

SWEEPSTAKES OFFICIAL RULES

THESE ARE THE OFFICIAL RULES FOR THE “TIVO BACK TO SCHOOL” SWEEPSTAKES (THE “SWEEPSTAKES”).

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR TO WIN A PRIZE IN THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE AN ENTRANT’S CHANCE OF WINNING A PRIZE IN THE SWEEPSTAKES. THE SWEEPSTAKES IS INTENDED FOR PLAY SOLELY IN THE UNITED STATES, AND THE SWEEPSTAKES WILL BE GOVERNED BY ALL APPLICABLE U.S. LAWS AND REGULATIONS. A PERSON SHOULD NOT ENTER THE SWEEPSTAKES IF HE/SHE IS NOT LOCATED IN THE UNITED STATES OR IF HE/SHE OTHERWISE IS NOT ELIGIBLE AT THE TIME OF ENTRY. THE SWEEPSTAKES IS SUBJECT TO THESE OFFICIAL RULES AND IS VOID WHERE PROHIBITED.

1. SPONSOR AND ADMINISTRATOR: TiVo Inc., 2160 Gold Street, San Jose, California 95002. Twitter Inc. (“Twitter”) is not a sponsor or administrator of the Sweepstakes and is not otherwise affiliated with the Sweepstakes or with Sponsor.

2. ELIGIBILITY: To be eligible to enter the Sweepstakes and potentially to win a prize in the Sweepstakes, an individual must: (a) be a legal resident of one of the fifty (50) United States or the District of Columbia; (b) be eighteen (18) years of age (or if different, the age of majority in the state where such individual resides) or older at the time of entry; and (c) have both a valid email address and an active Twitter account. Employees, officers, directors, Brand Ambassadors or agents of Sponsor, or of Sponsor’s parent, subsidiaries, affiliates, sales representatives, distributors, retailers, advertising agencies, marketing agencies, promotion agencies, or of any other service agencies involved with the Sweepstakes (collectively, the “**Promotion Entities**”), and members of the immediate families of any such persons (i.e., spouses, domestic partners, children, step-children, grandchildren, step-grandchildren, siblings, parents, step-parents, grandparents, step-grandparents, and all of their respective spouses), and/or individuals living in the same household as any such persons (whether or not related), are not eligible to enter the Sweepstakes or to win any prize in the Sweepstakes. Participation in the Sweepstakes constitutes each entrant’s full and unconditional agreement to, and acceptance of, these Official Rules. Winning a prize in the Sweepstakes is subject to the fulfillment of all requirements stated in these Official Rules. The Sweepstakes is void (i) outside of the eligible geographic area defined in subsection (a) above and (ii) wherever prohibited by law. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

3. PROMOTION PERIOD: The Sweepstakes starts at 10:00 a.m., Pacific Time (“PT”), on September 4, 2014 and ends at 11:00 a.m., PT, on September 4, 2014 (the “**Promotion Period**”). During the Promotion Period, and as described more fully in Section 4 below, participants in the Sweepstakes will be tweeting with TiVo and its Brand Ambassadors on topics related to kids returning to school for the new school year (the “**Tweet Subject**”).

4. HOW TO ENTER THE SWEEPSTAKES:

(a) Each individual otherwise satisfying each of the eligibility criteria set forth in Section 2 above who possesses an active individual Twitter account and who tweets at TiVo’s handle (@TiVo) at www.twitter.com (the “**Website**”) on the Tweet Subject during the Promotion Period (each such tweet, an “**Entry**”) will be entered automatically into the Sweepstakes. For clarification, an Entry is a tweet that (i) responds to a question, or (ii) presents a new question or statement, that is relevant to the Tweet Subject. A tweet about a

hardware question, for example, does not qualify as an Entry. Every separate new tweet (but **not** any retweet) by a Sweepstakes entrant on the Tweet Subject during the Promotion Period will constitute a separate Entry, thereby increasing an entrant's chances of winning one of six (6) prizes (as described in Section 7 below) slated to be awarded in the Sweepstakes. Each Entry must comply with each provision of these Official Rules to be considered an eligible Entry. All entrants and potential winners in the Sweepstakes must have an active Twitter account both (A) at the time of Sweepstakes entry and (B) at the time of the announcement of potential winners in the Sweepstakes.

