

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Chang Wang</td> <td>05/23/2012</td> </tr> <tr> <td>Hui Huang</td> <td>05/23/2012</td> </tr> <tr> <td>Jian Shi</td> <td>05/23/2012</td> </tr> <tr> <td>Feng Xie</td> <td>05/23/2012</td> </tr> <tr> <td>Maojian Fu</td> <td>05/23/2012</td> </tr> <tr> <td>Gang Liu</td> <td>05/23/2012</td> </tr> </tbody> </table>		Name	Execution Date	Chang Wang	05/23/2012	Hui Huang	05/23/2012	Jian Shi	05/23/2012	Feng Xie	05/23/2012	Maojian Fu	05/23/2012	Gang Liu	05/23/2012
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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>Fourth Floor, One Capital Place</td> </tr> <tr> <td>Internal Address:</td> <td>P.O. Box 847</td> </tr> <tr> <td>City:</td> <td>George Town</td> </tr> <tr> <td>State/Country:</td> <td>CAYMAN ISLANDS</td> </tr> </table>		Name:	Alibaba Group Holding Limited	Street Address:	Fourth Floor, One Capital Place	Internal Address:	P.O. Box 847	City:	George Town	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>13484049</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13484049										
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Application Number:	13484049														
CORRESPONDENCE DATA															
Fax Number:	(408)973-2595														
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Email:	enguyen@ip-patent.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:	VAN PELT, YI & JAMES LLP														
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ATTORNEY DOCKET NUMBER:	ALIBP089														

NAME OF SUBMITTER:

Jia-Ning Qu

Total Attachments: 2

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ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

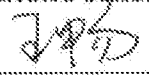
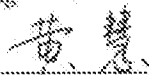
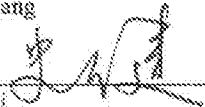
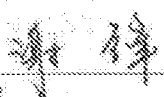
DETERMINING MATCHING DEGREES BETWEEN INFORMATION CATEGORIES AND DISPLAYED INFORMATION

(Attorney Docket No. ALIBP089) for which I (we) have executed an application for a United States Letters Patent (the "Application"):

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell, assign, and transfer to Alibaba Group Holding Limited, a Cayman Islands corporation having a place of business at Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

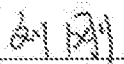
Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|---|------------------------|
| 1) | Signature: <u></u> | Date: <u>2012.5.23</u> |
| | Typed Name: Chang Wang | |
| 2) | Signature: <u></u> | Date: <u>2012.5.23</u> |
| | Typed Name: Hui Huang | |
| 3) | Signature: <u></u> | Date: <u>2012.5.23</u> |
| | Typed Name: Jian Shi | |
| 4) | Signature: <u></u> | Date: <u>5.23.2012</u> |
| | Typed Name: Feng Xie | |

Atty Dkt. No. ALIBP089

5) Signature: 
Typed Name: Maojian Fu

Date: 2012.5.23

6) Signature: 
Typed Name: Gang Liu

Date: 2012.5.23

Atty Dkt. No. ALIBF089