

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>Ning Li</td> <td>07/30/2013</td> </tr> <tr> <td>Rongjie Chen</td> <td>07/30/2013</td> </tr> <tr> <td>Tengfei Fang</td> <td>07/30/2013</td> </tr> <tr> <td>Yangfan Yu</td> <td>07/30/2013</td> </tr> </tbody> </table>		Name	Execution Date	Ning Li	07/30/2013	Rongjie Chen	07/30/2013	Tengfei Fang	07/30/2013	Yangfan Yu	07/30/2013
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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>PO Box 847</td> </tr> <tr> <td>City:</td> <td>Grand Cayman</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:	PO Box 847	City:	Grand Cayman	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>13957293</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13957293						
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CORRESPONDENCE DATA											
Fax Number: <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 5093249256 Email: amandas@leehayes.com Correspondent Name: Lee & Hayes, pllc Address Line 1: 601 W Riverside Address Line 2: Suite 1400 Address Line 4: Spokane, WASHINGTON 99201											
ATTORNEY DOCKET NUMBER:	AB1-0204US										
NAME OF SUBMITTER:	Amanda Sasser										
Signature:	/Amanda Sasser/										

PATENT

Date:

10/01/2013

Total Attachments: 4

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number
Filing Date
Inventorship Li et al.
Assignee Alibaba Group Holding Limited
Attorney's Docket No. AB1-0204US
Client Docket No. A1614US
Title: Publish Information on Website

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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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

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AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
“ Publish Information on Website” for which:

☐ a provisional application for United States Letters Patent was filed on _____ and
was given U.S. Serial No. _____ and/or


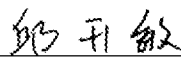

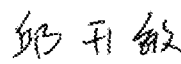
☒ a non-provisional application for United States Letters Patent was:


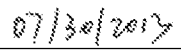
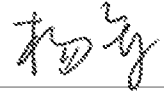
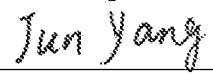
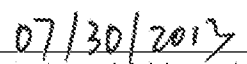
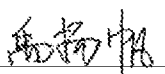
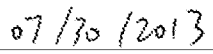

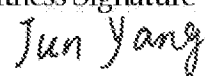

☒ filed on 01 August 2013 and was given U.S. Serial No. 13/957,293;
or filed concurrently herewith. Assignors hereby authorize and request ASSIGNEE's legal
representatives, of Lee & Hayes, PLLC, 601 W Riverside Ave, Suite 1400, Spokane, Washington
99201, who are associated with customer number 29150, 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.

 _____ Ning Li <u>7/30/2013</u> Date (mm/dd/yyyy)	 _____ Witness Signature <u>Kaimin Qiu</u> Name (printed) <u>7/30/2013</u> Date (mm/dd/yyyy)
 _____ Rongjie Chen <u>7/30/2013</u> Date (mm/dd/yyyy)	 _____ Witness Signature <u>Kaimin Qiu</u> Name (printed) <u>7/30/2013</u> Date (mm/dd/yyyy)

 _____ Tengfei Fang  _____ Date (mm/dd/yyyy)	 _____ Witness Signature  _____ Name (printed)  _____ Date (mm/dd/yyyy)
 _____ Yangfan Yu  _____ Date (mm/dd/yyyy)	 _____ Witness Signature  _____ Name (printed)  _____ Date (mm/dd/yyyy)