(b) Automated entries into the Sweepstakes are prohibited, and any such use will be disqualified. Entrants may not enter the Sweepstakes with multiple email addresses or with multiple Twitter accounts, and entrants may not use any other device or artifice to enter the Sweepstakes multiple times or as multiple entrants. If it is discovered that any entrant has entered or attempted to enter the Sweepstakes multiple times or using multiple identities or using multiple email addresses or using multiple Twitter accounts, then each and every Entry of such entrant will be declared null and void, and such entrant immediately and automatically will be disqualified from (i) any further participation in the Sweepstakes and (ii) potentially winning any prize in the Sweepstakes. Each Entry will be subject to Twitter's Terms of Use (found at www.twitter.com), and each Entry must comply fully with each of the entry requirements set forth in these Official Rules. The appearance of all or any portion of a tweeted Entry on the www.tivo.com website (the "Website") is not a confirmation, representation or warranty by Sponsor (or by any of its representatives) that the Entry is compliant with these Official Rules or otherwise eligible. Sponsor's decisions as to whether an Entry has complied with these Official Rules, and is otherwise eligible, are final, binding and non-appealable in all respects and may be made by Sponsor at any time. Entries that fail to meet each of the eligibility and other requirements of these Official Rules may not be acknowledged and may be disqualified automatically, in Sponsor's sole discretion. Sponsor is not responsible for any incorrect or inaccurate entry information, whether caused by (A) Internet users, (B) any of the equipment or programming associated with or utilized in the Sweepstakes or the Website, or (C) any technical or human error which may occur in the processing of Entries.

(c) By submitting an Entry, each entrant agree to defend, indemnify, hold harmless, and release (i) Sponsor, (ii) all of the other Promotion Entities, and (iii) Twitter from and against any and all claims, demands, actions, causes of action, judgments, liability, damages, losses, injuries, costs and expenses (including, without limitation, attorneys' fees) brought against or suffered or incurred by Sponsor, by any of the other Promotion Entities, or by Twitter, arising out of or in connection with: (A) the entrant's participation in the Sweepstakes, (B) the entrant's acceptance, receipt, possession, use or misuse of any prize that he/she may be awarded in the Sweepstakes; (C) the entrant's breach of any representation, warranty, covenant, agreement or other provision in these Official Rules; or (D) the use, in whole or in part, by Sponsor or by any of the other Promotion Entities of any Entry (or portion thereof) that the entrant has submitted in the Sweepstakes. By participating in the Sweepstakes, each entrant agrees to these Official Rules, which are final, binding and non-appealable in all respects.

5. SWEEPSTAKES ENTRY REQUIREMENTS:

(a) By submitting an Entry(ies) in the Sweepstakes, each entrant warrants and represents that each Entry conforms to these Official Rules. To be eligible, an Entry must be written entirely in English. The following guidelines set by Sponsor apply to each Entry: (i) The entrant must own all rights in and to the Entry and must possess the full and unencumbered right to grant to Sponsor a non-exclusive but irrevocable, perpetual, worldwide, fully paid, royalty-free and otherwise unrestricted license to display, post, publish, use and otherwise exploit the Entry (including any and all material embodied in the Entry); (ii) the Entry must not (A) be sexually explicit or suggestive, (B) be unnecessarily violent, (C) be disparaging, denigrative or derogatory of any ethnic, racial, gender, religious, professional, age, or sexual orientation group, (D) be profane or pornographic, (E) contain

