

06-30-2004

FORM PTO-1596

1-31-92 6-258'04  
Docket No.: 56055-0024



102780276

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of Conveying Party(ies):  
Neil Duncan Hunt, Stanley Miguel Lanning, W. Reed  
Hastings, Shawn Michael Purcell, Lawrence Wen-Kai Shih,  
and John Robert Ciancutti

2. Name and address of receiving party(ies):  
Name: NetFlix, Inc.

Internal Address: \_\_\_\_\_

Street Address: 970 University Avenue

City: Los Gatos State/Country CA ZIP: 95032-7606

Additional name(s) of conveying party(ies) attached?  Yes

3. Nature of Conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: June 17, 2004

Additional name(s) & address(es) attached?  Yes

4. Application number(s) or patent number(s):  
If the document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s).  
10/773,843 Filed February 6, 2004

B. Patent No(s).

Additional numbers attached?  Yes

5. Name and address of party to whom correspondence concerning  
Document should be mailed:

Name: Hickman Palermo Truong & Becker LLP

Internal Address: \_\_\_\_\_

Street Address: 1600 Willow Street

City: San Jose State: CA Zip: 95125

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) \$40.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
50-1302

DO NOT USE THIS SPACE

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Edward A. Becker, Registration No. 37,777

June 24, 2004

Name and Registration No. of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 3

CMB No. 0851-0011 (exp. 4/94)

OFFICE OF PUBLIC RECORDS  
2004 JUN 28 AM 9:41  
FINANCE SECTION

06/29/2004 REGISTRATION 00000090 10773843

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PATENT  
REEL: 015502 FRAME: 0986

ASSIGNMENT

WHEREAS WE, NEIL DUNCAN HUNT, of Mountain View, California, STANLEY MIGUEL LANNING, of La Honda, California, W. REED HASTINGS, of Santa Cruz, California, SHAWN MICHAEL PURCELL, of Palo Alto, California, LAWRENCE WEN-KAI SHIH, of San Jose, California, and JOHN ROBERT CIANCUTTI, of Saratoga, California have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled APPROACH FOR ESTIMATING USER RATINGS OF ITEMS, for which an application for United States Letters Patent was filed on February 6, 2004, and identified by United States Serial No. 10/773,843;

AND WHEREAS, Netflix, Inc., a corporation of the State of Delaware and having an address of 970 University Avenue, Los Gatos, California 95032 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto Netflix, Inc., its legal representatives, successors, and assigns ("Assignee"), the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and Assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

6/17/2009

Date




NEIL DUNCAN HUNT

6/17/2004  
Date

  
STANLEY MIGUEL LANNING

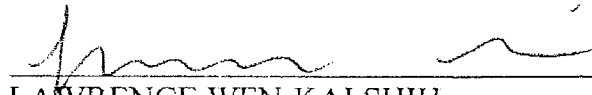
6/17/2004  
Date

  
W. REED HASTINGS

6/17/04  
Date

  
SHAWN MICHAEL PURCELL

6/17/04  
Date

  
LAWRENCE WEN-KAI SHIH

6/17/04  
Date

  
JOHN ROBERT CIANCUTTI