

## PATENT ASSIGNMENT

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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>Kaili Lv</td><td>10/13/2010</td></tr><tr><td>Zheng Zhang</td><td>10/13/2010</td></tr><tr><td>Jie Su</td><td>10/13/2010</td></tr><tr><td>Zengguang Liu</td><td>10/13/2010</td></tr></tbody></table>		Name	Execution Date	Kaili Lv	10/13/2010	Zheng Zhang	10/13/2010	Jie Su	10/13/2010	Zengguang Liu	10/13/2010
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Jie Su	10/13/2010										
Zengguang Liu	10/13/2010										
RECEIVING PARTY DATA											
Name:	Alibaba Group Holding Limited										
Street Address:	P.O. Box 847, Fourth Floor, One Capital Place										
City:	Grand Cayman										
State/Country:	CAYMAN ISLANDS										
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>12993139</td></tr></tbody></table>		Property Type	Number	Application Number:	12993139						
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CORRESPONDENCE DATA											
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ATTORNEY DOCKET NUMBER:	AB1-0090US										
NAME OF SUBMITTER:	Lynne Mahan										
Total Attachments: 6 source=OJ9534#page1.tif source=OJ9534#page2.tif											

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial Number.....12/993 139  
Filing Date.....Nov 17, 2010  
Inventorship.....Lv et al.  
Assignee.....Alibaba Group Holding Limited  
Attorney's Docket No. ....AB1-0090US  
Client Docket No. ....PCT0370US  
Title: System and Method of Optimal Time for Product Launch and Withdraw in E-Commerce

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Kaili Lv  
c/o Alibaba Group Legal Department  
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No.391 Wen'er Road,  
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Zengguang Liu  
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No.391 Wen'er Road,  
Hangzhou, China 310013

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  
"System and Method of Optimal Time for Product Launch and Withdraw in E-Commerce" 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 11/17/2010 and was given U.S. Serial No. 12/993,139;  
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>Kaili Lv</u> Kaili Lv <u>10/13/2010</u> Date (mm/dd/yyyy)	<u>Zhang Li</u> Witness Signature <u>Zhang Li</u> Name (printed) <u>10/13/2010</u> Date (mm/dd/yyyy)
<u>Zheng Zhang</u>  Date (mm/dd/yyyy)	<u>Witness Signature</u>  Name (printed)  Date (mm/dd/yyyy)
<u>Jie Su</u>  Date (mm/dd/yyyy)	<u>Witness Signature</u>  Name (printed)  Date (mm/dd/yyyy)

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<hr/> <b>Zheng Zhang</b> <hr/> <b>Zheng Zhang</b> <hr/> <b>10/13/2010</b> <hr/> <b>Date (mm/dd/yyyy)</b>	<hr/> <b>Zhiqiang He</b> <hr/> <b>Witness Signature</b> <hr/> <b>Zhiqiang He</b> <hr/> <b>Name (printed)</b> <hr/> <b>10/13/2010</b> <hr/> <b>Date (mm/dd/yyyy)</b>
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<hr/> <i>Jie Su</i> Jie Su <hr/> <i>10/13/2010</i> Date (mm/dd/yyyy)	<hr/> <i>Wei Cong Chen</i> Witness Signature <hr/> <i>Wei Cong Chen</i> Name (printed) <hr/> <i>10/13/2010</i> Date (mm/dd/yyyy)

<u>Zengguang Liu</u> Zengguang Liu <u>10/13/2010</u> Date (mm/dd/yyyy)	<u>CAI YINGYUE</u> Witness Signature <u>CAI YINGYUE</u> Name (printed) <u>10/13/2010</u> Date (mm/dd/yyyy)
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