

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
TINGMENG YE	06/01/2015
YIMING WU	06/01/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ALIBABA GROUP HOLDING LIMITED
<b>Street Address:</b>	FOURTH FLOOR, ONE CAPITAL PLACE
<b>Internal Address:</b>	P.O. BOX 847
<b>City:</b>	GEORGE TOWN
<b>State/Country:</b>	CAYMAN ISLANDS
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14682896
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	ALIBP234
<b>NAME OF SUBMITTER:</b>	DIANA Y. FU
<b>SIGNATURE:</b>	/Diana Y. Fu/
<b>DATE SIGNED:</b>	06/10/2015
<b>Total Attachments: 1</b>	
source=ALIBP234 Executed Assignment#page1.tif	

## 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:

### ANIMATING CONTENT DISPLAY

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 April 9, 2015, and which bears the Application No. 14/682,896 (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: 叶廷英 Date: 6.1.2015  
Typed Name: Tingneng Ye
- 2) Signature: 吴易明 Date: 06/01/2015  
Typed Name: Yiming Wu