

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>Jia Li</td> <td>05/02/2012</td> </tr> <tr> <td>Yunchao Gao</td> <td>11/24/2012</td> </tr> <tr> <td>Haonan Yu</td> <td>05/02/2012</td> </tr> <tr> <td>Jun Zhang</td> <td>12/07/2012</td> </tr> <tr> <td>Yonghong Tian</td> <td>05/02/2012</td> </tr> <tr> <td>Jun Yan</td> <td>11/24/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jia Li	05/02/2012	Yunchao Gao	11/24/2012	Haonan Yu	05/02/2012	Jun Zhang	12/07/2012	Yonghong Tian	05/02/2012	Jun Yan	11/24/2012
Name	Execution Date														
Jia Li	05/02/2012														
Yunchao Gao	11/24/2012														
Haonan Yu	05/02/2012														
Jun Zhang	12/07/2012														
Yonghong Tian	05/02/2012														
Jun Yan	11/24/2012														
RECEIVING PARTY DATA															
Name:	Huawei Technologies Co., Ltd.														
Street Address:	Huawei Administration Building														
Internal Address:	Bantian, Longgang District														
City:	Shenzhen, Guangdong														
State/Country:	CHINA														
Postal Code:	518129														
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>13709795</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13709795										
Property Type	Number														
Application Number:	13709795														
CORRESPONDENCE DATA															
Fax Number:	3126165700														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	312-616-5600														
Email:	assignments@leydig.com														
Correspondent Name:	Leydig, Voit & Mayer, Ltd.														
Address Line 1:	Two Prudential Plaza, Suite 4900														
Address Line 2:	180 N. Stetson Avenue														
Address Line 4:	Chicago, ILLINOIS 60601-6731														
ATTORNEY DOCKET NUMBER:	711747														

CH \$40.00 13709795

NAME OF SUBMITTER:

Richard M. Bemben

Total Attachments: 6

source=Assignment#page1.tif

source=Assignment#page2.tif

source=Assignment#page3.tif

source=Assignment#page4.tif

source=Assignment#page5.tif

source=Assignment#page6.tif

PATENT

Attorney Docket No. HW711747
Client Reference No. 82853504US04

ASSIGNMENT

WHEREAS, WE,

Jia LI
No.5,YiheyuanRoad,Haidian
District,Beijing 100871 China;
and

Yunchao GAO
Huawei Administration Building
Bantian, Longgang District
Shenzhen, 518129, Guangdong
P.R. CHINA and

Haonan YU
No.5,YiheyuanRoad,Haidian
District,Beijing 100871 China
; and

Jun ZHANG
Huawei Administration Building
Bantian, Longgang District
Shenzhen, 518129, Guangdong
P.R. CHINA; and

Yonghong TIAN
No.5,YiheyuanRoad,Haidian
District,Beijing 100871 China
and

Jun YAN
Huawei Administration Building
Bantian, Longgang District
Shenzhen, 518129, Guangdong
P.R. CHINA;

have invented and own a certain invention entitled:
**METHOD AND SYSTEM FOR PERSONALIZED ADVERTISEMENT PUSH BASED ON
USER INTEREST LEARNING**
for which invention we have executed an application (provisional or non-provisional) for a U.S.
patent, which was filed on Dec. 10, 2012, under U.S. Application No. _____ and
13/709,795

WHEREAS, HUAWEI TECHNOLOGIES CO., LTD., of Huawei Administration
Building, Bantian, Longgang District, Shenzhen, 518129, Guangdong, P.R. China, and
PEKING UNIVERSITY of No.5,YiheyuanRoad,Haidian District,Beijing China ;hereinafter
referred to as Assignee, is desirous of acquiring the entire domestic and foreign right, title, and
interest in and under the invention described in the patent application.

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of
which are hereby acknowledged, we assign and transfer to the Assignee and the Assignee's
legal representatives, successors and assigns the full and exclusive rights in and to the invention
in the U.S. and every foreign country and the entire right, title, and interest in and to the patent
application and other such applications (e.g., provisional applications, non-provisional
applications, continuations, continuations-in-part, divisionals, reissues, reexaminations,
National phase applications, including petty patent applications, and utility model applications)
that may be filed in the United States and every foreign country on the invention, and the
patents, extensions, or derivations thereof, both foreign and domestic, that may issue thereon,
and we do hereby authorize and request the Commissioner of Patents to issue U.S. patents to
the above-mentioned Assignee agreeably with the terms of this assignment document.

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing
date and application number of the application if the date and number are unavailable at the
time this document is executed.

In re Appln. of Li et al.
Attorney Docket No. HW711747

forth herein, and that we will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued, reexamined, and National phase patents of the U.S. or of any and all foreign countries on the invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

IN WITNESS WHEREOF, we have hereunder set our hands on the dates shown below.

Date May 2, 2012 _____
Jia LI Jia Li

Date May 2, 2012 _____
Witness Tingting Jiang

Date May 2, 2012 _____
Witness Jinglin

Date _____
Yunchao GAO

Date _____
Witness _____

Date _____
Witness _____

Date May 2, 2012 _____
Haonan YU Haonan Yu

Date May 2, 2012 _____
Witness Tingting Jiang

Date May 2, 2012 _____
Witness Jinglin

In re Appln. of Li et al.
Attorney Docket No. HW711747

WE DO HEREBY COVENANT and agree with the Assignee that we will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that we will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued, reexamined, and National phase patents of the U.S. or of any and all foreign countries on the invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

IN WITNESS WHEREOF, we have hereunder set our hands on the dates shown below.

Date _____
Jia LI

Date _____
Witness

Date _____
Witness

=====
Date Nov. 24, 2012 Yunchao GAO
Yunchao GAO

Date Nov. 24, 2012 Jianfeng LIU
Witness

Date Nov. 24, 2012 Xuning Wang
Witness

=====
Date _____
Haonan YU

Date _____
Witness

Date _____
Witness

=====
Date 2012.12.7 Jun ZHANG
Jun ZHANG
Date 2012.12.7 Ning HUANG
Witness
Date 2012.12.7 Lei JIANG
Witness

=====
Date _____
Yonghong TIAN
Date _____
Witness
Date _____
Witness

=====
Date _____
Jun YAN
Date _____
Witness
Date _____
Witness

Date _____ Jun ZHANG

Date _____ Witness

Date _____ Witness

Date May 2, 2012 Tian
Yonghong TIAN

Date May 2, 2012 Tingting Jiang
Witness

Date May 2, 2012 Jinglin
Witness

Date _____ Jun YAN

Date _____ Witness

Date _____ Witness

Date _____

Jun ZHANG

Date _____

Witness

Date _____

Witness

Date _____

Yonghong TIAN

Date _____

Witness

Date _____

Witness

Date 2012.11.24

Jun YAN

Jun YAN

Date 2012.11.24

Libing WANG

Witness

Date 2012.11.24

Changchang WEN

Witness