

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrew Cheng-min Lin</td> <td>09/07/2010</td> </tr> <tr> <td>Eric Buehl</td> <td>08/23/2010</td> </tr> <tr> <td>Tienan Ren</td> <td>10/14/2010</td> </tr> <tr> <td>Xin Jin</td> <td>10/14/2010</td> </tr> <tr> <td>Eric I. Feng</td> <td>10/19/2010</td> </tr> </tbody> </table>		Name	Execution Date	Andrew Cheng-min Lin	09/07/2010	Eric Buehl	08/23/2010	Tienan Ren	10/14/2010	Xin Jin	10/14/2010	Eric I. Feng	10/19/2010
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Hulu LLC</td> </tr> <tr> <td><b>Street Address:</b></td> <td>12312 W. Olympic Blvd.</td> </tr> <tr> <td><b>City:</b></td> <td>Los Angeles</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CALIFORNIA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>90064</td> </tr> </table>		<b>Name:</b>	Hulu LLC	<b>Street Address:</b>	12312 W. Olympic Blvd.	<b>City:</b>	Los Angeles	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	90064		
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (310)641-8798</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (310) 641-8797</p> <p>Email: kyazgulian@gates-cooper.com</p> <p>Correspondent Name: Victor G. Cooper - Gates &amp; Cooper LLP</p> <p>Address Line 1: 6701 Center Drive West</p> <p>Address Line 2: Suite 1050</p> <p>Address Line 4: Los Angeles, CALIFORNIA 90045</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	237.20-US-01												
<b>NAME OF SUBMITTER:</b>	Victor G. Cooper												

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**PATENT**  
**REEL: 025322 FRAME: 0840**

Total Attachments: 5

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**PATENT**

**REEL: 025322 FRAME: 0841**

## ASSIGNMENT

WHEREAS, Andrew Cheng-min Lin, Eric Buehl, Tienan Ren, Xin Jin, and Eric I. Feng (hereinafter "Assignor(s)"), made certain new and useful inventions and improvements which are entitled METHOD AND APPARATUS FOR EMBEDDING MEDIA PROGRAMS HAVING CUSTOM USER SELECTABLE THUMBNAILS and which are disclosed in:

☒ U.S. Application filed on September 1, 2010 as serial no. 12/874,081 and listing the above named person(s) as inventor(s)

AND WHEREAS, Hulu LLC, a corporation organized and existing under and by virtue of the laws of the State of California, and having an office and place of business at 12312 W. Olympic Blvd., Los Angeles, California 90064 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and do hereby authorize and request the Commissioner for Patents to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, Assignor(s) do hereby agree that they and their executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to

Assignor(s) relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, an attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known.

AND, furthermore Assignor(s) covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor(s) and that full right to convey the same as herein expressed is possessed by Assignor(s). An attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known.

Date: 9/7/10

Signature:   
Name: Andrew Cheng-min Lin

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Eric Buchl

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Tienan Ren

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Xin Jin

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Eric I. Feng

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Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: Andrew Cheng-min Lin

Date: 8/23/10

Signature: 

Name: Eric Buehl

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: Tienan Ren

Date: \_\_\_\_\_

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Signature: \_\_\_\_\_  
Name: Andrew Cheng-min Lin

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Eric Buehl

Date: 10/14/2010

Signature: Tienan Ren  
Name: Tienan Ren

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Signature: Jin Xin  
Name: Xin Jin

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