

<b>PATENT ASSIGNMENT COVER SHEET</b>
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EPAS ID: PAT4843718

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JUN WU	11/17/2017
HUANMI YIN	11/17/2017
FENG LIN	11/17/2017
<b>RECEIVING PARTY DATA</b>	
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<b>State/Country:</b>	CAYMAN ISLANDS
<b>Postal Code:</b>	KY1-1103
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15819041
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<b>SIGNATURE:</b>	/Christie Loven/
<b>DATE SIGNED:</b>	02/28/2018
<b>Total Attachments: 4</b>	
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ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, JUN WU, HUANMI YIN, and FENG LIN, each individually assign to ALIBABA GROUP HOLDING LIMITED, a corporation formed under the laws of Cayman Islands and having a principal place of business at Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands, KY1-1103, and its successors, transferees, and assignees (collectively the “Assignee”), all of our individual and joint right, title, and interest throughout the world in the subject matter (the “Subject Matter”) of Chinese Patent Application, Serial No. 201611079020.8, filed November 29, 2016, that names us as inventors (the “Chinese Patent Application”) and of a patent application titled “SERVICE CONTROL AND USER IDENTITY AUTHENTICATION BASED ON VIRTUAL REALITY,” that claims priority to the Chinese Patent Application and was filed in the United States Patent and Trademark Office on November 21, 2017, as application 15/819,041 (the “Application”) which also names us as inventors. We authorize the insertion of the filing date and application number above.

This Assignment assigns (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors’ certificates for, any of the Subject Matter (collectively the “Applications and Granted Rights”) in every country or region, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee’s name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee’s name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter, will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents, and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.

Jun Wu  
Jun Wu

Date: 2017.11.17

Witnessed by:

Signature: 张皓

Date: 2017.11.17

Print Name: ZHE HAN

Huanmi Yin  
Huanmi Yin

Date: 2017.11.17

Witnessed by:

Signature: 郭喆

Date: 2017.11.17

Print Name: ZHE HAN

Feng Lin  
Feng Lin

Date: 2017.11.20

Witnessed by:

Signature: 韩磊

Date: 2017.11.17

Print Name: ZHE HAN