nudity, (F) promote or encourage (the participation in or use of), sanction, condone, or otherwise refer to any illegal, immoral, or materially dangerous or unsafe activity, including without limitation any activity involving alcohol, illegal drugs, gambling, tobacco, or firearms/weapons, (G) contain any particular political agenda or message, (H) be obscene, offensive, defamatory, libelous, threatening or harassing, (I) endorse any form of hate or hate group, or (J) include any other inappropriate or objectionable content or material (as determined by Sponsor in the exercise of its sole discretion); (iii) the Entry must not defame, misrepresent or contain disparaging remarks about (A) Sponsor, (B) any of the other Promotion Entities, (C) Twitter, (D) the products or services produced or distributed by any such entities, or (E) any other people, products or companies; (iv) the Entry must not infringe, violate or misappropriate any copyright, trademark, service mark, logo, trade dress (such as distinctive packaging or building exteriors/interiors), trade secret, patent, or any other intellectual property or proprietary right(s) of any party (In other words, an Entry must not incorporate, use or refer to any intellectual property owned by others, including but not limited to music, photographs, sculptures, paintings, graphics and other works of art or images, whether published on or in websites, books, television programming, movies, videos, or any other media now known or hereafter devised. Sponsor does not permit the infringement of other parties' rights, and the use in any Entry of materials not original to the entrant is grounds for disqualification of the Entry from, and of the entrant from participation in, the Sweepstakes.); (v) the Entry must not incorporate the name, voice, likeness, persona, or performance of any party, or otherwise contain any materials that infringe or violate any individual's right of privacy or right of publicity, unless the entrant has obtained, in advance and in writing, all rights necessary (A) to permit such entrant to use the same in connection with his/her Entry and (B) to enable such entrant to grant each and all of the rights herein granted to Sponsor; (vi) the Entry must not advertise, market or promote any brand, product or service of any kind (other than Sponsor's own branded products and services), including but not limited to the brand, product or service of any of Sponsor's (or any of the other Promotion Entities') competitors; (vii) the Entry must not contain any personal identification (such as license plate numbers, personal names, e-mail addresses, or street addresses), unless the entrant has obtained the express advance written authorization to publicly display the same; (viii) the Entry must not communicate any message or image inconsistent with the positive images and/or goodwill with which Sponsor wishes to associate; and (ix) the Entry must not violate any applicable law or regulation.

(b) EACH ENTRANT HEREBY REPRESENTS AND WARRANTS TO SPONSOR AND TO ALL OF THE OTHER PROMOTION ENTITIES THAT NO ENTRY BY SUCH ENTRANT CONTRAVENES, INFRINGES, VIOLATES OR MISAPPROPRIATES ANY PERSON'S OR ENTITY'S COPYRIGHT, TRADEMARK, SERVICE MARK, MORAL RIGHTS, RIGHT OF PRIVACY, RIGHT OF PUBLICITY, OR OTHER INTELLECTUAL PROPERTY OR PROPRIETARY RIGHTS.

(c) If any entrant or other person or entity thinks that any Entry infringes his/her/its intellectual property rights, then he/she may report such alleged infringement by contacting Sponsor at: Attention Legal: DMCA Registered Agent, TiVo Inc., 2160 Gold Street, San Jose, California 95002-2160. EACH SWEEPSTAKES ENTRANT AND OTHER READER OF THESE OFFICIAL RULES HEREBY ACKNOWLEDGES, AGREES AND UNDERSTANDS THAT ENTRIES/ENTRY EXCERPTS/TWEETS POSTED TO THE WEBSITE ARE NOT EDITED BY SPONSOR AND EXPRESS PURELY THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR (OR OF ANY OF THE OTHER PROMOTION ENTITIES OR OF TWITTER) IN ANY MANNER.

(d) Any waiver by Sponsor of any provisions of these Official Rules does not constitute a general waiver of any requirement or obligation on the part of Sweepstakes entrants that may be set forth herein; Sponsor reserves the right to waive any or all of the Sweepstakes Entry requirements set forth herein, in the exercise of Sponsor's sole discretion. By submitting an Entry, each entrant agrees that: (i) the Entry is gratuitous and made without restriction; (ii) the Entry will not place Sponsor under any obligation; (iii) Sponsor is free (A) to disclose the Entry and the materials, content and ideas

