

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD	01/29/2016
RECEIVING PARTY DATA	
Name:	BEIJING YINZHIBANG CULTURE TECHNOLOGY CO., LTD.
Street Address:	2108 BUILDING 23, NO. 18, ANNINGZHUANG EAST ROAD, HAIDIAN DISTRICT
City:	BEIJING
State/Country:	CHINA
Postal Code:	100027
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	14586885
Application Number:	14586894
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	22497.4029 & 4036
NAME OF SUBMITTER:	DAVIN STOCKWELL
SIGNATURE:	/Davin Stockwell/
DATE SIGNED:	02/25/2016
Total Attachments: 3	
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ASSIGNMENT

WHEREAS, BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD., a corporation organized and existing under and by virtue of the laws of People's Republic of 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 **ASSIGNOR**), owns full and exclusive right, title and interest to each patent applications listed in the attached **Schedule A**, and all patent and patent applications, continuation applications, continuation-in-part applications, divisional applications, and similar protection to be obtained in the United States of America, its territorial possessions and in any and all countries foreign thereto (hereinafter referred to as **THE PATENT RIGHTS**);

WHEREAS, BEIJING YINZHIBANG CULTURE TECHNOLOGY CO., LTD., a corporation organized and existing under and by virtue of the laws of People's Republic of China and having its principal place of business at 2108, Building 23, No.18, Anningzhuang East Road, Haidian District, Beijing, 100027, China (hereinafter referred to as **ASSIGNEE**), is desirous of acquiring the full and exclusive right, title and interest in **THE PATENT RIGHTS**;

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 **THE PATENT RIGHTS** and to all Letters Patent or applications or similar legal protection arising from the patent applications listed in **Schedule A** and 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 any officials whose duty it is to issue patents on applications as aforesaid, to issue all patents for **THE PATENT RIGHTS** to **ASSIGNEE** in accordance with the terms of this **ASSIGNMENT** and hereby transfers all rights of action, power and benefit belonging to or accruing from **The PATENT RIGHTS**, 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 The PATENT RIGHTS 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 THE PATENT RIGHTS and said equivalents, which may be necessary or desirable to carry out the purposes thereof.

IN TESTIMONY WHEREOF, I hereunto set my hand as of the date indicated below.

For BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD

Dated: January 29, 2016

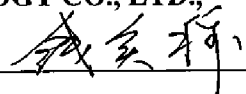
Signature: 

Name: Wang Zhan

Title: Legal Representative

For BEIJING YINZHIBANG CULTURE TECHNOLOGY CO., LTD.,

Dated: January 29, 2016

Signature: 

Name: Qian Shimu

Title: Legal Representative

Schedule A

Title	Country	Patent Application No./ Grant No.	Application Date/ Publication Date
METHOD AND APPARATUS FOR PROCESSING AUDIO/VIDEO FILE	United States	14/586885	12/30/2014
METHOD AND APPARATUS FOR PROCESSING AUDIO/VIDEO FILE	China	CN201410250100.X	6/6/2014
METHOD AND APPARATUS FOR PROCESSING AUDIO/VIDEO FILE	Japan	2014-264853	12/26/2014
METHOD AND APPARATUS FOR PROCESSING AUDIO/VIDEO FILE	EPO	14200681.6	12/30/2014
METHOD, APPARATUS, DEVICE AND SYSTEM FOR INSERTING AUDIO ADVERTISEMENT	United States	14/586894	12/30/2014
METHOD, APPARATUS, DEVICE AND SYSTEM FOR INSERTING AUDIO ADVERTISEMENT	China	CN201410181968.9	4/30/2014
METHOD, APPARATUS, DEVICE AND SYSTEM FOR INSERTING AUDIO ADVERTISEMENT	Japan	2014-264847	12/26/2014
METHOD, APPARATUS, DEVICE AND SYSTEM FOR INSERTING AUDIO ADVERTISEMENT	EPO	14200680.8	12/30/2014