

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>Hua Zheng</td> <td>08/22/2013</td> </tr> <tr> <td>Jean-Paul Colaco</td> <td>08/05/2013</td> </tr> <tr> <td>Noelle Huynh</td> <td>08/12/2013</td> </tr> <tr> <td>Joyce Zhang</td> <td>08/22/2013</td> </tr> <tr> <td>Xuan Wei</td> <td>08/22/2013</td> </tr> </tbody> </table>		Name	Execution Date	Hua Zheng	08/22/2013	Jean-Paul Colaco	08/05/2013	Noelle Huynh	08/12/2013	Joyce Zhang	08/22/2013	Xuan Wei	08/22/2013
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Jean-Paul Colaco	08/05/2013												
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Joyce Zhang	08/22/2013												
Xuan Wei	08/22/2013												
RECEIVING PARTY DATA													
Name:	Hulu, LLC												
Street Address:	2500 Broadway, 2nd Floor												
City:	Santa Monica												
State/Country:	CALIFORNIA												
Postal Code:	90404												
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>13958278</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13958278								
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Application Number:	13958278												
CORRESPONDENCE DATA													
Fax Number:	4085165926												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	408-244-6319												
Email:	docketing@fountainheadlaw.com												
Correspondent Name:	FOUNTAINHEAD LAW GROUP, PC Chad R. Walsh												
Address Line 1:	900 LAFAYETTE STREET												
Address Line 2:	SUITE 301												
Address Line 4:	SANTA CLARA, CALIFORNIA 95050												
ATTORNEY DOCKET NUMBER:	000118-006801US												
NAME OF SUBMITTER:	Brian N. Young												

OP \$40.00 13958278

Signature:	/Brian N. Young/
Date:	08/23/2013
Total Attachments: 5 source=118-6801_Assignment#page1.tif source=118-6801_Assignment#page2.tif source=118-6801_Assignment#page3.tif source=118-6801_Assignment#page4.tif source=118-6801_Assignment#page5.tif	

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, **Hua Zheng, Jean-Paul Colaco, Noelle Huynh, Joyce Zhang, and Xuan Wei**, 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: **Predictive Video Advertising Effectiveness Analysis**

Application No.: 13/958,278

Filing Date: August 2, 2013

WHEREAS, **Hulu, LLC**, located at 2500 Broadway, 2nd Floor, Santa Monica, California 90404; 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.

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

Dated: 2013/08/22

Hua Zhang
Hua Zhang

Dated: _____

Jean-Paul Colaco

State of California)
me,)
appeared)ss.
County of _____)

On this ____ day of _____, 2013, before
_____ personally

_____ who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)

Notary Public for California
My Commission Expires:

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

Dated: _____

Hua Zhang

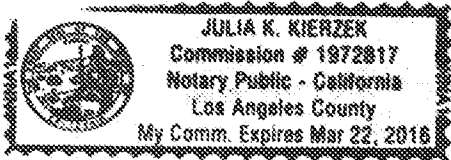
Dated: 8/5/2013

Jean-Paul Colaco

State of California)
County of Los Angeles)ss.

On this 5th day of August, 2013, before me,
Julia K. Kierzer, Notary Public personally appeared
Jean-Paul Colaco

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)

Julia K Kierzer
Notary Public for California
My Commission Expires: 3-22-2016

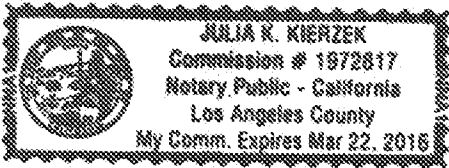
Dated: 8/12/13

Noelle Huynh
Noelle Huynh

State of California)
County of Los Angeles)ss.

On this 12th day of August, 2013, before me,
Julia R. Kierzek, Notary Public personally appeared
Noelle Huynh

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is~~ are subscribed to the within instrument and acknowledged to me that ~~he~~ ~~she~~ ~~they~~ executed the same in ~~his~~ ~~her~~ ~~their~~ authorized capacity(ies), and that by ~~his~~ ~~her~~ ~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



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(Seal)

WITNESS my hand and official seal.

Julia R. Kierzek
Notary Public for California
My Commission Expires: 3-22-2016

Dated: _____

Joyce Zhang

Dated: _____

Xuan Wei

Dated: _____

Noelle Huynh

State of California)
me,)
appeared)ss.
County of _____)

On this _____ day of _____, 2013, before
_____ personally

_____ who proved to me on the basis of
satisfactory evidence to be the person(s) whose
name(s) is/are subscribed to the within
instrument and acknowledged to me that
he/she/they executed the same in his/her/their
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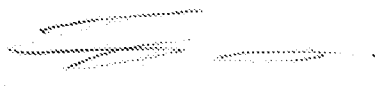
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the laws of the State of California that the
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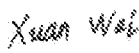
Notary Public for California
My Commission Expires:

Dated: 8/22/2013



Joyce Zhang

Dated: 2013/8/22



Xuan Wei