

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Tao Zhang</td><td>10/31/2011</td></tr><tr><td>Jiaqing Guo</td><td>10/31/2011</td></tr><tr><td>Ning Guo</td><td>10/31/2011</td></tr></tbody></table>		Name	Execution Date	Tao Zhang	10/31/2011	Jiaqing Guo	10/31/2011	Ning Guo	10/31/2011
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RECEIVING PARTY DATA									
<table border="1"><tr><td>Name:</td><td>Alibaba Group Holding Limited</td></tr><tr><td>Street Address:</td><td>P.O. Box 847, Fourth Floor, One Capital Place</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:	P.O. Box 847, Fourth Floor, One Capital Place	City:	Grand Cayman	State/Country:	CAYMAN ISLANDS
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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>13318335</td></tr></tbody></table>		Property Type	Number	Application Number:	13318335				
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Application Number:	13318335								
CORRESPONDENCE DATA									
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Phone: 509-324-9256									
Email: Lynne@leehayes.com									
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Correspondent Name: Lee & Hayes, PLLC									
Address Line 1: 601 W. Riverside Ave, Suite 1400									
Address Line 4: Spokane, WASHINGTON 99201									
ATTORNEY DOCKET NUMBER:	AB1-0123US								
NAME OF SUBMITTER:	Lynne Mahan								
Total Attachments: 6 source=SO0771#page1.tif source=SO0771#page2.tif source=SO0771#page3.tif source=SO0771#page4.tif source=SO0771#page5.tif source=SO0771#page6.tif									

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PATENT
REEL: 027150 FRAME: 0967

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number.....13/318,335
Filing Date.....October 31, 2011
Inventorship.....Zhang et al.
Assignee.....Alibaba Group Holding Limited
Attorney's Docket No.AB1-0123US
Client Docket No.PCT0629US
Title:Returning Estimated Value of Search Keywords of Entire Account

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Tao Zhang
c/o Alibaba Group Legal Department
10/F, Building A, the West Lake International Plaza of S&T,
No.391 Wen'er Road,
Hangzhou, China 310013

Jiaqing Guo
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No.391 Wen'er Road,
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Ning Guo
c/o Alibaba Group Legal Department
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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
"Returning Estimated Value of Search Keywords of Entire Account" 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:


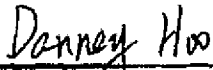

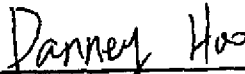
☒ filed on 10/31/2011 and was given U.S. Serial No. 13/318,335, or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington 99201, who are associated with customer number 29150, to 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

Attorney Docket No. AB1-0123US
Client Docket No. PCT0629US

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.

 Tao Zhang 10/31/2011 Date (mm/dd/yyyy)	 Witness Signature Danney Hoo Name (printed) 10/31/2011 Date (mm/dd/yyyy)
 Jiaqing Guo Date (mm/dd/yyyy)	 Witness Signature Name (printed) Date (mm/dd/yyyy)
 Ning Guo 10/31/2011 Date (mm/dd/yyyy)	 Witness Signature Danney Hoo Name (printed) 10/31/2011 Date (mm/dd/yyyy)

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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>Tao Zhang</u> <u>Date (mm/dd/yyyy)</u>	<u>Witness Signature</u> <u>Name (printed)</u> <u>Date (mm/dd/yyyy)</u>
<u>郭家清</u> <u>Jiaqing Guo</u> <u>10/31/2011</u> <u>Date (mm/dd/yyyy)</u>	<u>Danney Huo</u> <u>Witness Signature</u> <u>Danney Huo</u> <u>Name (printed)</u> <u>10/31/2011</u> <u>Date (mm/dd/yyyy)</u>
<u>Ning Guo</u> <u>Date (mm/dd/yyyy)</u>	<u>Witness Signature</u> <u>Name (printed)</u> <u>Date (mm/dd/yyyy)</u>