

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Junjie Yang</td> <td>12/04/2009</td> </tr> <tr> <td>Liang Ni</td> <td>12/04/2009</td> </tr> <tr> <td>Zhenghua Zhang</td> <td>12/04/2009</td> </tr> <tr> <td>Zhenyu Zhang</td> <td>12/04/2009</td> </tr> </tbody> </table>		Name	Execution Date	Junjie Yang	12/04/2009	Liang Ni	12/04/2009	Zhenghua Zhang	12/04/2009	Zhenyu Zhang	12/04/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Alibaba Group Holding Limited</td> </tr> <tr> <td>Street Address:</td> <td>Fourth Floor, One Capital Place</td> </tr> <tr> <td>Internal Address:</td> <td>P.O. Box 847</td> </tr> <tr> <td>City:</td> <td>Grand Cayman</td> </tr> <tr> <td>State/Country:</td> <td>CAYMAN ISLANDS</td> </tr> </table>		Name:	Alibaba Group Holding Limited	Street Address:	Fourth Floor, One Capital Place	Internal Address:	P.O. Box 847	City:	Grand Cayman	State/Country:	CAYMAN ISLANDS
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CORRESPONDENCE DATA											
Fax Number: (509)323-8979 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 509-324-9256 Email: lynne@leehayes.com Correspondent Name: Lee & Hayes, PLLC Address Line 1: 601 West Riverside Address Line 2: Ste 1400 Address Line 4: Spokane, WASHINGTON 99201											
ATTORNEY DOCKET NUMBER:	AB1-0046US										
NAME OF SUBMITTER:	Lynne Mahan										
Total Attachments: 4											

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PATENT
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number 12/667,145
Filing Date..... December 29, 2009
Inventorship..... Yang et al.
Assignee Alibaba Group Holding Limited
Attorney's Docket No. AB1-0046US
Client Docket No..... A0236
Title:..... Filtering Information Using Targeted Filtering Schemes

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Junjie Yang
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Zhenyu Zhang
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Hangzhou, China 310099
China

Assignee:

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
" Filtering Information Using Targeted Filtering Schemes" 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 December 29, 2009 and was given U.S. Serial No. 12/667,145; 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
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.

<u>Junjie Yang</u> Junjie Yang <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>陈健江</u> Witness Signature <u>陈健江</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)
<u>Liang Ni</u> Liang Ni <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>陈丽</u> Witness Signature <u>陈丽</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)
<u>Zhenghua Zhang</u> Zhenghua Zhang <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>Shaoqi</u> Witness Signature <u>Shaoqi</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)

<u>Zhenyu Zhang</u> Zhenyu Zhang	<u>徐丹</u> Witness Signature
<u>12/04/2009</u> Date (mm/dd/yyyy)	<u>徐丹</u> Name (printed)
	<u>12/04/2009</u> Date (mm/dd/yyyy)