

PATENT ASSIGNMENT COVER SHEET

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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>LUN ZHANG</td> <td>11/01/2013</td> </tr> <tr> <td>RUFENG CHU</td> <td>11/01/2013</td> </tr> <tr> <td>CHUNHUI ZHANG</td> <td>11/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	LUN ZHANG	11/01/2013	RUFENG CHU	11/01/2013	CHUNHUI ZHANG	11/01/2013
Name	Execution Date								
LUN ZHANG	11/01/2013								
RUFENG CHU	11/01/2013								
CHUNHUI ZHANG	11/01/2013								
RECEIVING PARTY DATA									
Name:	ALIBABA GROUP HOLDING LIMITED								
Street Address:	FOURTH FLOOR, ONE CAPITAL PLACE								
Internal Address:	P.O. BOX 847								
City:	GEORGE TOWN, GRAND CAYMAN								
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>14021564</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14021564				
Property Type	Number								
Application Number:	14021564								
CORRESPONDENCE DATA									
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	LINKP142								
NAME OF SUBMITTER:	JIA-NING QU								
Signature:	/Jia-Ning Qu/								
Date:	11/26/2013								
Total Attachments: 1 source=ALIBP142 Executed Assignment#page1.tif									

CH \$40.00 14021564

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:

DETECTING A LABEL FROM AN IMAGE

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 September 9, 2013, and which bears the Application No. 14/021,564 (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>张伦</u> | Date: <u>11/11/2013</u> |
| | Typed Name: Lun Zhang | |
| 2) | Signature: <u>陈: 润峰</u> | Date: <u>11/11/2013</u> |
| | Typed Name: Rufeng Chu | |
| 3) | Signature: <u>张春辉</u> | Date: <u>11/11/2013</u> |
| | Typed Name: Chunhui Zhang | |