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SERVICE MARK
PRINCIPAL REGISTER

TIVO CENTRAL

TIVO INC. (DELAWARE CORPORATION)
2160 GOLD STREET
P.O. BOX 2160
ALVISO, CA 950022160

FOR: ENTERTAINMENT SERVICES, PROVIDING ON SCREEN, INTERACTIVE GUIDE FOR SELECTING, ADMINISTERING AND MAINTAINING PERSONALIZED TELEVISION PROGRAMMING, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

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ANN LINNEHAN, EXAMINING ATTORNEY