

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/28/2009		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Jumptheshark.com, Inc.		08/03/2010
			<b>Entity Type</b>
			CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TV Guide Entertainment Group, Inc.		
<b>Street Address:</b>	1800 North Highland Avenue		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90028		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	2321722	JUMP THE SHARK
	Registration Number:	3367172	JUMP THE SHARK
	Registration Number:	3242418	STUMP THE SHARK
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)235-9493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-596-9000		
<b>Email:</b>	trademarks@ropesgray.com		
<b>Correspondent Name:</b>	Erica M. Fischer, Ropes & Gray LLP		
<b>Address Line 1:</b>	1211 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	107417-0001 JUMP SHARK		
<b>NAME OF SUBMITTER:</b>	Erica M. Fischer		

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**TRADEMARK  
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Signature:	/Erica M. Fischer/
Date:	08/05/2010
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**Assignment Nunc Pro Tunc**

**WHEREAS**, Jumptheshark.Com, Inc. ("Assignor"), a Delaware corporation with its principal offices at 2830 De La Cruz Blvd, Santa Clara, California 95050, adopted and used the trademarks shown on the attached Schedule A (the "Trademarks"), and obtained and owned the corresponding applications and registrations for the Trademarks as listed on Schedule A;

**WHEREAS**, Gemstar-TV Guide International, Inc. ("Gemstar") and Rovi Technologies Corporation ("Rovi"), each a Delaware corporation with its principal offices at 2830 De La Cruz Blvd, Santa Clara, California 95050, are affiliates of Assignor and under common ownership with Assignor as wholly-owned subsidiaries of Rovi Corporation;

**WHEREAS**, Gemstar and certain of its affiliates entered into an Equity Purchase Agreement dated as of January 5, 2009, pursuant to the terms of which they agreed to cause, and did cause, Assignor to transfer the Trademarks to TV Guide Entertainment Group, Inc. ("Assignee") effective as of February 28, 2009 (the "Effective Date");

**WHEREAS**, the conveyance of the Trademarks, and all business and goodwill associated therewith, to Assignee was not separately memorialized in writing;

**WHEREAS**, in July 2009, Assignor informally merged its assets into Rovi, after which Rovi carried on the business of Assignor as a going concern;

**WHEREAS**, Assignor ceased to exist as a corporate entity on August 25, 2009; and,

**WHEREAS**, Stephen Yu [served as General Counsel of Assignor from May 2, 2008 until its dissolution, and has] served as the General Counsel of Rovi from June 25, 2009 to the present.

**NOW THEREFORE**, as Assignor conveyed the Trademarks to Assignee as of February 28, 2009 and Assignee is the successor to Assignor with respect thereto, this nunc pro tunc assignment is being executed now in order to clarify the ownership of the Trademarks, and to confirm that Assignor did assign unto Assignee all rights, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the marks, and any and all causes of action which Assignor now has or hereafter may have for any past, present or future infringement or interference with any of the Trademarks.

**Rovi Technologies Corporation**  
As successor in interest to  
**Jumptheshark.Com, Inc.**

By: Stephen Yu  
Stephen Yu  
EVP & Secretary

Dated: Aug 31, 2010

**Schedule A**

MARK	COUNTRY	FILED	SERIAL #	REG. DATE	REG. #	CLASS	STATUS
JUMP THE SHARK	USA	3/19/1999	75/663710	2/22/2000	2321722	41	Registered
JUMP THE SHARK	USA	7/18/2006	78/931637	1/8/2008	3367172	16 38 41	Registered
STUMP THE SHARK	USA	6/26/2006	78/937595	5/15/2007	3242418	41	Registered