

Kato Nancy  
Form 4  
March 08, 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 \*  
Kato Nancy

(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)  
03/04/2010

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)  
S VP HR

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 03/04/2010                           |  | M                              |   | 2,239   | A  | \$ 4.11 79,735                    |
| Common Stock                    | 03/04/2010                           |  | S <sup>(1)</sup>               |   | 2,239   | D  | \$ 16 77,496                      |
| Common Stock                    | 03/04/2010                           |  | M                              |   | 25,118  | A  | \$ 6.71 102,614                   |
| Common Stock                    | 03/04/2010                           |  | S <sup>(1)</sup>               |   | 25,118  | D  | \$ 16 77,496                      |
| Common Stock                    | 03/04/2010                           |  | M                              |   | 68,750  | A  | \$ 6.18 146,246                   |

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|              |            |  |                         |        |   |          |         |   |
|--------------|------------|--|-------------------------|--------|---|----------|---------|---|
| Common Stock | 03/04/2010 |  | <u>S</u> <sup>(1)</sup> | 68,750 | D | \$ 16    | 77,496  | D |
| Common Stock | 03/04/2010 |  | M                       | 11,250 | A | \$ 6.71  | 88,746  | D |
| Common Stock | 03/04/2010 |  | <u>S</u> <sup>(1)</sup> | 11,250 | D | \$ 16    | 77,496  | D |
| Common Stock | 03/05/2010 |  | M                       | 43,750 | A | \$ 8.94  | 121,246 | D |
| Common Stock | 03/05/2010 |  | <u>S</u> <sup>(1)</sup> | 43,750 | D | \$ 17.46 | 77,496  | D |

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

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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) | 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)      | \$ 6.71  | 03/04/2010                           |  | <u>M</u> <sup>(1)</sup>        | 11,250  | 03/20/2007   | 03/20/2016  | Common Stock               | 11,250                     |
| Non-Qualified Stock Option (right to buy)  | \$ 4.11  | 03/04/2010                           |  | <u>M</u> <sup>(1)</sup>        | 2,239   | 01/19/2006   | 01/18/2015  | Common Stock               | 2,239                      |
| Non-Qualified Stock Option (right to buy)  | \$ 6.18  | 03/04/2010                           |  | <u>M</u> <sup>(1)</sup>        | 68,750  | 04/21/2007   | 03/21/2017  | Common Stock               | 68,750                     |
| Non-Qualified Stock Option (right to buy)  | \$ 6.71  | 03/04/2010                           |  | <u>M</u> <sup>(1)</sup>        | 25,118  | 03/20/2007   | 03/20/2016  | Common Stock               | 25,118                     |
| Non-Qualified Stock Option (right to buy)  | \$ 8.94  | 03/05/2010                           |  | <u>M</u> <sup>(1)</sup>        | 43,750  | 04/26/2008   | 03/26/2018  | Common Stock               | 43,750                     |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Kato Nancy<br>2160 GOLD STREET<br>P.O. BOX 2160<br>ALVISO, CA 95002-2160 |               |           | S VP HR |       |

## Signatures

By: Attorney-in-Fact Sheryl Andersen For: Nancy Ann

Kato

03/08/2010

\_\_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.

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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