

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| JIANGUO TAN | 05/27/2015 |
| RECEIVING PARTY DATA | |
| Name: | ALIBABA GROUP HOLDING LIMITED |
| Street Address: | FOURTH FLOOR, ONE CAPITAL PLACE |
| Internal Address: | PO BOX 847 |
| City: | GRAND CAYMAN |
| State/Country: | CAYMAN ISLANDS |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 14722828 |
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| ATTORNEY DOCKET NUMBER: | AB1-0308US |
| NAME OF SUBMITTER: | AMANDA SASSER |
| SIGNATURE: | /Amanda Sasser/ |
| DATE SIGNED: | 03/30/2016 |
| Total Attachments: 3 | |
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number
Filing Date.....
Inventorship Tan
Assignee Alibaba Group Holding Limited
Attorney's Docket No. AB1-0308US
Client Docket No. A2347US
Title: METHOD AND APPARATUS OF CONTENT-BASED SELF-ADAPTIVE VIDEO
TRANSCODING

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Jianguo Tan
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Yu Hang District, Hangzhou, China. 311121

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
"METHOD AND APPARATUS OF CONTENT-BASED SELF-ADAPTIVE VIDEO
TRANSCODING" 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:


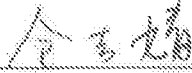
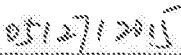
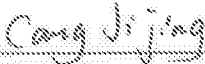
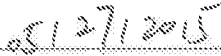
filed on 27 May 2015 and was given U.S. Serial No. 14/722,828

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.

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|  _____ Jianguo Tan |  _____ Witness Signature |
|  _____ Date (mm/dd/yyyy) |  _____ Name (printed) |
| |  _____ Date (mm/dd/yyyy) |