

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3268884

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BAOLONG ZHANG	01/12/2015
RECEIVING PARTY DATA	
Name:	BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD
Street Address:	3/F BAIDU CAMPUS, NO. 10
Internal Address:	SHANGDI 10TH STREET, HAIDIAN DISTRICT
City:	BEIJING
State/Country:	CHINA
Postal Code:	100085
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14587783
CORRESPONDENCE DATA	
Fax Number:	(949)567-6710
<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>	
Phone:	9495676700
Email:	ipprosecution@orrick.com
Correspondent Name:	ORRICK, HERRINGTON & SUTCLIFFE LLP/VHS
Address Line 1:	2050 MAIN STREET, SUITE 1100
Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	22497.4065
NAME OF SUBMITTER:	VICTOR SANTOS
SIGNATURE:	/Victor Santos/
DATE SIGNED:	03/17/2015
Total Attachments: 2	
source=4065-Executed US Assignment#page1.tif	
source=4065-Executed US Assignment#page2.tif	

ASSIGNMENT OF PATENT

WHEREAS, I, Baolong ZHANG, Citizen of China, business address at 3/F Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, 100085, Beijing, China, (hereinafter referred to as “**ASSIGNOR**”) have invented and own a certain invention entitled “**SERVICE PROCESSING METHOD AND APPARATUS BASED ON LOCATION INFORMATION**”, for which application for Letters Patent of the United States of America was filed in December 2014, and which claims priority to Chinese Application **CN201410443360.9**, filed September 2, 2014; and

WHEREAS, Baidu Online Network Technology (Beijing) Co., Ltd., a corporation organized and existing under and by virtue of the laws of the China and having its principal place of business at 3/F Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, 100085, Beijing, China(hereinafter referred to as “**ASSIGNEE**”), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent and similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNOR** hereby sells, assigns, transfers and sets over unto **ASSIGNEE**, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the Paris Convention for the Protection of Industrial Property; and **ASSIGNOR** hereby authorizes and requests the United States Commissioner of Patents and Trademarks and any officials of foreign countries whose duty it is to issue patents or any legal equivalent thereof to issue said patents and equivalents to said **ASSIGNEE**, its successors and assigns, in accordance with this **ASSIGNMENT** and hereby transfers all rights of action, power and benefit belonging to or accruing from the invention including the right to undertake proceedings to recover past and future damages and claim all other relief in respect of any acts of infringement thereof whether such acts shall have been committed before or after the date of this **ASSIGNMENT**.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this ASSIGNMENT;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and that ASSIGNOR will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at Beijing, China,
(City & State OR Province & Country)
this 12 day of January, 20 15.

Baolong ZHANG
Baolong ZHANG