

## 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>Chao Chen</td> <td>07/12/2013</td> </tr> <tr> <td>Xiaomei Han</td> <td>07/12/2013</td> </tr> <tr> <td>Chao Song</td> <td>07/12/2013</td> </tr> <tr> <td>Hui Wei</td> <td>07/12/2013</td> </tr> </tbody> </table>		Name	Execution Date	Chao Chen	07/12/2013	Xiaomei Han	07/12/2013	Chao Song	07/12/2013	Hui Wei	07/12/2013
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Chao Chen	07/12/2013										
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Chao Song	07/12/2013										
Hui Wei	07/12/2013										
RECEIVING PARTY DATA											
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										
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>13894827</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13894827						
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Application Number:	13894827										
CORRESPONDENCE DATA											
Fax Number:	4089732595										
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Email:	mhuang@ip-patent.com										
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ATTORNEY DOCKET NUMBER:	ALIBP135										
NAME OF SUBMITTER:	Diana Y. Fu										
Signature:	/Diana Y. Fu/										
Date:	07/18/2013										
Total Attachments: 1 source=ALIBP135 Executed Assignment#page1.tif											

CH \$40.00 13894827

## 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:

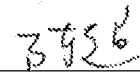
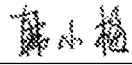

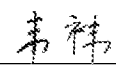
### PRODUCT SEARCH METHOD AND SYSTEM

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on May 15, 2013, and which bears the Application No. 13/894,827 (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>7/12/2013</u> |
|    | Typed Name: Chao Chen   |                        |
| 2) | Signature: <u></u> | Date: <u>7/12/2013</u> |
|    | Typed Name: Xiaomei Han   |                        |
| 3) | Signature: <u></u> | Date: <u>7/12/2013</u> |
|    | Typed Name: Chao Song   |                        |
| 4) | Signature: <u></u> | Date: <u>7/12/2013</u> |
|    | Typed Name: Hui Wei   |                        |