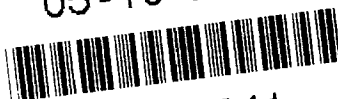


1-31-92

Docket No.: 56055-0037

05-16-2006



T

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

103243941

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

1. Name of Conveying Party(ies):

Thomas R. Dillon, W. Douglas Strabel, Gordon P. Rosete,
Jon Johnson, Gregory Kinney, Andrew Rendich

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

3. Nature of Conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: 4/6/06, 4/4/06, 4/10/06, 4/4/06, 4/4/06, 4/7/06

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

Name: NetFlix, Inc.

Internal Address: _____

Street Address: 100 Winchester Circle

City: Los Gatos State/Country CA ZIP: 95032

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).

11/338,903, filed January 23, 2006

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: 2055 Gateway Place, Suite 550

City: San Jose State: CA Zip: 95110

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)

- ☒ 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.

Christopher J. Palermo, 42,056

May 1, 2006

Name and Registration No. of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1

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

PATENT

REEL: 017886 FRAME: 0646

OFFICE OF PATENT RECORDS
 2007 MAY 12 PM 2:07
 FINANCE SECTION

05/15/2006 11:33:50
 01 FC-8021

ASSIGNMENT

WHEREAS We, THOMAS R. DILLON of Scotts Valley, California, U.S.A., W. DOUGLAS STRABEL of Los Gatos, California, U.S.A., GORDON P. ROSETE of Fremont, California, U.S.A., JOHN JOHNSON of Danville, California, U.S.A., GREGORY KINNEY of Livermore, California, U.S.A., and ANDREW RENDICH of San Ramon, California, U.S.A., have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled MAILER ENVELOPE WITH INVENTORY CONTROL WINDOW for which an application for United States Letters Patent was filed on January 23, 2006, and identified by United States Serial No. 11/338,903;

AND WHEREAS, Netflix, Inc., a corporation of the State of Delaware and having an address of 100 Winchester Circle, Los Gatos, CA 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, 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 Netflix, Inc., 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.

4-6-06

Date

Thomas R Dillon

THOMAS R. DILLON

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____ ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

-----OPTIONAL SECTION-----
CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles
☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

4-4-06

Date

W. Douglas Strabel
W. DOUGLAS STRABEL

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____ ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

-----OPTIONAL SECTION-----
CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles
☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

April 10, 2006
Date

Gordon P. Rose
GORDON P. ROSETE

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____, ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

—OPTIONAL SECTION—

CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles

☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

4-4-2006
Date


JON JOHNSON

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____ ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

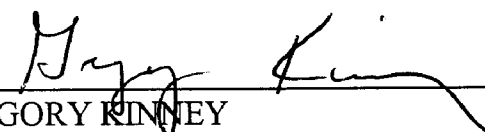
-----OPTIONAL SECTION-----
CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles
☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

4/4/06
Date


GREGORY KINNEY

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____, ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

-----OPTIONAL SECTION-----
CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles
☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

4/7/06

Date

ANDREW RENDICH

ALL-PURPOSE ACKNOWLEDGMENT

State of _____
County of _____ ss.

On _____, before me, _____ personally
appeared _____, ☐ personally known to me -

OR- ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(Signature of Notary)

-----OPTIONAL SECTION-----
CAPACITY CLAIMED BY SIGNER
Though statute does not require
the Notary to fill in the data
below, doing so may prove
invaluable to persons relying
on the document.

☐ INDIVIDUAL
☐ CORPORATE OFFICER(S)

Titles
☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER:

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)