

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Eugene Chuan-Huai Wei	03/23/2011
Hua Zheng	03/25/2011
Peter E. Sargent	03/23/2011
RECEIVING PARTY DATA	
Name:	Hulu LLC
Street Address:	12312 W. Olympic Blvd.
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13074863
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	Jason S. Feldmar
Address Line 1:	Gates & Cooper LLP
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ATTORNEY DOCKET NUMBER:	237.32-US-U3
NAME OF SUBMITTER:	Jason S. Feldmar
Total Attachments: 3 source=Assignment_2011-03-29#page1.tif source=Assignment_2011-03-29#page2.tif source=Assignment_2011-03-29#page3.tif	

OP \$40.00 13074863

ASSIGNMENT

WHEREAS, Eugene Chuan-Huai Wei, Peter E. Sargent, and Hua Zheng (hereinafter "Assignor(s)"), made certain new and useful inventions and improvements which are entitled METHOD AND APPARATUS FOR RECOMMENDING MEDIA PROGRAMS and which are disclosed in:

U.S. Application filed on same date herewith 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;

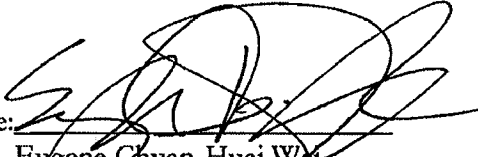
AND, for the consideration aforesaid, Assignor(s) do hereby agree that they and their executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate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

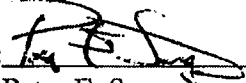
AND, an attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known;

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).

Date: 3/23/11

Signature: 
Name: Eugene Chuan-Huai Wai

Date: 3/28/11

Signature: 
Name: Peter E. Sargent

Date: _____

Signature: _____
Name: Hua Zheng

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).

Date: _____

Signature: _____

Name: Eugene Chuan-Huai Wei

Date: _____

Signature: _____

Name: Peter E. Sargent

Date: 03/25/2011

Signature: *Hua Zheng*

Name: Hua Zheng

(G&C 237.32-US-U1)