contained in the Entry on a non-confidential basis to anyone and/or (B) otherwise to use and exploit (irrevocably, in perpetuity, and otherwise without restriction) any and all such materials, content and ideas, without any additional compensation to such entrant and without any further approval by such entrant. By entering the Sweepstakes, each entrant acknowledges, agrees and understands that Sponsor has no obligation to display, post, publish or otherwise use any Entry that such entrant submits. Each Sweepstakes entrant further acknowledges, agrees and understands that, by acceptance of his/her Entry(ies), Sponsor does not waive any rights to use similar or related materials, content and/or ideas previously known to Sponsor, or developed by Sponsor's employees, or obtained from sources other than such entrant. By submitting an Entry(ies), each Entrant hereby warrants and represents that each such Entry: (I) is the entrant's original work, (II) has not previously been exhibited, displayed, posted, published, disseminated or otherwise exploited, (III) has not previously received any awards, honors or other recognition, (IV) does not and will not infringe, violate or misappropriate the copyright, trademark, service mark, trade secret, patent, right of privacy, right of publicity, or any other intellectual property, proprietary or other rights of any party; and (V) does not and will not infringe, violate or misappropriate the rights of any third party if and when such Entry is displayed, posted or published on the Website, elsewhere on the Internet, or in or on any other media (whether now known or hereafter devised). Each entrant shall defend, indemnify, hold harmless, and release Sponsor, each of the other Promotion Entities, and Twitter from and against any and all claims, demands, actions, causes of action, judgments, liability, damages, losses, injuries, costs and expenses (including, without limitation, attorneys' fees) arising out of or relating to the breach or alleged breach of any representation, warranty or agreement contained in this Section 5.

(e) ALL SWEEPSTAKES ENTRANTS ARE SUBJECT TO VERIFICATION BY SPONSOR, AT SPONSOR'S SOLE DISCRETION, AND ANY POTENTIAL WINNER OF ANY PRIZE IN THE SWEEPSTAKES MUST BE CONFIRMED BY SPONSOR TO HAVE MET ALL SWEEPSTAKES ELIGIBILITY REQUIREMENTS AND OTHERWISE TO HAVE COMPLIED WITH ALL PROVISIONS OF THESE OFFICIAL RULES BEFORE SUCH ENTRANT IS DECLARED AN ACTUAL WINNER OF ANY PRIZE IN THE SWEEPSTAKES.

6. WINNER SELECTION: Shortly after the conclusion of the Promotion Period (at or about 2:00 p.m., PT) on September 4, 2014, (a) one (1) potential "**First-Place Prize**" winner and (b) five (5) potential "**Second-Place Prize**" winners (as such Prizes are described in Section 7 below) will be selected by means of a random drawing to be conducted by Sponsor (or by Sponsor's agent or designee) from among all eligible Entries received by Sponsor during the Promotion Period (the "**Drawing**"). Odds of a particular entrant winning a prize in the Sweepstakes depend on (i) the total number of eligible Entries received by Sponsor from all entrants during the Promotion Period and (ii) the number of eligible Entries submitted by such entrant, and received by Sponsor, during the Promotion Period. The potential prize winners will be subject to eligibility verification by Sponsor, and the actual prize winners may (in Sponsor's sole discretion) be announced via Twitter.

7. PRIZES: The number of prizes, prize descriptions, and approximate retail value ("ARV") of each prize slated to be awarded in this Sweepstakes are provided below. Each Sweepstakes entrant can win a maximum of only one (1) prize in the Sweepstakes. For clarification, a winner of a swag bag cannot also win the DVR unit. If a prize (or component of a prize) cannot be awarded for any reason, Sponsor reserves the right (exercisable in its sole discretion) to substitute such prize (or component, as applicable) with another prize of substantially equal or greater monetary value. Prizes are non-transferable, non-returnable, non-exchangeable, and not redeemable for cash by the recipients thereof, and prizes must be accepted as awarded, with no substitutions of any kind (subject solely to the immediately preceding sentence). The prompt reporting and prompt payment of any and all applicable federal, state, and local taxes (including income and withholding taxes) on the value of a particular prize, as well as any other costs and expenses associated with prize acceptance, receipt or use and not specified herein as provided by Sponsor, are the sole and full responsibility of the winner of that particular prize, regardless of whether the prize is used (in whole or in part). In this regard, an IRS Form 1099 may be issued to the winner of any prize in the Sweepstakes. All prizes awarded in the Sweepstakes are awarded "as is", with no representation,

warranty or guarantee, either express or implied, by Sponsor or by any of the other Promotion Entities. All prize details are at Sponsor's sole discretion. Unclaimed prizes will not be awarded. The prizes to be awarded in the Sweepstakes are solely the following:

