

06-29-2010

U.S. PTO

12/802816

06/14/2010



103600741

ASSIGNMENT RECORDATION COVER SHEET **-PATENTS ONLY-**

To: Honorable Commissioner of Patents and Trademarks:

Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies)

- a) Ning Guo
- b) Fei Xing
- c) Yuheng Xie
- d) Lei Hou
- e) Qin Zhang

2. Name and address of receiving party(ies):

- a) Name: Alibaba Group Holding Limited
- b) Address: Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands

3. Nature of conveyance

- | | | | |
|-------------------------------------|--------------------|--------------------------|-------------------|
| <input checked="" type="checkbox"/> | Assignment | <input type="checkbox"/> | Merger |
| <input type="checkbox"/> | Security Agreement | <input type="checkbox"/> | Change of Name |
| <input type="checkbox"/> | Other _____ | <input type="checkbox"/> | License Agreement |

12 802 816

Execution Date: a) 6/13/10 b) 6/13/10 c) 6/13/10 d) 6/13/10 e) 6/12/10

4. Application Number(s) or Patent Number(s): Not Assigned

The title of the (new) application is:

GENERATING RANKED SEARCH RESULTS USING LINEAR AND NONLINEAR RANKING MODELS

5. Please send all correspondence concerning this (these) documents to:

Customer No. 21912
Van Pelt, Yi & James LLP
10050 N. Foothill Blvd,
Suite 200
Cupertino, CA 95014
408-973-2585


6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- ☒ Enclosed
- ☒ Any deficiencies are hereby authorized to be charged to Deposit Account No. 50-0685 (Order No. ALIBP035)

8. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Date: June 14, 2010


Diana Y. Fu
Registration No. 52,924

Attorney Docket No. ALIBP035

(Revised 01/96)

PATENT

REEL: 024608 FRAME: 0952

5/16/2010 HDESTR1 00000044 12802816

40.00 DP

4 FC:8021

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

GENERATING RANKED SEARCH RESULTS USING LINEAR AND NONLINEAR RANKING MODELS

(Attorney Docket No. ALIBP035) for which I (we) have executed an application for a United States Letters Patent:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Alibaba Group Holding Limited, a Cayman Islands corporation, having a place of business at Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|------------------------|------------------------|
| 1) | Signature: <u>郭宁</u> | Date: <u>6.13.2010</u> |
| | Typed Name: Ning Guo | |
| 2) | Signature: _____ | Date: _____ |
| | Typed Name: Fei Xing | |
| 3) | Signature: <u>谢宇恒</u> | Date: <u>6.13.2010</u> |
| | Typed Name: Yuheng Xie | |
| 4) | Signature: <u>侯磊</u> | Date: <u>6.13.2010</u> |
| | Typed Name: Lei Hou | |

Atty Dkt. No. ALIBP035

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

GENERATING RANKED SEARCH RESULTS USING LINEAR AND NONLINEAR RANKING MODELS

(Attorney Docket No. ALIBP035) for which I (we) have executed an application for a United States Letters Patent:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Alibaba Group Holding Limited, a Cayman Islands corporation, having a place of business at Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

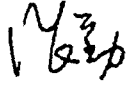
Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|--|------------------------|
| 1) | Signature: _____
Typed Name: Ning Guo | Date: _____ |
| 2) | Signature: <u>Fei Xing</u>
Typed Name: Fei Xing | Date: <u>6.13.2010</u> |
| 3) | Signature: _____
Typed Name: Yuheng Xie | Date: _____ |
| 4) | Signature: _____
Typed Name: Lei Hou | Date: _____ |

Atty Dkt No. ALIBP035

5)

Signature:
Typed Name:


Qin Zhang

Date:

June 12/2010

Atty Dkt. No. ALI8P035

RECORDED: 06/14/2010

PATENT
REEL: 024608 FRAME: 0955