

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
LULU HONG	01/29/2018
DONGDONG ZHAO	01/29/2018
WEI GE	01/29/2018
SIBIN GU	01/29/2018
WEIDONG YANG	01/29/2018
BAIYU PAN	01/29/2018
QING XIANG	01/29/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	YOUKU INTERNET TECHNOLOGY (BEIJING) CO., LTD.
<b>Street Address:</b>	6F, TOWER B, WORLD TRADE CENTER NO. 36
<b>Internal Address:</b>	NORTH THIRD RING ROAD, DONGCHENG DISTRICT
<b>City:</b>	BEIJING
<b>State/Country:</b>	CHINA
<b>Postal Code:</b>	100029
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15892519
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(617)500-2499
<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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<b>Correspondent Name:</b>	OCCHIUTI & ROHLICEK LLP
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<b>ATTORNEY DOCKET NUMBER:</b>	3A703-005001
<b>NAME OF SUBMITTER:</b>	LISA WALSH
<b>SIGNATURE:</b>	/Lisa Walsh/

<b>DATE SIGNED:</b>	03/21/2018
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**Total Attachments: 5**

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ASSIGNMENT

For valuable consideration, we, **Lulu HONG** of 6F, Tower B, World Trade Center No. 36 North Third Ring Road, Dongcheng District Beijing China 100029, **Dongdong ZHAO** of 6F, Tower B, World Trade Center No. 36 North Third Road, Dongcheng District Beijing, China 100029, **Wei GE** of 6F, Tower b, World Trade Center No. 36 North Third Ring Road, Dongcheng District Beijing, China 100029, **Sibin GU** of 6F, Tower B, World Trade Center No. 36 North Third Ring Road, Dongcheng District Beijing, China 100029, of, **Weidong YANG** of 6F, Tower B, World Trade Center, No. 36 North Third Ring Road, Dongcheng District, Beijing China 100029, **Baiyu PAN** of 6F, Tower B, World Trade Center, No. 36 North Third Ring Road, Dongcheng District, Beijing China 100029, **Qing XIANG** of 6F, Tower B, World Trade Center, No. 36 North Third Ring Road, Dongcheng District, Beijing China 100029, hereby assign to, Youku Internet Technology (Beijing) Co., Ltd, having a place of business at 6F, Tower B, Global Trade Center No. 36 North Third Ring Road, Dongcheng District Beijing China 100029 and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled **METHOD AND APPARATUS FOR CONTROLLING INTERFACE DISPLAY**, filed <sup>15/892,519</sup> \_\_\_\_\_, and assigned U.S. Serial Number 2-9-2018 \_\_\_\_\_, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 1.29, 2018

洪露露  
Lulu HONG

WITNESS:

[Signature]  
Name: Zhu Fengchun  
Address: China

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Name: YAN, SUN  
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Date: 2018.1.29.

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Weidong YANG

Date: Jan. 29, 2018


WITNESS:

  
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Name: YAN. SUN  
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Date: 2018.01.29

  
Baiyu Pan

WITNESS:


  
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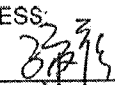
WITNESS:

  
Name: YAN. SUN  
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Date: 2018.1.29

  
\_\_\_\_\_  
Qing XIANG

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