

## 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>Xu Zhang</td> <td>02/14/2012</td> </tr> <tr> <td>Louhua Zhu</td> <td>02/14/2012</td> </tr> <tr> <td>Haijie Gu</td> <td>02/14/2012</td> </tr> <tr> <td>Duoquan Li</td> <td>02/14/2012</td> </tr> </tbody> </table>		Name	Execution Date	Xu Zhang	02/14/2012	Louhua Zhu	02/14/2012	Haijie Gu	02/14/2012	Duoquan Li	02/14/2012
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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>13393310</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13393310						
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Application Number:	13393310										
CORRESPONDENCE DATA											
Fax Number:	(509)944-4692										
Phone:	509-324-9256										
Email:	Lynne@leehayes.com										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Correspondent Name:	Lee & Hayes, PLLC										
Address Line 1:	601 W. Riverside Ave, Suite 1400										
Address Line 4:	Spokane, WASHINGTON 99201										
ATTORNEY DOCKET NUMBER:	AB1-0129US										
NAME OF SUBMITTER:	Lynne Mahan										
Total Attachments: 4 source=TX9055#page1.tif source=TX9055#page2.tif source=TX9055#page3.tif source=TX9055#page4.tif											

OP \$40.00 13393310

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

Serial Number.....10/399310  
Filing Date.....February 29, 2012  
Inventorship.....Zhang et al.  
Assignee.....Alibaba Group Holding Limited  
Attorney's Docket No. ....AB1-0129US  
Client Docket No. ....PCT0698US  
Title: .....Transmitting Product Information

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

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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 "Transmitting Product Information" 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 02/29/2012 and was given U.S. Serial No. 13/393310;

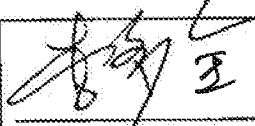
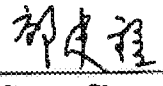
or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington 99201, who are associated with customer number 29150, to insert in the caption above the serial number and filing date of 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.

<p>张旭</p> <hr/> <p>Xu Zhang</p> <p>02/14/2012</p> <hr/> <p>Date (mm/dd/yyyy)</p>	<p>祁建程</p> <hr/> <p>Witness Signature</p> <p>祁建程 Jiancheng Qi</p> <hr/> <p>Name (printed)</p> <p>2/14/2012</p> <hr/> <p>Date (mm/dd/yyyy)</p>
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 _____ Duoquan Li <u>02/14/2012</u> Date (mm/dd/yyyy)	 _____ Witness Signature <u>郝建程</u> Name (printed) <u>2/14/2012</u> Date (mm/dd/yyyy)
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