(a) One (1) "**First-Place Prize**" will be awarded to the one (1) First-Place Prize winner. The First-Place Prize will consist solely of one (1) TiVo Roamio Pro DVR unit (the "DVR"), with a Product Lifetime Service ("PLS") subscription for the DVR. (Such PLS subscription lasts for the lifetime of the DVR, not of the user, and such PLS subscription may not be transferred to another TiVo device.) The precise model, style, color and features of the DVR shall be determined by Sponsor in its sole discretion. The First-Place Prize does not include any accessories or any insurance/protection plan. The First-Place Prize will be shipped via ground service to the First-Place Prize winner, at the street/ mailing address (not a post office box number) theretofore provided by the First-Place Prize winner to Sponsor, such shipment to be made within within approximately six (6) weeks after Sponsor's receipt and approval of the completed and signed Affidavit and Release documentation (as described in Section 8(a) below) for the First-Place Prize Winner. The cost of shipping the First-Place Prize to the First-Place Prize winner will be borne by Sponsor, with the precise means and mode of shipping, and the particular shipping carrier, to be determined by Sponsor in its sole discretion. The ARV of the First-Place Prize is One Thousand Ninety-Nine Dollars and Ninety-Eight Cents (\$1,099.98).

(b) A "**Second-Place Prize**" will be awarded to each of five (5) Second-Place Prize winners. Each Second-Place Prize will consist solely of a "swag bag" containing a TiVo -branded plush doll, pen and tote, with the precise size, type/style and materials for each of these swag bag items to be determined by TiVo in its sole discretion. A Second-Place Prize will be shipped via ground service to each of the five (5) Second-Place Prize winners, at the street/ mailing address (not a post office box number) theretofore provided by each such Second-Place Prize winner to Sponsor, such shipment to be made within approximately six (6) weeks after Sponsor's receipt and approval of the completed and signed Affidavit and Release documentation (as described in Section 8(a) below) for each such Second-Place Prize winner. The cost of shipping the Second-Place Prize to each Second-Place Prize winner will be borne by Sponsor, with the precise means and mode of shipping, and the particular shipping carrier, to be determined by Sponsor in its sole discretion. The ARV of each Second-Place Prize is Nineteen Dollars and Ninety-Nine Cents (\$19.99). The aggregate ARV of all five (5) Second-Place Prizes is Ninety-Nine Dollars and Ninety-Five Cents (\$99.95). The aggregate ARV of the First-Place Prize and the five (5) Second-Place Prizes is One Thousand One Hundred Ninety-Nine Dollars and Ninety-Three Cents (\$1,199.93).

8. CLAIMING AND ACCEPTANCE OF PRIZES; VERIFICATION OF PRIZE WINNERS; NAME AND LIKENESS RIGHTS:

(a) Potential prize winners in the Sweepstakes will be contacted by email within approximately forty-eight (48) hours after the date and time of the Drawing (as defined in Section 6 above). The contact notification will include instructions on how to claim the particular prize which such entrant tentatively has been selected to potentially receive. If (i) a potential prize winner is determined to be ineligible or not in compliance with these Official Rules, (ii) a potential prize winner declines to accept a prize, (iii) Sponsor is unable to contact a potential prize winner within seventy-two (72) hours of the initial attempt, (iv) a potential prize winner fails to complete, sign and return to Sponsor the "**Release Documentation**" (as defined below) within seven (7) days of Sponsor's issuance thereof, or (v) a prize notification or a prize is returned as undeliverable to a potential prize winner, then the prize will be deemed forfeited by such potential prize winner, and an alternate potential prize winner for the same forfeited prize will be selected by means of another random drawing to be conducted by Sponsor (or by Sponsor's agent or designee) from among all remaining Entries received by Sponsor during the Promotion Period. Each and any potential prize winner may be required to furnish proof of identification and to complete, sign and return to Sponsor, within seven (7) days of Sponsor's issuance thereof and without any alteration thereof, an Affidavit of Eligibility/Liability Release and, where lawful, a Publicity Release (collectively, the "**Release**

Documentation”).

