

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM322702

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900305493		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DivX, LLC		09/22/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rovi Corporation		
<b>Street Address:</b>	2830 De La Cruz Boulevard		
<b>City:</b>	Santa Clara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95050		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4615897	STASH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6503911395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	650-391-1380		
<b>Email:</b>	DBrodybrown@LRRLaw.com		
<b>Correspondent Name:</b>	Dana Brody-Brown, Lewis Roca Rothgerber		
<b>Address Line 1:</b>	4300 Bohannon Drive, Suite 230		
<b>Address Line 4:</b>	Menlo Park, CALIFORNIA 94025		
<b>ATTORNEY DOCKET NUMBER:</b>	50310-00404/TB		
<b>NAME OF SUBMITTER:</b>	Dana Brody-Brown		
<b>SIGNATURE:</b>	/Dana Brody-Brown/		
<b>DATE SIGNED:</b>	11/10/2014		
<b>Total Attachments: 2</b>			
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source=STASH Assignment of Intellectual Property Rights (2014 09 22)#page2.tif			

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

**WHEREAS**, DivX, LLC, a Delaware limited liability company, with its principal place of business located at 4780 Eastgate Mall, San Diego, CALIFORNIA 92121 ("ASSIGNOR") is the owner and applicant of record of United States Trademark Application Serial Number 85896852 and the trademark STASH ("the Trademarks");

**AND WHEREAS**, Rovi Corporation, a Delaware corporation, having a place of business at 2830 De La Cruz Boulevard, Santa Clara CALIFORNIA 95050 ("ASSIGNEE") wants to acquire the entire right, title and interest in and to the Trademarks and ASSIGNOR is willing to enter into such assignment;

**AND WHEREAS**, Rovi Corporation is the successor in interest to the portion of the business of DivX, LCC that pertains to the Trademarks.

**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged,

**ASSIGNOR** further does hereby sell, assign, transfer and set over to **ASSIGNEE** the entire right, title and interest in and to the Trademarks, for all goods and services, and all rights and privileges pertaining to said marks, together with the part of the goodwill of the business connected with the use of and symbolized by the marks, and any priority rights associated therewith, including priority under International Agreements, Treaties and Conventions for the protection of intellectual property, and including the right to sue or otherwise bring action and to collect and receive damages therefrom, for past, present and future infringement or dilution thereof, and in and to all rights corresponding to the foregoing throughout the world;

**ASSIGNOR** further agrees that it shall render all reasonable assistance to **ASSIGNEE**, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said marks and trademark applications and to perfect the record title of **ASSIGNEE** in and to said marks and trademark applications; and

**ASSIGNOR** hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith;

**IN TESTIMONY WHEREOF**, I, the **Assignor**, hereunto set my hand this 22 day of September, 2014.

**ASSIGNOR: DivX, LLC**

Signed: \_\_\_\_\_

Name: Trevor Renfield

Title: Chief Financial Officer

STATE OF \_\_\_\_\_ )  
COUNTY OF SAN DIEGO )

On 9-22-14 before me SARA HEALY, Notary Public, personally appeared TREVOR RENFIELD personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Sara Shan Healy  
Signature of Notary



# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

State of California

County of SAN DIEGO

On 9-22-14 before me, SARA HEALY - NOTARY,  
Date Here Insert Name and Title of the Officer

personally appeared TREVOR RENTFIELD  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature: Sara Healy  
Signature of Notary Public

## OPTIONAL

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

### Description of Attached Document

Title or Type of Document: ASSIGNMENT OF INTELLECTUAL PROPERTY

Document Date: 9-22-14 Number of Pages: 1

Signer(s) Other Than Named Above: \_\_\_\_\_

### Capacity(ies) Claimed by Signer(s)

Signer's Name: TREVOR RENTFIELD Signer's Name: \_\_\_\_\_

☒ Corporate Officer — Title(s): CEO ☐ Corporate Officer — Title(s): \_\_\_\_\_

☐ Individual ☐ Individual

☐ Partner — ☐ Limited ☐ General ☐ Partner — ☐ Limited ☐ General

☐ Attorney in Fact ☐ Attorney in Fact

☐ Trustee ☐ Trustee

☐ Guardian or Conservator ☐ Guardian or Conservator

☐ Other: \_\_\_\_\_ ☐ Other: \_\_\_\_\_

Signer Is Representing: SELF Signer Is Representing: \_\_\_\_\_