

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3164473

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MINGHUI WU	12/10/2014
RECEIVING PARTY DATA		
Name:	HUAWEI TECHNOLOGIES CO., LTD.	
Street Address:	HUAWEI ADMINISTRATION BUILDING, BANTIAN	
Internal Address:	LONGGANG DISTRICT,	
City:	SHENZHEN, 518129, GUANGDONG, P.R.	
State/Country:	CHINA	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14584915
CORRESPONDENCE DATA		
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
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SIGNATURE:	/robert d. mccutcheon/	
DATE SIGNED:	12/29/2014	
Total Attachments: 2		
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source=Assignment#page2.tif		

PATENT

Attorney Docket No. _____
Client Reference No. 83830889U503

ASSIGNMENT

WHEREAS, I,

Minghui WU
HuaweiAdministrationBuilding,
Bantian,LonggangDistrict,
Shenzhen,518129, Guangdong,
P.R. China

have invented and own a certain invention entitled:
ADVERTISEMENT PROCESSING METHOD AND APPARATUS
for which invention I have executed an application (provisional or non-provisional) for a U.S.
patent, which was filed on _____, under U.S. Application No. _____, and

WHEREAS, HUAWEI TECHNOLOGIES CO., LTD., of Huawei Administration
Building, Bantian, Longgang District, Shenzhen, 518129, Guangdong, P.R. 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, I 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 I 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.

I 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.

I DO HEREBY COVENANT and agree with the Assignee that I will not execute any
writing or do any act whatsoever conflicting with the terms of this assignment document set
forth herein, and that I 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 re Appln. of Wu .
Attorney Docket No. _____

IN WITNESS WHEREOF, I have hereunder set my hand on the dates shown below.

Date December 10, 2014

Minghui WU
Minghui WU