(b) Sponsor shall not be held responsible for any (i) change of email address or other contact information of any entrant(s) or (ii) delay in awarding any prize(s) for any reason outside of Sponsor’s control.

(c) By accepting a prize, each prize winner in the Sweepstakes consents to the exhibition, display, posting, publication, use and other exploitation of his/her Entry(ies) (or any excerpt(s) thereof, and as may be edited by Sponsor in its sole discretion) and his/her first and last name, city and state of residence, likeness (photographic or simulated), voice, quotes and other statements relating to the Sweepstakes or to Sponsor, without further compensation to, notification to, or permission of such prize winner, in any and all advertising, marketing, promotional, publicity or other trade materials issued by or on behalf of Sponsor (or any of Sponsor’s related entities) in any and all media (whether now known or hereafter devised), in perpetuity, throughout the world and without restriction, except where prohibited by law.

9. BINDING ARBITRATION:

(a) Any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator, as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon in writing by the parties, in accordance with the procedural rules for commercial disputes set forth in the then-prevailing Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”), and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and the arbitrator shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration section is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, the balance of this arbitration provision shall remain in full force and effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision(s) were not contained herein. If, however, the portion of this arbitration section that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be deemed null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon the filing of a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty (60) days after the demand for arbitration is made, unless further extended by the mutual written agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS SECTION 9 SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. AN INDIVIDUAL SHOULD NOT ENTER THE SWEEPSTAKES IF HE/SHE DOES NOT AGREE TO HAVE EACH AND ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

(b) BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (i) ANY AND ALL DISPUTES, CLAIMS, ACTIONS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED IN OR IN CONNECTION WITH THE SWEEPSTAKES, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING

ARBITRATION (AS SET FORTH ABOVE), WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (ii) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES OR COURT COSTS BE AWARDED OR RECOVERABLE; (iii) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE ENTITLED (A) TO OBTAIN ANY AWARD FOR, AND EACH ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, EXEMPLARY, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES, AND/OR (B) TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (iv) AN ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY), AND EACH ENTRANT HEREBY IRREVOCABLY WAIVES ANY RIGHT TO SEEK OR OBTAIN ANY FORM OF INJUNCTIVE OR OTHER EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW LIMITATIONS ON OR EXCLUSION OF LIABILITY, SO SOME OR ALL OF THE LIMITATIONS SET FORTH IN SUBSECTIONS 9(b)(ii), 9(b)(iii) AND 9(b)(iv) ABOVE MAY NOT APPLY TO EVERY ENTRANT.

10. OWNERSHIP/USE OF ENTRIES: BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY (OR A PORTION OF HIS/HER ENTRY, AS SUCH ENTRY MAY BE EDITED BY SPONSOR IN ITS SOLE DISCRETION) MAY BE DISPLAYED/POSTED/PUBLISHED ON SPONSOR'S WEBSITE, AT SPONSOR'S SOLE DISCRETION. Submission of an Entry grants to Sponsor, and to its affiliates, agents and successors, an unlimited, irrevocable, worldwide and perpetual license and right to exhibit, display, post, publish, use, publicly perform, adapt, edit, modify and/or otherwise exploit the Entry in any way, in any and all media (whether now known or hereafter devised), without limitation, and without any compensation or consideration to, and without any approval right by, the entrant.

11. COMPLIANCE WITH OFFICIAL RULES; BINDING NATURE OF SPONSOR'S DECISIONS: By entering the Sweepstakes, each entrant: (a) acknowledges his/her compliance with, and agreement to be bound by, these Official Rules, including all eligibility requirements; and (b) agrees to be bound by all decisions of Sponsor, at Sponsor's sole discretion, which decisions shall be final, binding and non-appealable in all matters relating to the Sweepstakes. All issues of interpretation with regard to these Official Rules or the operation or administration of the Sweepstakes will be decided by Sponsor, in the exercise of Sponsor's sole discretion. Each Sweepstakes entrant hereby further agrees to waive any right to claim ambiguity in the Sweepstakes or in these Official Rules, except where such waiver is prohibited by applicable law. Any Sweepstakes entrant who has not complied with these Official Rules is subject to disqualification from further participation in the Sweepstakes and from consideration for any prize in the Sweepstakes, and all Entries associated with such disqualified entrant will be deemed null and void.

