

UVA JOSEPH  
Form 4  
March 24, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
UVA JOSEPH

(Last) (First) (Middle)

2160 GOLD STREET, P.O. BOX  
2160

(Street)

ALVISO, CA 95002-2160

(City) (State) (Zip)

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

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

03/22/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	03/22/2010		M		30,000 A \$ 9.05	42,600	D
Common Stock	03/22/2010		S		30,000 D \$ 16.7262 (1)	12,600	D
Common Stock	03/22/2010		M		7,500 A \$ 7.68	20,100	D
Common Stock	03/22/2010		S		7,500 D \$ 16.6873 (2)	12,600	D
	03/22/2010		M		20,000 A \$ 7.58	32,600	D

Common  
Stock

Common Stock	03/22/2010		S	20,000	D	\$ 16.7186 <u>(3)</u>	12,600	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.**

SEC 1474  
(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 Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 7.58	03/22/2010		M	20,000	02/05/2004 01/04/2014	Common Stock 20
Non-Qualified Stock Option (right to buy)	\$ 7.68	03/22/2010		M	7,500	08/06/2009 08/06/2018	Common Stock 7,
Non-Qualified Stock Option (right to buy)	\$ 9.05	03/22/2010		M	30,000	04/29/2004 03/28/2014	Common Stock 30

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
UVA JOSEPH 2160 GOLD STREET P.O. BOX 2160 ALVISO, CA 95002-2160	X			

## Signatures

By: Attorney-in-Fact Phyllis Mesec For:  
Joseph Uva

03/24/2010

\_\_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) Averages Sales Price - Actual sale prices range from \$16.72 - \$16.7415. The reporting person will provide, upon request, full information regarding the number of shares sold at each separate price.
- (2) Averages Sales Price - Actual sale prices range from \$16.68 - \$16.705. The reporting person will provide, upon request, full information regarding the number of shares sold at each separate price.
- (3) Averages Sales Price - Actual sale prices range from \$16.71 - \$16.73. 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.