

Form PTO-1595 (Rev. 03-09)  
OMB No. 0651-0027 (exp. 03/31/2009)

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RECORDATION FORM COVER SHEET		AB1 - 0063US
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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.		
<b>1. Name of conveying party(ies)</b> 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	<b>2. Name and address of receiving party(ies)</b> 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	
<b>3. Nature of conveyance/Execution Date(s):</b> 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 _____	<b>4. Application or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>12/594,930</u> filed <u>10/6/2009</u> B. Patent No.(s) _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>5. Name and address to whom correspondence concerning document should be mailed:</b> Name: <u>Lee &amp; 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: _____	<b>6. Total number of applications and patents involved:</b> <u>1</u> <b>7. Total fee (37 CFR 1.21(h) &amp; 3.41)</b> \$ <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)	
<b>8. Payment Information</b> Deposit Account Number _____ Authorized User Name _____		
<b>9. Signature:</b> <u>/Andy M. Han, Reg. No. 60,266/</u> <u>2009-11-06</u> <div style="display: flex; justify-content: space-between;"> <span>Signature</span> <span>Date</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span>Andy M. Han, Reg. No. 60,266</span> <span>Total number of pages including cover sheet, attachments, and documents: <span style="border: 1px solid black; padding: 2px;">10</span></span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>Name of Person Signing</span> </div>		

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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

22.OCT.2009 15:40

#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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 Hangzhou, China 310099  
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**Assignee:**

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

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#0573 P.002

Attorney Docket No. AB1-0063U6  
Client Docket No. PCT0143L5**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 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>招章</u> Witness Signature <u>招章</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>招章</u> Witness Signature <u>招章</u> Name (printed) <u>10/14/2009</u> Date (mm/dd/yyyy)</p>
<p><u>招章</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

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

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):**

Lei Pan  
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Tianji Zhang  
c/o Alibaba Group Holding Limited  
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Hangzhou, China 310099  
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**Assignee:**

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

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

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