

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>Huaxing Jin</td> <td>12/19/2011</td> </tr> <tr> <td>Wei Zheng</td> <td>12/20/2011</td> </tr> <tr> <td>Peng Huang</td> <td>12/19/2011</td> </tr> <tr> <td>Xu Yang</td> <td>12/19/2011</td> </tr> <tr> <td>Feng Lin</td> <td>12/19/2011</td> </tr> <tr> <td>Jiong Feng</td> <td>12/19/2011</td> </tr> <tr> <td>Qin Zhang</td> <td>12/19/2011</td> </tr> </tbody> </table>		Name	Execution Date	Huaxing Jin	12/19/2011	Wei Zheng	12/20/2011	Peng Huang	12/19/2011	Xu Yang	12/19/2011	Feng Lin	12/19/2011	Jiong Feng	12/19/2011	Qin Zhang	12/19/2011
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RECEIVING PARTY DATA																	
Name:	Alibaba Group Holding Limited																
Street Address:	Fourth Floor, One Capital Place, P.O. Box 847																
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>13381069</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13381069												
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Application Number:	13381069																
CORRESPONDENCE DATA																	
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ATTORNEY DOCKET NUMBER:	AB1-0124US																

OP \$40.00 13381069

NAME OF SUBMITTER:

Lynne Mahan

Total Attachments: 5

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number.....13/381,069
Filing Date.....December 27, 2011
Inventorship.....Jin et al.
Assignee.....Alibaba Group Holding Limited
Attorney's Docket No. AB1-0124US
Client Docket No. PCT0666US
Title: Method and Apparatus of Ordering Search Results

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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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
" Method and Apparatus of Ordering Search Results" 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 12/27/2011 and was given U.S. Serial No. 13/381,069 ;

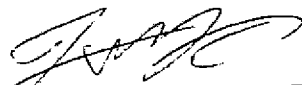
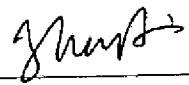
or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal
representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington
99201, who are associated with customer number 29150, to insert in the caption above the serial
number and filing date of 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>Huaxing Jin</u> Huaxing Jin <u>12 / 14 / 2011</u> Date (mm/dd/yyyy)	<u>Yantao Qiao</u> Witness Signature <u>Yantao Qiao</u> Name (printed) <u>12/19/2011</u> Date (mm/dd/yyyy)
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<p><u>Wei Zheng</u> Wei Zheng <u>12/20/2011</u> Date (mm/dd/yyyy)</p>	<p><u>Yantao Qiao</u> Witness Signature <u>Yantao Qiao</u> Name (printed) <u>12/19/2011</u> Date (mm/dd/yyyy)</p>
<p><u>Peng Huang</u> Peng Huang <u>12/19/2011</u> Date (mm/dd/yyyy)</p>	<p><u>Yantao Qiao</u> Witness Signature <u>Yantao Qiao</u> Name (printed) <u>12/19/2011</u> Date (mm/dd/yyyy)</p>
<p><u>Xu Yang</u> Xu Yang <u>12/19/2011</u> Date (mm/dd/yyyy)</p>	<p><u>Yantao Qiao</u> Witness Signature <u>Yantao Qiao</u> Name (printed) <u>12/19/2011</u> Date (mm/dd/yyyy)</p>
<p><u>Feng Lin</u> Feng Lin <u>12/19/2011</u> Date (mm/dd/yyyy)</p>	<p><u>Yantao Qiao</u> Witness Signature <u>Yantao Qiao</u> Name (printed) <u>12/19/2011</u> Date (mm/dd/yyyy)</p>

 _____ Jifeng Feng <u>12/19/2011</u> Date (mm/dd/yyyy)	<u>Yantao Qiao</u> _____ Witness Signature <u>Yantao Qiao</u> _____ Name (printed) <u>12/19/2011</u> _____ Date (mm/dd/yyyy)
 _____ Qin Zhang <u>12/19/2011</u> _____ Date (mm/dd/yyyy)	<u>Yantao Qiao</u> _____ Witness Signature <u>Yantao Qiao</u> _____ Name (printed) <u>12/19/2011</u> _____ Date (mm/dd/yyyy)