12. LATE OR NON-RECEIVED ENTRIES: Sponsor is not responsible for any late, lost, damaged, stolen, misdirected, mutilated, garbled, illegible, indecipherable, incomplete, unreadable, or inaccurate submissions of Entries. Proof of submission and/or transmission of an Entry at any particular time (e.g., screenshots or captures of an Entry, etc.) does not constitute proof of delivery of such Entry to Sponsor within the Promotion Period. Sponsor's clock is the official timekeeping device for the Sweepstakes.

13. NO UNDERMINING OF SWEEPSTAKES OPERATION: Sponsor reserves the right to disqualify any entrant's Entries, and consequently any entrant's entitlement to potentially receive a prize in the Sweepstakes, if, in Sponsor's sole determination, such entrant has attempted to undermine the legitimate operation of the Sweepstakes by tampering, cheating, harassment (of other participants and/or of Sponsor), hacking, deception, or other fraudulent, deceptive, unfair or unsafe playing practices (including any Entries generated by script, macro, robotic, programmed, or any other automated means or by any other means which subvert the Sweepstakes entry process).

14. IDENTIFICATION OF ENTRANT: If a dispute arises regarding who submitted an Entry, the Entry will be deemed to have been submitted by the authorized account holder of the Twitter account/email address provided at the time of entry. "Authorized account holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

15. WAIVER OF CLAIMS:

(a) As a condition of entering the Sweepstakes, each entrant hereby agrees irrevocably and in perpetuity to release Sponsor, all of the other Promotion Entities, Twitter, and each such entity's respective officers, directors, employees and agents, from and against any and all claims, actions, causes of action, judgments, liability, losses, damages, injuries, costs and expenses incurred with respect to (i) participating in the Sweepstakes, (ii) the awarding, acceptance, receipt, possession, and/or use or misuse of any prize in or in connection with the Sweepstakes, or (iii) any participation in any prize-related activities.

(b) Each entrant hereby specifically agrees and understands that all rights under Section 1542 of the Civil Code of California ("Section 1542") and under any similar law of any state or territory of the United States that may be applicable to any of the above-set forth releases are hereby expressly and forever waived. In this regard, Section 1542 provides in pertinent part that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER, MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases contained in these Official Rules are intended (i) to apply to all claims not known and/or not suspected by an entrant to exist and (ii) to waive the effect of any and all applicable laws or regulations requiring the intent to release future unknown claims.

16. GOVERNING LAW; JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the respective rights and obligations of entrants and Sponsor in connection with the Sweepstakes, shall be governed exclusively by, and construed exclusively in accordance with, (a) the laws of the State of California, without regard to any conflicts/choice of law principles, and (b) the federal laws of the United States of America. To the extent that (for whatever reason) a Sweepstakes-related dispute is not being decided by binding arbitration pursuant to Section 9 above, each entrant hereby irrevocably consents to submit to the exclusive personal and subject matter jurisdiction and exclusive venue of the state and federal courts located in Santa Clara County in the State of California, with respect to any and all Sweepstakes-related disputes, legal actions, and other legal proceedings.

17. SWEEPSTAKES OPERATION: Sponsor hereby specifically reserves the right, exercisable at its sole discretion, to cancel, suspend or modify the Sweepstakes at any time, if fraud, technical failures (including, for example, any network server or hardware failure, viruses, bugs, errors in programming, etc.), or any other errors or other causes of any kind corrupt the administration, security, safety, fairness, integrity or proper play of the Sweepstakes. In the event of a cancellation of the Sweepstakes, Sponsor reserves the right to select the potential prize winners in the Sweepstakes from among all eligible, non-suspect Entries received by Sponsor up until the time of such cancellation. In no event will Sponsor be liable for more than the stated number of prizes available in the prize category in question.

