42	LASSO	77/032343	30-Oct-2006	3640065	16-Jun-2009

SCHEDULE A (continued)

Copyrights

Title of Work Authorship	Registration Number	Effective Date of Registration
All Movie Guide	TX5382212	22-Jun-01
All Music Guide	TX5382211	22-Jun-01
All Game Guide	TX5382213	22-Jun-01
All Movie Guide update	TX5382214	22-Jun-01
All Music Guide update	TX5382215	22-Jun-01
All Music Guide	TX3606350	23-Aug-93
All Music Guide	TX5271081	29-Mar-01
All Music Guide	TX5271082	29-Mar-01
All Music Guide to Country	TX5271084	29-Mar-01
All Music Guide to Jazz	TX3880706	14-Sep-94
All Music Guide to Jazz	TX5271088	29-Mar-01
All Music Guide to Jazz	TX5271090	29-Mar-01
All Music Guide to Rock	TX5271087	29-Mar-01
All Music Guide to Rock	TX5271089	29-Mar-01
All Music Guide to the Blues	TX5271083	29-Mar-01
All Music Guide to the Blues	TX5271085	29-Mar-01