

BARTON JAMES M  
Form 4  
April 07, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
BARTON JAMES M

2. Issuer Name and Ticker or Trading Symbol  
TIVO INC [TIVO]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
2160 GOLD STREET, P.O. BOX 2160  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
04/05/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
CTO

ALVISO, CA 95002-2160

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership: Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	04/05/2010		M		\$ 4.14 116,577	D	
Common Stock	04/05/2010		S <sup>(1)</sup>		\$ 16.93 110,326 <u>(2)</u>	D	
Common Stock	04/05/2010		M		\$ 4.14 204,075	D	
Common Stock	04/05/2010		S <sup>(1)</sup>		\$ 16.93 110,326 <u>(2)</u>	D	
	04/05/2010		M		\$ 7.24 197,588	D	

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Common Stock								
Common Stock	04/05/2010	S <sup>(1)</sup>	87,262	D	\$ 16.93 (2)	110,326	D	
Common Stock	04/05/2010	M	14,571	A	\$ 7.24	124,897	D	
Common Stock	04/05/2010	S <sup>(1)</sup>	14,571	D	\$ 16.93 (2)	110,326	D	
Common Stock	04/05/2010	M	175,000	A	\$ 6.18	285,326	D	
Common Stock	04/05/2010	S <sup>(1)</sup>	175,000	D	\$ 16.95	110,326	D	
Common Stock	04/05/2010	M	105,858	A	\$ 6.18	216,184	D	
Common Stock	04/05/2010	S <sup>(1)</sup>	105,858	D	\$ 16.93 (2)	110,326	D	
Common Stock	04/05/2010	M	2,141	A	\$ 6.18	112,467	D	
Common Stock	04/05/2010	S <sup>(1)</sup>	2,141	D	\$ 16.93 (2)	110,326	D	
Common Stock	04/05/2010	S <sup>(1)</sup>	7,598	D	\$ 16.93 (2)	102,728	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)			
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	A	N

Incentive Stock Option (right to buy)	\$ 4.14	04/05/2010	M <sup>(1)</sup>	6,251	04/02/2005	03/02/2015	Common Stock
Incentive Stock Option (right to buy)	\$ 6.18	04/05/2010	M <sup>(1)</sup>	2,141	04/21/2007	03/21/2017	Common Stock
Incentive Stock Option (right to buy)	\$ 7.24	04/05/2010	M <sup>(1)</sup>	14,571	04/29/2006	03/29/2016	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 4.14	04/05/2010	M <sup>(1)</sup>	93,749	04/02/2005	03/02/2015	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 6.18	04/05/2010	M <sup>(1)</sup>	175,000	04/21/2007	03/20/2017	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 6.18	04/05/2010	M <sup>(1)</sup>	105,858	04/21/2007	03/21/2017	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 7.24	04/05/2010	M <sup>(1)</sup>	87,262	04/29/2006	03/29/2016	Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BARTON JAMES M 2160 GOLD STREET P.O. BOX 2160 ALVISO, CA 95002-2160			CTO	

## Signatures

By: Attorney-in-Fact Phyllis Mesec For: James M. Barton 04/07/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This was an automatic disposition of shares pursuant to a 10b5-1 plan, as defined under the Securities Exchange Act of 1934, as amended.
- (2) Averages Sales Price - Actual sale prices range from \$16.83 - \$17.10 The reporting person will provide, upon request, full information regarding the number of shares sold at each separate price.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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