

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3540763

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JUNJIE YANG	12/04/2009
LIANG NI	12/04/2009
ZHENGHUA ZHANG	12/04/2009
ZHENYU ZHANG	12/04/2009
<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>	GRAND CAYMAN
<b>State/Country:</b>	CAYMAN ISLANDS
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14197118
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(509)323-8979
<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>	
<b>Phone:</b>	5093249256
<b>Email:</b>	cherri@leehayes.com
<b>Correspondent Name:</b>	LEE & HAYES, PLLC
<b>Address Line 1:</b>	601 WEST RIVERSIDE
<b>Address Line 2:</b>	SUITE 1400
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	AB1-0046USC1
<b>NAME OF SUBMITTER:</b>	CHERRI A. SIMON
<b>SIGNATURE:</b>	/Cherri A. Simon/
<b>DATE SIGNED:</b>	09/24/2015
<b>Total Attachments: 8</b>	
source=1EH6885#page1.tif	
source=1EH6885#page2.tif	

source=1EH6885#page3.tif

source=1EH6885#page4.tif

source=1EH6885#page5.tif

source=1EH6885#page6.tif

source=1EH6885#page7.tif

source=1EH6885#page8.tif

TO:LEE &amp; HAYES, PLLC COMPANY:601 WEST RIVERSIDE

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*501053679A\*

DECEMBER 30, 2009

PTAS

LEE & HAYES, PLLC  
601 WEST RIVERSIDE  
STE 1400  
SPOKANE, WA 99201UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 12/30/2009

REEL/FRAME: 023716/0358  
NUMBER OF PAGES: 6BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: AB1-0046US

ASSIGNOR:

YANG, JUNJIE

DOC DATE: 12/04/2009

ASSIGNOR:

NI, LIANG

DOC DATE: 12/04/2009

ASSIGNOR:

ZHANG, ZHENGHUA

DOC DATE: 12/04/2009

ASSIGNOR:

ZHANG, ZHENYU

DOC DATE: 12/04/2009

ASSIGNEE:

ALIBABA GROUP HOLDING LIMITED  
FOURTH FLOOR, ONE CAPITAL PLACE  
P.O. BOX 847  
GRAND CAYMAN, CAYMAN ISLANDS

TO:LEE & HAYES, PLLC COMPANY:601 WEST RIVERSIDE

023716/0358 PAGE 2

SERIAL NUMBER: 12667145

FILING DATE:

PATENT NUMBER:

ISSUE DATE:

TITLE: FILTERING INFORMATION USING TARGETED FILTERING SCHEMES

ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**12/30/2009**  
**501053679**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Junjie Yang	12/04/2009
Liang Ni	12/04/2009
Zhenghua Zhang	12/04/2009
Zhenyu Zhang	12/04/2009

**RECEIVING PARTY DATA**

<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>	Grand Cayman
<b>State/Country:</b>	CAYMAN ISLANDS

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	12867145

**CORRESPONDENCE DATA**

Fax Number: (509)323-8979  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 509-324-9256  
 Email: lynne@leehayes.com  
 Correspondent Name: Lee & Hayes, PLLC  
 Address Line 1: 601 West Riverside  
 Address Line 2: Ste 1400  
 Address Line 4: Spokane, WASHINGTON 99201

<b>ATTORNEY DOCKET NUMBER:</b>	AB1-0046US
<b>NAME OF SUBMITTER:</b>	Lynne Mahan

Total Attachments: 4

OP \$40.00 12667145

TO:LEE & HAYES, PLLC COMPANY:601 WEST RIVERSIDE

source=KV1278#page1.tif  
source=KV1278#page2.tif  
source=KV1278#page3.tif  
source=KV1278#page4.tif

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial Number .....  
Filing Date.....  
Inventorship ..... Yang et al.  
Assignee ..... Alibaba Group Holding Limited  
Attorney's Docket No. .... AB1-0046US  
Client Docket No..... A0236  
Title:..... Filtering Information Using Targeted Filtering Schemes

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Junjie Yang  
c/o Alibaba Group Holding Limited  
6/F Chuangye Mansion, East Software Park, Huaxing Road No. 99  
Hangzhou, China 310099  
China

Liang Ni  
c/o Alibaba Group Holding Limited  
6/F Chuangye Mansion, East Software Park, Huaxing Road No. 99  
Hangzhou, China 310099  
China

Zhenghua Zhang  
c/o Alibaba Group Holding Limited  
6/F Chuangye Mansion, East Software Park, Huaxing Road No. 99  
Hangzhou, China 310099  
China

Zhenyu Zhang  
c/o Alibaba Group Holding Limited  
6/F Chuangye Mansion, East Software Park, Huaxing Road No. 99  
Hangzhou, China 310099  
China

Assignee:

Alibaba Group Holding Limited  
Fourth Floor, One Capital Place  
P.O. Box 847  
Grand Cayman  
Cayman Islands

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
" Filtering Information Using Targeted Filtering Schemes" 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 \_\_\_\_\_ and was given U.S. Serial No. \_\_\_\_\_;  
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.

<u>Junjie Yang</u> Junjie Yang <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>陈钱江</u> Witness Signature <u>陈钱江</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)
<u>Liang Ni</u> Liang Ni <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>陈明</u> Witness Signature <u>陈明</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)
<u>Zhenghua Zhang</u> Zhenghua Zhang <u>12/04/2009</u> Date (mm/dd/yyyy)	<u>shaoqi</u> Witness Signature <u>shaoqi</u> Name (printed) <u>12/04/2009</u> Date (mm/dd/yyyy)

<u>Zhenyu Zhang</u> Zhenyu Zhang	<u>徐丹</u> Witness Signature
<u>12/04/2009</u> Date (mm/dd/yyyy)	<u>徐丹</u> Name (printed)
	<u>12/04/2009</u> Date (mm/dd/yyyy)