

# PATENT ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT																
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT																
<b>CONVEYING PARTY DATA</b>																	
<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>Changyi Yang</td><td>11/11/2011</td></tr> <tr><td>Fengping Sun</td><td>11/11/2011</td></tr> <tr><td>Jianbin Hou</td><td>11/11/2011</td></tr> <tr><td>Wei Song</td><td>11/11/2011</td></tr> <tr><td>Tao Liu</td><td>11/11/2011</td></tr> <tr><td>Zhaojing Li</td><td>11/11/2011</td></tr> <tr><td>Hong Chen</td><td>11/11/2011</td></tr> </tbody> </table>		Name	Execution Date	Changyi Yang	11/11/2011	Fengping Sun	11/11/2011	Jianbin Hou	11/11/2011	Wei Song	11/11/2011	Tao Liu	11/11/2011	Zhaojing Li	11/11/2011	Hong Chen	11/11/2011
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td><b>Name:</b></td><td>Beijing Baidu Netcom Science and Technology Co., LTD</td></tr> <tr><td><b>Street Address:</b></td><td>Baidu Campus No. 10,</td></tr> <tr><td><b>Internal Address:</b></td><td>Shangdi 10th Street, Haidian District,</td></tr> <tr><td><b>City:</b></td><td>Beijing</td></tr> <tr><td><b>State/Country:</b></td><td>CHINA</td></tr> <tr><td><b>Postal Code:</b></td><td>100085</td></tr> </table>		<b>Name:</b>	Beijing Baidu Netcom Science and Technology Co., LTD	<b>Street Address:</b>	Baidu Campus No. 10,	<b>Internal Address:</b>	Shangdi 10th Street, Haidian District,	<b>City:</b>	Beijing	<b>State/Country:</b>	CHINA	<b>Postal Code:</b>	100085				
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<b>CORRESPONDENCE DATA</b>																	
<p>Fax Number: (323)934-0202</p> <p>Phone: 323-934-2300</p> <p>Email: la_mail@ladas.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: LADAS &amp; PARRY</p> <p>Address Line 1: 5670 WILSHIRE BOULEVARD, SUITE 2100</p> <p>Address Line 4: LOS ANGELES, CALIFORNIA 90036-5679</p>																	

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**PATENT**  
**REEL: 027239 FRAME: 0895**

ATTORNEY DOCKET NUMBER:	B-7210 626816
NAME OF SUBMITTER:	Joseph M. Kobzeff
<b>Total Attachments: 5</b> source=626816_assignment#page1.tif source=626816_assignment#page2.tif source=626816_assignment#page3.tif source=626816_assignment#page4.tif source=626816_assignment#page5.tif	

Attorney's Docket No. B-7210 626816

*Patent*

For: ☒ U.S. and/or ☐ Foreign Rights  
For: ☒ U.S. Application or ☐ U.S. Patent  
For: ☐ PCT Application  
By: ☒ Inventor(s) or ☐ Present Owner

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS:  
(inventor(s) or person(s) or  
entity(ies) who own the invention)

(1) Changyi Yang  
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(Assignment of Invention [16-3]--page 1 of 3)

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hereby confirm that ASSIGNORS sell, assign and transfer to

ASSIGNEE: Beijing Baidu Netcom Science and Technology Co., Ltd.

(type or print name(s) of ASSIGNEE(S))

Baidu Campus  
No. 10, Shangdi 10th Street  
Haidian District, Beijing 100085  
(Address)

People's Republic of China

(Assignment of Invention [16-3]--page 2 of 3)

and the successors, assigns and legal representatives of the ASSIGNEE  
(complete one of the following)

☒ the entire right, title and interest

☐ an undivided \_\_\_\_\_ percent ( \_\_\_\_\_ % ) interest for the

United States and its territorial possessions

(check the following box if foreign rights are also to be assigned)

☐ and in all foreign countries, including all rights to claim

priority, in and to any and all improvements which are disclosed in the invention  
entitled :

#### GRAPHICAL USER INTERFACE

(check and complete (a), (b), (c) or (d)) and which is found in

(a) ☐ U.S. patent application executed on even date herewith

(b) ☐ U.S. patent application executed on \_\_\_\_\_

☒ To comply with 37 CFR 3.21 for recordal of this assignment, I, an  
ASSIGNOR signing below, hereby authorize and request my attorney, as named  
in the Declaration and Power of Attorney I executed for this invention on the  
execution date stated above, to insert below the filing date and application  
number when it becomes known.

(c) ☐ U.S. Application serial no. \_\_\_\_\_ filed on \_\_\_\_\_

(d) ☐ International application no. \_\_\_\_\_

(e) ☐ U.S. Patent no. \_\_\_\_\_ issued \_\_\_\_\_

☐ A change of address to which correspondence is to be sent regarding patent  
maintenance fees is being sent separately.

(also check (F) if foreign application(s) is also being assigned)

(f) ☐ and any legal equivalent thereof in a foreign country, including the right to  
claim priority and, in and to, all Letters Patent to be obtained for said invention by the  
above application or any continuation, division, renewal, or substitute thereof, and as to  
Letters Patent any reissue or re-examination thereof

ASSIGNORS hereby covenant that no assignment, sale, agreement or  
encumbrance has been or will be made or entered into which would conflict with this  
assignment;

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be  
provided promptly with all pertinent facts and documents relating to said invention and  
said Letters Patent and legal equivalents as may be known and accessible to  
ASSIGNORS and will testify as to the same in any interference, litigation or proceeding  
related thereto and will promptly execute and deliver to ASSIGNEE or its legal

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representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
\_\_\_\_ day of \_\_\_\_\_, 2011 (date of signing).

Changyi Yang  
Name of Assignor(s)

Changyi Yang  
Signature of ASSIGNOR(S)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
\_\_\_\_ day of \_\_\_\_\_, 2011 (date of signing).

Fengping Sun  
Name of Assignor(s)

Fengping Sun  
Signature of ASSIGNOR(S)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
\_\_\_\_ day of \_\_\_\_\_, 2011 (date of signing).

Jianbin Hou  
Name of Assignor(s)

Jianbin Hou  
Signature of ASSIGNOR(S)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
\_\_\_\_ day of \_\_\_\_\_, 2011 (date of signing).

Wei Song  
Name of Assignor(s)

Wei Song  
Signature of ASSIGNOR(S)

(Assignment of Invention [16-3]--page 4 of 3)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
11 day of 11, 2011 (date of signing).

Tao Liu  
Name of Assignor(s)  
Tao Liu  
Signature of ASSIGNOR(S)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
11 day of 11, 2011 (date of signing).

Zhaojing Li  
Name of Assignor(s)  
Zhaojing Li  
Signature of ASSIGNOR(S)

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this  
11 day of 11, 2011 (date of signing).

Hong Chen  
Name of Assignor(s)  
Hong Chen  
Signature of ASSIGNOR(S)

(Assignment of Invention [16-3]--page 5 of 3)