

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Maojian Fu	05/20/2013
RECEIVING PARTY DATA	
Name:	Alibaba Group Holding Limited
Street Address:	P. O. Box 847
Internal Address:	Fourth Floor, One Capital Place
City:	Grand Cayman
State/Country:	CAYMAN ISLANDS
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13902616
CORRESPONDENCE DATA	
Fax Number:	5093238979
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5099444776
Email:	cherri@leehayes.com
Correspondent Name:	Lee and Hayes, PLLC
Address Line 1:	601 W Riverside
Address Line 2:	Suite 1400
Address Line 4:	Spokane, WASHINGTON 99201
ATTORNEY DOCKET NUMBER:	AB1-0194US
NAME OF SUBMITTER:	Cherri A. Simon
Signature:	/Cherri A. Simon/
Date:	05/24/2013
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OP \$40.00 13902616

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

Serial Number .....  
Filing Date .....  
Inventorship ..... Fu  
Assignee ..... Alibaba Group Holding Limited  
Attorney's Docket No. .... A81-0194US  
Client Docket No. .... A1382US  
Title: Method and Apparatus of Recommending Candidate Terms Based on Geographical Location

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Maojian Fu  
c/o Alibaba Group Legal Department  
10/F, Building A, the West Lake International Plaza of S&T,  
No.391 Wen'er Road,  
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  
" Method and Apparatus of Recommending Candidate Terms Based on Geographical  
Location" 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:

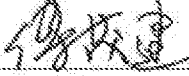
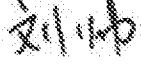
filed on May 24, 2013 and was given U.S. Serial No. 13/902,616;

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.

 Maojian Fu <u>05/20/2013</u> Date (mm/dd/yyyy)	 Witness Signature <u>Shuai Liu</u> Name (printed) <u>05/20/2013</u> Date (mm/dd/yyyy)
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