

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM298994

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DigitalSmiths, Inc.		03/19/2014	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: 14			
Property Type	Number	Word Mark	
Serial Number:	85947520	UNIFIED DATA SERVICE	
Registration Number:	4202426	DIGITALSMITHS SEAMLESS DISCOVERY	
Registration Number:	4073727	DIGITALSMITHS FANATICAL VIDEO DISCOVERY	
Registration Number:	3937319	SMARTFEED	
Registration Number:	3002870	MEDIA ACCESS PRO	
Registration Number:	4338981	METAFRAME	
Registration Number:	3809540	DIGITALSMITHS	
Registration Number:	3809511	VIDEOSENSE	
Registration Number:	3809510	UNLEASH MEDIA. BUILD AUDIENCE.	
Registration Number:	3359118	VIDEOSENSE	
Registration Number:	3380356	DIGITALSMITHS THE VIDEO SEARCH COMPANY	
Registration Number:	3478532	SCENEMAKER	
Registration Number:	3478527	GET TO THE GOOD STUFF	
Registration Number:	3662256	VIDEO SNACKING	
CORRESPONDENCE DATA			
Fax Number:	6508497400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650 843 5000		
Email:	trademarks@cooley.com		
TRADEMARK			

CH \$365.00 85947520

Correspondent Name:	Lori F. Mayall / Cooley LLP
Address Line 1:	1299 Pennsylvania Avenue, NW, Suite 700
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	202640-20000
--------------------------------	--------------

NAME OF SUBMITTER:	Lori F. Mayall
---------------------------	----------------

SIGNATURE:	/Lori F. Mayall/
-------------------	------------------

DATE SIGNED:	03/24/2014
---------------------	------------

Total Attachments: 3

source=Digitalsmiths Assignment#page1.tif

source=Digitalsmiths Assignment#page2.tif

source=Digitalsmiths Assignment#page3.tif

Trademark Assignment Agreement

This Trademark Assignment Agreement (the "Agreement") is made effective as of the date last signed below by and between, Digitalsmiths, Inc., a Delaware corporation ("Assignor"), and TiVo Brands LLC, a Delaware limited liability company with its principal place of business at 2160 Gold Street, Alviso, California 95002 ("Assignee").

WHEREAS, Assignor owns certain trademark filings, unregistered, and common law rights in the trademarks referenced in Exhibit A ("the Marks");

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor hereby assigns and transfers to Assignee, its successors and assigns, all its right, title and interest in and to the Marks, including all common law rights in the United States and all other countries and jurisdictions of the world, together with the goodwill of the business symbolized by the Marks, and all intellectual property rights to which the Marks pertain.

2. Assignor hereby assigns to Assignee all causes of action, claims and rights to damages or profits, due or accrued, arising out of past infringement of the Marks, or injury to the goodwill associated with the Marks, as well as the rights to sue for and recover the Marks in Assignee's own name.

3. Assignor represents and warrants that it will cooperate in any actions necessary for Assignee to prosecute, renew or register its rights, title and interests in and to the Marks and any related trademark applications and registrations, and to cooperate in any actions brought to enforce the rights accompanying this Assignment against third parties.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Trademark Assignment Agreement to be duly executed and delivered as of the date last signed below.

ASSIGNOR:

DIGITALSMITHS, INC.

By: 

Print Name: LAURENCE DENNY

Title: Asst. Corp. Sec.

Date: 3/19/14

ASSIGNEE:

TIVO BRANDS LLC

By: 


Print Name: MATTHEW ZINN

Title: Authorized Signatory

Date: 3/19/14

EXHIBIT A

United States

Mark	Class	Filing Date	App. No.	Reg. Date	Reg. No.
UNIFIED DATA SERVICE	42	May 31, 2013	85947520		
DIGITALSMITHS SEAMLESS DISCOVERY	9 42	January 31, 2012	85530187	4202426	September 4, 2012
DIGITALSMITHS FANATICAL VIDEO DISCOVERY and Design 	35 42	April 29, 2011	85308876	4073727	December 20, 2011
SMARTFEED	42	July 16, 2010	85086619	3937319	March 29, 2011
MEDIA ACCESS PRO	9	February 23, 2004	78372350	3002870	September 27, 2005
METAFRAME	42	June 16, 2009	77761211	4338981	May 21, 2013
DIGITALSMITHS	35 42	July 13, 2009	77779727	3809540	June 29, 2010
VIDEOSENSE	42	July 1, 2009	77772035	3809511	June 29, 2010
UNLEASH MEDIA. BUILD AUDIENCE.	35 42	July 1, 2009	77772031	3809510	June 29, 2010
VIDEOSENSE	35	April 11, 2007	77153621	3359118	December 25, 2007
DIGITALSMITHS THE VIDEO SEARCH COMPANY	35 42	January 18, 2007	77085995	3380356	February 12, 2008
SCENEMAKER	38	December 29, 2006	76670944	3478532	August 5, 2008
GET TO THE GOOD STUFF	38	November 1, 2006	76668361	3478527	August 5, 2008
VIDEO SNACKING	38	September 8, 2006	76665750	3662256	August 4, 2009

1225418 v1/HN