18. NO SPONSOR LIABILITY FOR SWEEPSTAKES INTERRUPTIONS OR ERRORS: Neither Sponsor nor any of the other Promotion Entities warrant or represent that access to the Sweepstakes will be uninterrupted. Neither Sponsor, nor any of the other Promotion Entities, nor Twitter is responsible for any problems that may arise in connection with the Sweepstakes, including but not limited to: (a) interrupted, inaccessible or unavailable networks, servers, satellites,

Internet Service Providers or websites, or other connection, availability or accessibility problems; (b) (i) communications failures, (ii) jumbled, scrambled, delayed or misdirected computer, telephone or cable transmissions, or (iii) hardware or software malfunctions, failures or difficulties; (c) (i) failure of personal computers and/or software and hardware configurations, (ii) any technical malfunctions, failures or difficulties, or (iii) printing, clerical, typographical or other errors in connection with the processing of entries, the offering or announcement of any prize in the Sweepstakes, any prize notification documents relating to the Sweepstakes, or any other matter(s) in connection with the administration of the Sweepstakes; (d) any other errors of any kind relating to the Sweepstakes, whether human, mechanical, clerical, electronic, or technical in nature; (e) incorrect or inaccurate capture of information, or failure to capture any particular information, in connection with the Sweepstakes; or (f) damage to a user's computer system occasioned by participation in the Sweepstakes or by downloading any information necessary to participate in the Sweepstakes.

19. SPONSOR'S REMEDIES IN EVENT OF PROHIBITED CONDUCT: Any attempt by an entrant or any other individual to deliberately damage any website or to undermine the legitimate operation of the Sweepstakes, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. If any such an attempt is made, Sponsor reserves the right to seek and obtain (a) any and all available remedies, including criminal prosecution, and (b) damages from and against any such individual, to the fullest extent permitted by law. Any entrant who engages in any of the foregoing activities may, at the sole discretion of Sponsor: (i) be disqualified from any further participation in the Sweepstakes and from consideration for potentially receiving a prize in the Sweepstakes; (ii) have all entries associated with such entrant be deemed null and void; and/or (iii) be required immediately and automatically to forfeit any prize that he/she theretofore may have been tentatively selected to potentially receive in the Sweepstakes.

20. SEVERABILITY: The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision(s) of these Official Rules. In the event that any provision of these Official Rules is determined to be invalid or otherwise unenforceable or illegal, these Official Rules (a) shall otherwise remain in full force and effect and (b) shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

21. WINNERS' LIST: To receive the names of the prize winners in the Sweepstakes, a person should send a written request, including a self-addressed, stamped envelope, to: TiVo Back to School Sweepstakes Promotion, c/o TiVo Inc., 2160 Gold Street, San Jose CA 95002, Attention: Public Relations Department. Such requests may be submitted from and after September 11, 2014 and must be received by Sponsor by no later than October 17, 2014. Residents of the State of Vermont may omit return postage.

22. MARKETING AND PRIVACY: Please refer to Sponsor's privacy policy located at <http://www.tivo.com/legal/privacy> for important information regarding the collection, use and disclosure of personal information by Sponsor (and by its related entities). Information collected in connection with Entries will be used for marketing purposes. By entering the Sweepstakes, each entrant hereby specifically consents to receive marketing emails with updates and promotions from TiVo (and from TiVo's affiliates and agencies). An entrant may follow instructions contained in each email communication for opting out of the receipt of future email communications from TiVo ; provided, however, that even if an entrant exercises such opt-out right, Sponsor nevertheless hereby specifically is granted the right to use the email address such entrant has provided for the purpose of Sponsor's notifying such entrant that he/she has been tentatively selected as a potential prize winner in the Sweepstakes.

TIVO BACK TO SCHOOL SWEEPSTAKES

ABBREVIATED RULES

No purchase necessary to enter or to win. Void where prohibited. Open to legal residents of the United States and the District of Columbia who are at least 18 years of age at the time of entry and who possess a valid email address and active Twitter account. Sweepstakes entry period begins at 10:00 a.m., Pacific Time ("PT"), on September 4, 2014 and ends at 11:00 a.m., PT, on September 4, 2014. For complete Official Rules, including entry instructions and prize details, visit www.tivo.com/ . Sponsor: TiVo In