

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3846698

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YONGDONG WEI	07/30/2015
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:	14818132
CORRESPONDENCE DATA	
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<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>	
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ATTORNEY DOCKET NUMBER:	AB1-0340US
NAME OF SUBMITTER:	AMANDA SASSER
SIGNATURE:	/Amanda Sasser/
DATE SIGNED:	04/26/2016
Total Attachments: 3	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number
Filing Date
Inventorship Wei
Assignee Alibaba Group Holding Limited
Attorney's Docket No. A81-0340US
Client Docket No. A2785US
Title: INFORMATION OPERATION

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Yongdong Wei
c/o Alibaba Group Legal Department
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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
" INFORMATION OPERATION" 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 04 August 2015 and was given U.S. Serial No. 14/818,132

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.

<p><u>魏永东</u> Yongdong Wei</p> <p><u>07/30/2015</u> Date (mm/dd/yyyy)</p>	<p><u>顾思源</u> Witness Signature</p> <p><u>Siyuan Gu</u> Name (printed)</p> <p><u>07/30/2015</u> Date (mm/dd/yyyy)</p>
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