

## 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>
YUEWEI ZENG	06/09/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ALIBABA GROUP HOLDING LIMITED
<b>Street Address:</b>	FOURTH FLOOR, ONE CAPITAL PLACE
<b>Internal Address:</b>	P.O. BOX 847, GEORGE TOWN
<b>City:</b>	GRAND CAYMAN
<b>State/Country:</b>	CAYMAN ISLANDS
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15993071
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>ATTORNEY DOCKET NUMBER:</b>	50GL-268928
<b>NAME OF SUBMITTER:</b>	KRYSTLE MESTRESSAT
<b>SIGNATURE:</b>	/Krystle Mestressat/
<b>DATE SIGNED:</b>	07/02/2018
<b>Total Attachments: 1</b>	
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**ASSIGNMENT**

WHEREAS I/We, the below named inventor(s) (hereinafter referred to as Assignor(s)), of an invention entitled:

METHOD AND APPARATUS FOR DISPLAYING DISPLAY OBJECT ACCORDING TO REAL-TIME INFORMATION

as disclosed and claimed in United States Application No. \_\_\_\_\_, filed \_\_\_\_\_ (Confirmation No. \_\_\_\_\_) and PCT International Application No. PCT/CN2016/107014, filed November 24, 2016 and;

WHEREAS, Alibaba Group Holding Limited, a corporation of the Cayman Islands, whose post office address is Fourth Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to all applications for patents on this invention in all countries throughout the world, including any PCT International Application and all national stage applications based thereon that may be filed, and all patents issued upon such applications in all countries throughout the world;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, the above-referenced applications that disclose and claim this invention, any PCT International Application and all national stage applications based thereon that may be filed, any other applications for patents filed anywhere in the world that claim this invention, and all divisions, and continuations of any such application, and all patents which may be granted thereon, and all reissues thereof, and all rights to claim priority in any country on the basis of any such applications, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

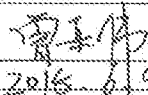
AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

AND, I/WE HEREBY authorize and request the attorneys empowered in the Power of Attorney in this application, to insert the filing date and application number of the above-referenced application(s) when known.

IN TESTIMONY WHEREOF, I/We have hereunto set my/our hands.

Name: Yuewei ZENG  
Address: Hangzhou, China

By:   
Date: 2018 01 09