

Brunelle Anna  
Form 4  
April 06, 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 \*  
Brunelle Anna

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/01/2010

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

(Street)  
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 (Instr. 4)
			Code	V	Amount or Price		
Common Stock	04/01/2010		M		6,250 A \$ 7.27	113,747	D
Common Stock	04/01/2010		S <sup>(1)</sup>		6,250 D \$ 16.9096	107,497	D
Common Stock	04/01/2010		M		2,261 A \$ 8.94	109,758	D
Common Stock	04/01/2010		S <sup>(1)</sup>		2,261 D \$ 16.9096	107,497	D
	04/01/2010		M		937 A \$ 6.51	108,434	D

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Common Stock							
Common Stock	04/01/2010	S <sup>(1)</sup>	937	D	\$ 16.9096 <u>(2)</u>	107,497	D
Common Stock	04/01/2010	M	550	A	\$ 8.94	108,047	D
Common Stock	04/01/2010	S <sup>(1)</sup>	550	D	\$ 16.9096 <u>(2)</u>	107,497	D
Common Stock	04/01/2010	M	938	A	\$ 6.71	108,435	D
Common Stock	04/01/2010	S <sup>(1)</sup>	938	D	\$ 16.9096 <u>(2)</u>	107,497	D
Common Stock	04/01/2010	M	2,500	A	\$ 6.18	109,997	D
Common Stock	04/01/2010	S <sup>(1)</sup>	2,500	D	\$ 16.9096 <u>(2)</u>	107,497	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 6.18	04/01/2010		M <sup>(1)</sup>	2,500	04/21/2007	03/21/2017	Common Stock	2,500
	\$ 6.51	04/01/2010		M <sup>(1)</sup>	937	07/19/2006	06/19/2016		937

Incentive Stock Option (right to buy)								Common Stock	
Incentive Stock Option (right to buy)	\$ 6.71	04/01/2010	M <sup>(1)</sup>	938	04/20/2006	03/20/2016		Common Stock	93
Incentive Stock Option (right to buy)	\$ 8.94	04/01/2010	M <sup>(1)</sup>	550	04/26/2008	03/26/2018		Common Stock	55
Non-Qualified Stock Option (right to buy)	\$ 7.27	04/01/2010	M <sup>(1)</sup>	6,250	10/16/2008	09/16/2015		Common Stock	6,2
Non-Qualified Stock Option (right to buy)	\$ 8.94	04/01/2010	M <sup>(1)</sup>	2,261	04/26/2008	03/26/2018		Common Stock	2,2

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brunelle Anna 2160 GOLD STREET P.O. BOX 2160 ALVISO, CA 95002-2160			CFO	

## Signatures

By: Attorney-in-Fact Sheryl Andersen For: Anna S. Brunelle  
 Date: 04/06/2010

\_\_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 \$16.66 - \$17.37 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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.