

PATENT ASSIGNMENT

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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>Richard W. TOM</td> <td>08/06/2012</td> </tr> <tr> <td>Jason A. KILAR</td> <td>08/06/2012</td> </tr> <tr> <td>Jean-Paul COLACO</td> <td>08/06/2012</td> </tr> <tr> <td>Bryon SCHAFER</td> <td>08/06/2012</td> </tr> <tr> <td>Wing Chit MAK</td> <td>08/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Richard W. TOM	08/06/2012	Jason A. KILAR	08/06/2012	Jean-Paul COLACO	08/06/2012	Bryon SCHAFER	08/06/2012	Wing Chit MAK	08/06/2012
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<table border="1"> <tr> <td>Name:</td> <td>HULU LLC</td> </tr> <tr> <td>Street Address:</td> <td>12312 West Olympic Blvd.</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 West Olympic Blvd.	City:	Los Angeles	State/Country:	CALIFORNIA	Postal Code:	90064		
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CORRESPONDENCE DATA													
<p>Fax Number:</p> <p>Phone: 2137872500</p> <p>Email: jjaech@cblh.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: CBLH/Hulu c/o Connolly Bove Lodge & Hutz</p> <p>Address Line 1: P.O. Box 2207</p> <p>Address Line 4: Wilmington, DELAWARE 19899</p>													
ATTORNEY DOCKET NUMBER:	33174-00046												
NAME OF SUBMITTER:	Jonathan Jaech												

OP \$40.00 13569066

Total Attachments: 5

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ASSIGNMENT

WHEREAS, **Richard W. Tom**, residing at Marina Del Rey, California, **Jason A. Kilar**, residing at Santa Monica, California, **Jean-Paul Colaco**, residing at Manhattan Beach, California, **Bryon Schafer**, residing at Los Angeles, California, and **Wing Chit Mak**, residing at Los Angeles, California, have made certain new and useful inventions disclosed in applications for Letters Patent of the United States, said applications being that certain U.S. provisional patent application Serial No. 61/542,743 filed October 3, 2011 entitled "METHOD AND APPARATUS FOR PROVIDING CHOICE IN ADVERTISING" and that certain prospective U.S. non-provisional patent application entitled "VIDEO AD SWAPPING IN A VIDEO STREAMING SYSTEM" by us, with respect to which we do hereby authorize and request the registered patent attorney Jonathan Jaech, Reg. No. 41,091, to insert here in parentheses (Serial No. 13/569,066 filed August 7, 2012) the application serial number and filing date of said prospective non-provisional patent application when known; and

WHEREAS, **Hulu LLC**, a limited liability company organized and existing under the laws of Delaware and having a place of business at 12312 West Olympic Blvd., Los Angeles, CA 90064, (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application;

NOW, THEREFORE, in consideration of good and valuable consideration paid to each of us by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, we hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said applications; and in and to said applications, including all priority rights for other countries arising from said applications; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And we hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.


And for the consideration aforesaid, we do hereby, for each of us and for our legal representatives, further covenant and agree with said Assignee, its successors and assigns, that we have full and unencumbered title to the inventions and application above described and hereby assigned, which title we warrant unto said Assignee, its successors and assigns; that we have granted to others no license to make, use, or sell said inventions; and that we will not execute any instrument in conflict herewith.

And for the consideration aforesaid, we do hereby, for each of us and for our legal representatives, further covenant and agree with said Assignee, its successors

and assigns, that upon request we will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to us relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers, assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

Date: 08-06-12

 Richard W. Tom
Date: 8/6/2012

 Jason A. Kilar
Date: 8/6/2012

 Jean-Paul Colaco
Date: 8/6/2012

 Bryon Schafer
Date: 8/6/2012

 Wing Chit Mak

UNITED STATES OF AMERICA

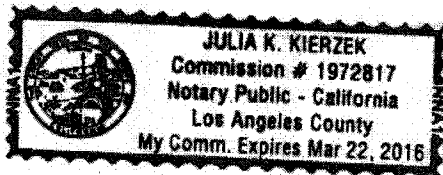
STATE OF California)
) ss:
 COUNTY OF Los Angeles)

On August 6, 2012 before me,
Julia K. Kierzek, Notary Public personally appeared RICHARD W. TOM,
 personally known to me (or proved to me on the basis of satisfactory evidence) to be
 the person whose name is subscribed to the within instrument and acknowledged to me
 that he executed the same in his authorized capacity, and that by his signature on the
 instrument the person, or the entity upon behalf of which the person acted, executed the
 instrument.

WITNESS my hand and official seal.

Signature: Julia K. Kierzek

[Seal]



UNITED STATES OF AMERICA

STATE OF California)
) ss:
 COUNTY OF Los Angeles)

On August 6, 2012 before me,
Julia K. Kierzek, Notary Public personally appeared JASON A. KILAR,
 personally known to me (or proved to me on the basis of satisfactory evidence) to be
 the person whose name is subscribed to the within instrument and acknowledged to me
 that he executed the same in his authorized capacity, and that by his signature on the
 instrument the person, or the entity upon behalf of which the person acted, executed the
 instrument.

WITNESS my hand and official seal.

Signature: Julia K. Kierzek

[Seal]



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Page 3

UNITED STATES OF AMERICA

STATE OF California)
) ss:
 COUNTY OF Los Angeles)

On August 6, 2012 before me,
Julia K. Kierzek personally appeared JEAN-PAUL
 COLACO, personally known to me (or proved to me on the basis of satisfactory
 evidence) to be the person whose name is subscribed to the within instrument and
 acknowledged to me that he executed the same in his authorized capacity, and that by
 his signature on the instrument the person, or the entity upon behalf of which the person
 acted, executed the instrument.

WITNESS my hand and official seal.

Signature: Julia K. Kierzek

[Seal]



UNITED STATES OF AMERICA

STATE OF California)
) ss:
 COUNTY OF Los Angeles)

On August 6, 2012 before me,
Julia K. Kierzek, Notary Public personally appeared BRYON SCHAFER,
 personally known to me (or proved to me on the basis of satisfactory evidence) to be
 the person whose name is subscribed to the within instrument and acknowledged to me
 that he executed the same in his authorized capacity, and that by his signature on the
 instrument the person, or the entity upon behalf of which the person acted, executed the
 instrument.

WITNESS my hand and official seal.

Signature: Julia K. Kierzek

[Seal]



UNITED STATES OF AMERICA

STATE OF California)
COUNTY OF Los Angeles) ss:

On August 6, 2012 before me,
Julia K. Kierzek, Notary Public personally appeared WING CHIT MAK,
personally known to me (or proved to me on the basis of satisfactory evidence) to be
the person whose name is subscribed to the within instrument and acknowledged to me
that he executed the same in his authorized capacity, and that by his signature on the
instrument the person, or the entity upon behalf of which the person acted, executed the
instrument.

WITNESS my hand and official seal.

[Seal]

Signature: Julia K. Kierzek