

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| XUELONG LI | 11/23/2018 |
| LE ZHOU | 11/23/2018 |
| RECEIVING PARTY DATA | |
| Name: | ALIBABA GROUP HOLDING LIMITED |
| Street Address: | FOURTH FLOOR, ONE CAPITAL PLACE |
| Internal Address: | P.O. BOX 847 |
| City: | GEORGE TOWN, GRAND CAYMAN |
| State/Country: | CAYMAN ISLANDS |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29680333 |
| CORRESPONDENCE DATA | |
| Fax Number: | (650)815-2601 |
| <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: | 650-815-2692 |
| Email: | wchen@sheppardmullin.com, svpatents@sheppardmullin.com, monda@sheppardmullin.com, anwong@sheppardmullin.com |
| Correspondent Name: | SHEPPARD MULLIN RICHTER & HAMPTON LLP |
| Address Line 1: | 379 LYTTON AVE. |
| Address Line 2: | ATTN: WILL CHEN |
| Address Line 4: | PALO ALTO, CALIFORNIA 94301 |
| ATTORNEY DOCKET NUMBER: | 50GL-288936 |
| NAME OF SUBMITTER: | WEIGUO CHEN |
| SIGNATURE: | /Weiguo Chen/ |
| DATE SIGNED: | 02/14/2019 |
| Total Attachments: 2 | |
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| source=Assignment_50GL-288936#page2.tif | |

ASSIGNMENT

WHEREAS I/We, the below named inventor(s) (hereinafter referred to as Assignor(s)), of an invention as set forth in United States Patent Application entitled Code Card Broadcaster, with Application No. 29/680,333, filed February 14, 2019 (Confirmation No. 8147);

WHEREAS, Alibaba Group Holding Limited, a corporation of the Cayman Islands, whose post office address is Fourth Floor, One Capital Place, P.O. Box 547, 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, 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 (i) this invention, (ii) the above-referenced applications, all foreign applications based thereon that may be filed, and any other applications for patents filed anywhere in the world that claim this invention (collectively "Applications"), and (iii) all divisions and continuations of any such Applications, and all patents which may be granted on any such Applications, and all rights to claim priority in any country on the basis of any such Applications, and all extensions, renewals, reissues, and substitutes of any such Applications; 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 represent, warrant, and 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 on 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, reissue applications, and other derivative 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 and/or other identification information of the above-referenced application(s) when known.

AND, I/WE HEREBY agree that the terms, covenants, and conditions of this assignment shall insure to the benefit of the Assignee, its successors, assigns, and other legal representative, and shall be binding upon the Assignor(s), as well as the Assignor's heirs, legal representatives, and assigns.

Attorney Docket No. 50GL-288936
Client Reference No. A17036DUS
(Worldwide Rights)

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

Name: Xuelong LI

Address: Hangzhou, CHINA

By: Xuelong Li

Date: 2018.11.23

Name: Le ZHOU

Address: Hangzhou, CHINA

By: 周磊

Date: 2018.11.23