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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.		
1. Name of conveying party(ies) Lei Pan 10/14/2009 Yuanhu Yao 10/14/2009 Zhen Yang 10/14/2009 Additional name(s) of conveying party(ies) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>Alibaba Group Holding Limited</u> Internal Address: _____ _____ Street Address: <u>Fourth Floor, One Capital Place</u> <u>P.O. Box 847</u> City: <u>Grand Cayman</u> State: _____ Country: <u>Cayman Islands</u> Zip: _____ Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance/Execution Date(s): Execution Date(s) Listed in Box 1 above <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) 12/594,930 filed 10/6/2009 B. Patent No.(s) _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Lee & Hayes, PLLC</u> Internal Address: _____ _____ Street Address: <u>601 W Riverside Ste 1400</u> _____ City: <u>Spokane</u> State: <u>WA</u> Zip: <u>99201</u> Phone Number: <u>509-324-9256</u> Fax Number: <u>509-324-8979</u> Email Address: _____	6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40</u> <input type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)	
8. Payment Information Deposit Account Number _____ Authorized User Name _____		
9. Signature: <u>/Andy M. Han, Reg. No. 60,266/</u> 2009-11-06 Signature Date _____ Andy M. Han, Reg. No. 60,266 Name of Person Signing Total number of pages including cover sheet, attachments, and documents: 10		

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

OP \$40.00 12594930

Recordation Form Cover Sheet
Additional Pages

AB1 - 0063US

Patent Application No	Patent No.
12/594,930 filed 10/6/2009	

<u>Name of Conveying Parties</u>	<u>Execution Date</u>
Tianji Zhang	11/02/2009

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#0573 P.001

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number..... 12/594,930
 Filing Date.....10/06/2009
 Inventorship..... Pan et al.
 Assignee..... Alibaba Group Holding Limited
 Attorney's Docket No. AB1-0063US
 Client Docket No..... PCT0143US
 Title: Method and Apparatus of Generating Update Parameters and Displaying Correlated
 Keywords

PATENT ASSIGNMENT**PARTIES TO THE ASSIGNMENT****Assignor(s):**

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Assignee:

Alibaba Group Holding Limited
 Fourth Floor, One Capital Place
 P.O. Box 847
 Grand Cayman
 Cayman Islands

22.OCT.2009 15:40

#0573 P.002

Attorney Docket No. AB1-0063U6
Client Docket No. PCT0143LJ5AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "Method and Apparatus of Generating Update Parameters and Displaying Correlated Keywords" for which:

a provisional application for United States Letters Patent was filed on _____ and was given U.S. Serial No. _____ and/or

a non-provisional application for United States Letters Patent was:

filed on 10/06/2009 and was given U.S. Serial No. 12/594,930; or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington 99201, who are associated with customer number 29150, to insert in the caption above the serial number and filing date of the patent application when known.

WHEREAS, Alibaba Group Holding Limited (hereinafter referred to as ASSIGNEE), a corporation of Cayman Islands having a place of business at Fourth Floor, One Capital Place, P.O. Box 647, Grand Cayman, Cayman Islands, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

<p><u>潘磊</u> Lei Pan <u>10/14/2009</u> Date (mm/dd/yyyy)</p>	<p><u>杨震</u> Witness Signature <u>杨震</u> Name (printed) <u>10/14/2009</u> Date (mm/dd/yyyy)</p>
<p><u>姚元华</u> Yuanhu Yao <u>10/14/2009</u> Date (mm/dd/yyyy)</p>	<p><u>杨震</u> Witness Signature <u>杨震</u> Name (printed) <u>10/14/2009</u> Date (mm/dd/yyyy)</p>
<p><u>杨震</u> Zhen Yang <u>10/14/2009</u> Date (mm/dd/yyyy)</p>	<p><u>姚元华</u> Witness Signature <u>姚元华</u> Name (printed) <u>10/14/2009</u> Date (mm/dd/yyyy)</p>

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#0573 P.005

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

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Tianji Zhang	Witness Signature
<hr/>	<hr/>
Date (mm/dd/yyyy)	Name (printed)
<hr/>	<hr/>
	Date (mm/dd/yyyy)

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number..... 12/594,930
Filing Date.....10/06/2009
Inventorship..... Pan et al.
Assignee..... Alibaba Group Holding Limited
Attorney's Docket No. AB1-0063US
Client Docket No. PCT0143US
Title:Method and Apparatus of Generating Update Parameters and Displaying Correlated
Keywords

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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Assignee:

Alibaba Group Holding Limited
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P.O. Box 847
Grand Cayman
Cayman Islands

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "Method and Apparatus of Generating Update Parameters and Displaying Correlated Keywords" for which:

a provisional application for United States Letters Patent was filed on _____ and was given U.S. Serial No. _____ and/or

a non-provisional application for United States Letters Patent was:

filed on 10/06/2009 and was given U.S. Serial No. 12/594,930; or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington 99201, who are associated with customer number 29150, to insert in the caption above the serial number and filing date of the patent application when known.

WHEREAS, Alibaba Group Holding Limited (hereinafter referred to as ASSIGNEE), a corporation of Cayman Islands having a place of business at Fourth Floor, One Capital Place, P.O. Box 847, Grand Cayman, Cayman Islands, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

<p>_____ Lei Pan</p> <p>_____ Date (mm/dd/yyyy)</p>	<p>_____ Witness Signature</p> <p>_____ Name (printed)</p> <p>_____ Date (mm/dd/yyyy)</p>
<p>_____ Yuanhu Yao</p> <p>_____ Date (mm/dd/yyyy)</p>	<p>_____ Witness Signature</p> <p>_____ Name (printed)</p> <p>_____ Date (mm/dd/yyyy)</p>
<p>_____ Zhen Yang</p> <p>_____ Date (mm/dd/yyyy)</p>	<p>_____ Witness Signature</p> <p>_____ Name (printed)</p> <p>_____ Date (mm/dd/yyyy)</p>

Attorney Docket No. AB1-0063US
Client Docket No. PCT0143US

<p>张旭</p> <hr/> <p>Tianji Zhang</p> <p>11/2/2009</p> <hr/> <p>Date (mm/dd/yyyy)</p>	<p>Zhan Xu</p> <hr/> <p>Witness Signature</p> <p>Zhan Xu</p> <hr/> <p>Name (printed)</p> <p>11/2/2009</p> <hr/> <p>Date (mm/dd/yyyy)</p>
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