

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KUN LU	11/11/2015
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	
Property Type	Number
Application Number:	14939796
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ATTORNEY DOCKET NUMBER:	12852.0027-00000
NAME OF SUBMITTER:	WEIGUO CHEN
SIGNATURE:	/Weiguo Chen/
DATE SIGNED:	11/12/2015
Total Attachments: 2	
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SOLE/JOINT INVENTION
(Worldwide Rights)
Attorney Docket No. 12852.0027-00000
Alibaba Ref. No. A3594US
Attorney Docket No. 12852.0027-00304
Alibaba Ref. No. PCT3594

ASSIGNMENT

WHEREAS I/We, the below named inventor(s), (hereinafter referred to as Assignor(s)), of the invention entitled:

METHOD AND APPARATUS FOR DISPLAYING INFORMATION

as claimed in United States Application No. _____ (Confirmation No. _____), filed herewith on _____, attached hereto, and as claimed in PCT International Application No. _____, filed herewith on _____ and attached hereto; and

WHEREAS, **Alibaba Group Holding Limited**, a corporation of Cayman Islands, whose post office address is Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application and the PCT International application and all applications to be filed based on the PCT International application and Letters Patents which may be granted in those applications;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. _____, filed _____ (if any), and the application for United States Letters Patent and the PCT International application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority in any foreign country on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of the application for United States Letters Patent and/or the PCT International application in any foreign country, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Director of the United States Patent and Trademark Office and any official of any foreign country whose duty is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

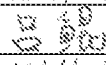
AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns;

AND, I/WE HEREBY authorize and request that the attorneys having Power of Attorney in the applications, insert here in parentheses (U.S. Patent Application No. 14/939,796, filed November 12, 2015 and PCT International Application No. _____, filed _____) the filing date and application number of said applications when known.

SOLE/JOINT INVENTION
(Worldwide Rights)
Attorney Docket No. 12852.0027-00000
Alibaba Ref. No. A3594US
Attorney Docket No. 12852.0027-00304
Alibaba Ref. No. PCT3594

IN TESTIMONY WHEREOF, I/We have hereunto set our hands.

Name: Kun LU
Address: Alibaba Group Legal Department
5/F, Building 3, No. 969 West Wen Yi Road
Yu Hang District, Hangzhou, 311121 P.R. China
By: 
Date: 11/11/2015