

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tony T. Zhang	09/18/2012
RECEIVING PARTY DATA	
Name:	HULU LLC
Street Address:	12312 West Olympic Blvd.
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13622984
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:	CBLH/Hulu c/o Connolly Bove Lodge & Hutz
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ATTORNEY DOCKET NUMBER:	33174-00050
NAME OF SUBMITTER:	Jonathan Jaech
Total Attachments: 2 source=Assignment_33174_00050#page1.tif source=Assignment_33174_00050#page2.tif	

OP \$40.00 13622984

ASSIGNMENT

WHEREAS, **Tony T. Zhang**, residing at San Diego, California, has made certain new and useful inventions disclosed in that certain prospective U.S. non-provisional patent application entitled "ESTIMATING UNIQUE IMPRESSIONS IN AN ONLINE VIDEO DISTRIBUTION SYSTEM" by me, with respect to which I do hereby authorize and request the registered patent attorney Jonathan Jaech, Reg. No. 41,091, to insert here in parentheses (Serial No. 13/622,984 filed September 19, 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 me by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I 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 I 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, I do hereby, for myself and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for myself and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I 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 me 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: 9/18/2012

Tony T. Zhang
Tony T. Zhang

UNITED STATES OF AMERICA

STATE OF California)

COUNTY OF Los Angeles) ss:

On September 18, 2012 before me,
Julia K. Kierzek, Notary Public personally appeared TONY T. ZHANG,
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

