

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>CARLOS GOMEZ-URIBE</td> <td>03/28/2013</td> </tr> <tr> <td>VIJAY BHARADWAJ</td> <td>03/28/2013</td> </tr> <tr> <td>ANTONIO MOLINS JIMENEZ</td> <td>03/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	CARLOS GOMEZ-URIBE	03/28/2013	VIJAY BHARADWAJ	03/28/2013	ANTONIO MOLINS JIMENEZ	03/28/2013		
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<table border="1"> <tr> <td>Name:</td> <td>Netflix, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>100 Winchester Circle</td> </tr> <tr> <td>City:</td> <td>Los Gatos</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95032</td> </tr> </table>		Name:	Netflix, Inc.	Street Address:	100 Winchester Circle	City:	Los Gatos	State/Country:	CALIFORNIA	Postal Code:	95032
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13829064</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13829064						
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CORRESPONDENCE DATA											
<p>Fax Number: 4084141076 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 408-414-1080</p> <p>Email: cpalermo@hptb-law.com, taustin@hptb-law.com</p> <p>Correspondent Name: Hickman Palermo, et al., LLP</p> <p>Address Line 1: 1 Almaden Blvd., Floor 12</p> <p>Address Line 4: San Jose, CALIFORNIA 95113-2211</p>											
ATTORNEY DOCKET NUMBER:	56055-0090										
NAME OF SUBMITTER:	Christopher J. Palermo (56055-0090)										
Signature:	/ChristopherJPalermo#42056/										
Date:	06/06/2013										
<p>Total Attachments: 3</p> <p>source=13829064_Assignment_efiled#page1.tif</p> <p>source=13829064_Assignment_efiled#page2.tif</p> <p>source=13829064_Assignment_efiled#page3.tif</p>											

OP \$40.00 13829064

ASSIGNMENT

WHEREAS WE, CARLOS GOMEZ-URIBE, of Los Gatos, California; VIJAY BHARADWAJ, of Los Gatos, California; and ANTONIO MOLINS JIMÉNEZ, of San Francisco, California, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PERSONALIZED MARKOV CHAINS, which was filed on March 14, 2013, and identified by United States Serial No. 13/829,064;

AND WHEREAS, Netflix, Inc., a corporation of the State of Delaware and having an address of 100 Winchester Circle, Los Gatos, CA 95032, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto Netflix, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND we request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Netflix, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

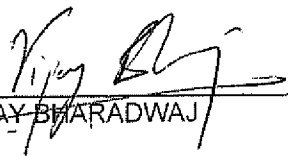
IN WITNESS WHEREOF, we have set our hands below.



CARLOS GOMEZ-URIBE

3/28/2013
Date

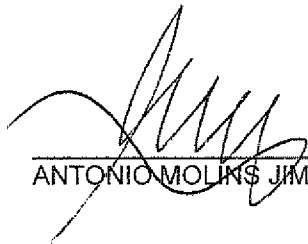
ASSIGNMENT
Docket No. 56055-0090



VIJAY BHARGADWAJ

3/28/2013
Date

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ANTONIO MOLINS JIMÉNEZ

3/28/13
Date