

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Baptiste Coudurier</td> <td>02/27/2012</td> </tr> <tr> <td>Eric Buehl</td> <td>02/27/2012</td> </tr> <tr> <td>Robert A. Post Jr</td> <td>02/27/2012</td> </tr> <tr> <td>Alexander V. Gutarin</td> <td>02/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Baptiste Coudurier	02/27/2012	Eric Buehl	02/27/2012	Robert A. Post Jr	02/27/2012	Alexander V. Gutarin	02/28/2012
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>HULU LLC</td> </tr> <tr> <td>Street Address:</td> <td>12312 W. Olympic Boulevard</td> </tr> <tr> <td>City:</td> <td>Los Angeles</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90064</td> </tr> </table>		Name:	HULU LLC	Street Address:	12312 W. Olympic Boulevard	City:	Los Angeles	State/Country:	CALIFORNIA	Postal Code:	90064
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CORRESPONDENCE DATA											
Fax Number: (408)516-5926 Phone: 4082446319 Email: docketing@fountainheadlaw.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Fountainhead Law Group PC Address Line 1: 900 Lafayette Street Address Line 2: Suite 301 Address Line 4: Santa Clara, CALIFORNIA 95050											
ATTORNEY DOCKET NUMBER:	000118-002000US										
NAME OF SUBMITTER:	Brian N. Young										
Total Attachments: 2 source=118-2000_Assignment#page1.tif source=118-2000_Assignment#page2.tif											

OP \$40.00 13408205

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, **Baptiste Coudurier**, a citizen of France, **Eric Buehl**, a citizen of the United States, **Robert A. Post, Jr.**, a citizen of the United States, and **Alexander V. Gutarin**, a citizen of the United States, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **Encoding Optimization Using Quality Level of Encoded Segments**

WHEREAS, **Hulu LLC**, located at 12312 W. Olympic Boulevard, Los Angeles, California 90064; hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

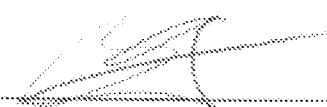
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

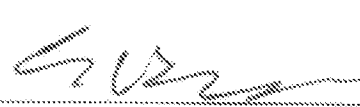
Assignors hereby authorize and request Fountainhead Law Group PC, 900 Lafayette St., Ste. 301, Santa Clara, CA 95050, to insert herein above the date of execution of declaration and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 02/28/2012


Baptiste Coudurier

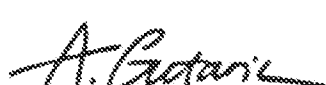
Dated: 2/27/12


Eric Buehl

Dated: 2/27/2012


Robert A. Post

Dated: 2/28/2012


Alexander V. Gutarin