

PATENT ASSIGNMENT

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SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Doc Dates of the second and third Assignors previously recorded on Reel 026716 Frame 0740. Assignor(s) hereby confirms the Assignment.
CONVEYING PARTY DATA	
Name	Execution Date
TODD SCOT YELLIN	08/03/2011
THOMAS PURNELL-FISHER	07/18/2011
MATT MARENGHI	08/03/2011
RECEIVING PARTY DATA	
Name:	NETFLIX, INC.
Street Address:	100 WINCHESTER CIRCLE
City:	LOS GATOS
State/Country:	CALIFORNIA
Postal Code:	95032
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13205377
CORRESPONDENCE DATA	
Fax Number:	(713)623-4846
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	650.330.2310
Email:	emarques@pattersonsheridan.com
Correspondent Name:	JOHN C. CAREY
Address Line 1:	3040 POST OAK BLVD.,
Address Line 2:	SUITE 1500
Address Line 4:	HOUSTON, TEXAS 77056
ATTORNEY DOCKET NUMBER:	NETF/0035
NAME OF SUBMITTER:	Jon K. Stewart

OP \$40.00 13205377

Total Attachments: 9

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UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

AUGUST 08, 2011

PTAS

JOHN C. CAREY
3040 POST OAK BLVD.,
SUITE 1500
HOUSTON, TX 77056



501620061

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 08/08/2011

REEL/FRAME: 026716/0740
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: NETF/0035

ASSIGNOR:

YELLIN, TODD SCOT

DOC DATE: 08/03/2011

ASSIGNOR:

PURNELL-FISHER, THOMAS

DOC DATE: ~~08/03/2011~~ 07/18/2011

ASSIGNOR:

MARENGHI, MATT

DOC DATE: ~~07/18/2011~~ 08/03/2011

ASSIGNEE:

NETFLIX, INC.
100 WINCHESTER CIRCLE
LOS GATOS, CALIFORNIA 95032

026716/0740 PAGE 2

APPLICATION NUMBER: 13205377 FILING DATE:
PATENT NUMBER: ISSUE DATE:
TITLE: MERCHANDISING STREAMING VIDEO CONTENT

ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

PATENT ASSIGNMENT

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08/08/2011
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
TODD SCOT YELLIN	08/03/2011
THOMAS PURNELL-FISHER	06/03/2011 07/18/2011
MATT MARENGHI	07/18/2011 08/03/2011

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Postal Code:	95032

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Property Type	Number
Application Number:	13205377

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Phone: 650.330.2310
 Email: emarques@pattersonsheridan.com
 Correspondent Name: JOHN C. CAREY
 Address Line 1: 3040 POST OAK BLVD.,
 Address Line 2: SUITE 1500
 Address Line 4: HOUSTON, TEXAS 77056

ATTORNEY DOCKET NUMBER:	NETF/0035
NAME OF SUBMITTER:	Jon K. Stewart

Total Attachments: 3
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ATTORNEY DOCKET NUMBER:	NETF/0035
NAME OF SUBMITTER:	Jon K. Stewart
Signature:	/Jon K. STEWART/ Reg. #54945
Date:	08/08/2011
Total Attachments: 3 source=NETF0035_Assignment#page1.tif source=NETF0035_Assignment#page2.tif source=NETF0035_Assignment#page3.tif	
RECEIPT INFORMATION	
EPAS ID:	PAT1649792
Receipt Date:	08/08/2011
Fee Amount:	\$40

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ASSIGNMENT FOR APPLICATION FOR PATENT

WHEREAS:

Todd Scot Yellin, residing at
16788 Shannon Road
Los Gatos, CA 95032,

Thomas Purnell-Fisher, residing at
Los Gatos, CA 95032

and

Matt Marengi, residing at
161 Lucero Way
Portola Valley, CA 94028

(hereinafter referred to as Assignors), have invented a certain invention entitled:

MERCHANDISING STREAMING VIDEO CONTENT

enclosed herewith or for which application for Letters Patent in the United States under Application No. _____, filed on _____, and

WHEREAS, Netflix, Inc., a corporation of the State of Delaware, having a place of business at 100 Winchester Circle, Los Gatos, CA 95032 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said application (hereinafter referred to as Application), and the invention disclosed therein (hereinafter referred to as Invention), and in and to all embodiments of the Invention, heretofore conceived, made or discovered by said Assignors, and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter referred to as Patents) thereon granted in any and all countries and groups of countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Assignors to have been received in full from said Assignee:

1. Said Assignors hereby sell, assign, transfer and convey to Assignee the full and exclusive right, title and interest (a) in and to said Application and said Invention; (b) in and to all rights to apply for patents on said Invention in any and all countries pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all Applications filed and any and all Patents granted on said Invention in any and all countries and groups of countries, including each and every Application filed and each and every Patent granted on any application which is a conventional, division, substitution, or continuation of said Application; and (d) in and to each and every reissue or extension of any of said Patents.

2. Said Assignors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest to said Invention herein conveyed in any and all countries and groups of countries. Such cooperation by said Assignors shall include prompt production of pertinent facts and documents, giving testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, conventional, divisional, continuing or additional applications covering said Invention; (d) for filing and prosecuting applications for reissuance of any of said Patents; (e) for interference or other priority proceedings


involving said Invention; and (f) for legal proceedings involving said Invention and any application therefore and any Patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Assignors in providing such cooperation shall be paid for by said Assignee.

3. The term and covenants of this agreement shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Assignors, their respective heirs, legal representatives and assigns.

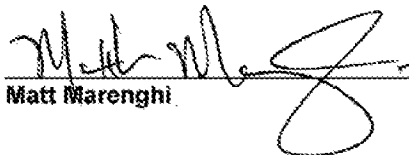
4. Said Assignors hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. I hereby authorize and request my attorneys, Patterson & Sheridan LLP, of 3040 Post Oak Blvd, Suite 1500, Houston Texas 77056, to insert above in parentheses (Application No. and Filing Date) the filing date and application number of said application when known.

IN WITNESS WHEREOF, the said Assignors have executed and delivered this instrument to said Assignee on the dates indicated below.

- 1) 8/3, 2011 
Todd Scot Yeflin

- 2) _____, 2011
Thomas Purnell-Fisher

- 3) 8/3, 2011 
Matt Marengi

involving said Invention; and (f) for legal proceedings involving said Invention and any application therefore and any Patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Assignors in providing such cooperation shall be paid for by said Assignee.

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IN WITNESS WHEREOF, the said Assignors have executed and delivered this instrument to said Assignee on the dates indicated below.

- 1) _____, 2011

Todd Scot Yellin

- 2) July 18, 2011

Thomas Purnell-Fisher

- 3) _____, 2011

Matt Marenghi