

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3899525

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
QI KONG	06/01/2016
FAN ZHU	06/01/2016
GUANG YANG	06/01/2016
JINGAO WANG	06/01/2016
RECEIVING PARTY DATA	
Name:	BAIDU USA LLC
Street Address:	1195 BORDEAUX DR.
City:	SUNNYVALE
State/Country:	CALIFORNIA
Postal Code:	94089
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15171283
CORRESPONDENCE DATA	
Fax Number:	(408)720-8383
<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>	
Phone:	(408)720-8300
Email:	joan_abriam@bstz.com
Correspondent Name:	KEVIN G. SHAO
Address Line 1:	BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP
Address Line 2:	1279 OAKMEAD PARKWAY
Address Line 4:	SUNNYVALE, CALIFORNIA 94085-4040
ATTORNEY DOCKET NUMBER:	9922P025
NAME OF SUBMITTER:	JOAN ABRIAM
SIGNATURE:	/Joan Abriam/
DATE SIGNED:	06/02/2016
Total Attachments: 2	
source=9922P025_Assignment#page1.tif	
source=9922P025_Assignment#page2.tif	

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 9922P025

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned,

QI KONG, FAN ZHU, GUANG YANG, JINGAO WANG

hereby sell, assign, and transfer to

Baidu USA LLC

a corporation, having a principal place of business at 1195 Bordeaux Dr., Sunnyvale, CA 94089 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

**METHOD AND SYSTEM FOR DYNAMICALLY RANKINGS IMAGES TO BE MATCHED WITH
CONTENT IN RESPONSE TO A SEARCH QUERY**

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 15/171,283 filed June 2, 2016,

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

06/01, 2016 Qi Kong
Date Signature
QI KONG
Printed/Typed Name

06/01, 2016 Fan Zhu
Date Signature
FAN ZHU
Printed/Typed Name

06/01, 2016 Guang Yang
Date Signature
GUANG YANG
Printed/Typed Name

06/01, 2016 Jingao Wang
Date Signature
JINGAO WANG
Printed/Typed Name

Assignment Document Return Address:
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
1279 Oakmead Parkway
Sunnyvale, CA 94085-4040
(408) 720-8300