

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5830072

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BEIJING BAIDUPAY SCIENCE AND TECHNOLOGY CO., LTD.	10/15/2019
RECEIVING PARTY DATA	
Name:	BEIJING BAIDU NETCOM SCIENCE AND TECHNOLOGY CO., LTD.
Street Address:	2/F BAIDU CAMPUS, NO. 10
Internal Address:	SHANGDI 10TH STREET, HAIDIAN DISTRICT
City:	BEIJING
State/Country:	CHINA
Postal Code:	100085
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14902306
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	577795
NAME OF SUBMITTER:	PETER CHEN
SIGNATURE:	/Peter Chen/
DATE SIGNED:	11/20/2019
Total Attachments: 4	
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source=15H82069US-Assignment#page4.tif	

ASSIGNMENT

WHEREAS, **BEIJING BAIDUPAY SCIENCE AND TECHNOLOGY CO., LTD.**, an entity organized and existing under the laws of China, having its principal place of business at 5TH Floor, Building B, Baidu Campus, No. 10, Shangdi 10th Street, Haidian District, Beijing 100085, China, herein called "ASSIGNOR," in connection with the invention entitled:

METHOD AND APPARATUS FOR DATA MINING BASED ON USERS' SEARCH BEHAVIOR

for which the following patent application(s):

Country Code	Application Serial No.	Filing Date/371(c) Date
US	14/902,306	December 30, 2015
PCT	PCT/CN2014/080757	June 25, 2014

were submitted or filed (collectively, the "LISTED APPLICATION(S)");

AND WHEREAS, **BEIJING BAIDU NETCOM SCIENCE AND TECHNOLOGY CO., LTD.** (北京百度网讯科技有限公司), an entity organized and existing under the laws of China, having a principal place of business at 2/F Baidu Campus, No. 10, Shangdi 10th Street, Haidian District Beijing 100085, China (北京市海淀区上地十街10号百度大厦2层 邮编: 100085), herein called "ASSIGNEE", is desirous of obtaining the ASSIGNOR's entire right, title and interest in, to and under the said invention and the said LISTED APPLICATION(S);

NOW, THEREFORE, in consideration of the ASSIGNOR's contractual and other legal obligations, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my entire right, title and interest in, to and under the invention(s) and discoveries disclosed in the LISTED APPLICATION(S), and the LISTED APPLICATION(S) and all divisions, renewals, continuations and subsequent applications thereof, and all Patents of the United States which may be granted thereon and all reissues, reexaminations, and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention(s) and discoveries in any country or countries foreign to the United States; together with the right to file such applications and the right to claim for the same the benefit of priority of said inventions, discoveries, and patent applications listed herein, including the LISTED APPLICATION(S) and applications thereof and therefrom under The International Union for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application and applications thereof and therefrom is/are filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention(s) in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and any and all claims, causes of action, and damages for past, present, and future infringement or other unauthorized use of the above items, along with the right to sue for and to collect damages and other relief;

THE ASSIGNOR HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument;

AND THE ASSIGNOR HEREBY covenants and agrees that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith;

AND THE ASSIGNOR HEREBY authorizes the above-mentioned ASSIGNEE or its legal representative to insert in this instrument the filing date and serial number of said LISTED APPLICATION(S) or any other information that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or countries foreign to the United States;

AND THE ASSIGNOR HEREBY further covenants and agrees that it will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said invention(s) and discoveries, and testify in any legal proceeding, sign all lawful papers, execute all continuing and subsequent applications, including divisional, reissue and foreign applications, make all rightful oaths, and generally cooperate and do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain, maintain, and enforce proper protection for said invention(s) and discoveries in any and all countries;

AND THE ASSIGNOR HEREBY further agrees that this Assignment does not create any agency, employment, or partnership relationship between the parties;

AND THE ASSIGNOR HEREBY further agrees that this Assignment shall not be construed against any party on the ground that such party was responsible for the preparation of this Assignment, or on any related ground;

AND THE ASSIGNOR HEREBY further agrees that should any provision of this Assignment be determined to be void, unenforceable, or against public policy, such provision may be altered in time or scope in order to give effect to such provision. If such alteration is not possible, such provision shall be deemed severed from this Assignment and the balance of this Assignment shall remain in full force and effect, so long as the original intent of this Assignment remains substantially intact.

IN TESTIMONY WHEREOF, I, an authorized signatory of the ASSIGNOR, hereunto set my hand and seal on behalf of the ASSIGNOR on the day and year set opposite my signature,

[THIS SPACE LEFT BLANK]

ASSIGNOR: BEIJING BAIDUPAY SCIENCE AND TECHNOLOGY CO., LTD.

2019/10/15 (Signature) [Signature]
Date
(Print Full Name) He, Songqi
(Title) [Signature] Vice President

Certificate of Witness

I acknowledge that I was personally present and did see the above person, who is personally known to me, duly execute the above assignment on the date therein set forth.

Witness:

2019/10/15 (Signature) [Signature]
Date
(print full name) Gao, Xianfeng
(City/State) 北京, China

ACCEPTANCE BY ASSIGNEE: BEIJING BAIDU NETCOM SCIENCE AND TECHNOLOGY CO., LTD.

2019/10/24 (Signature) Cui Lingling
Date
(Print Full Name) Cui, Lingling
(Title) Director of Patent Strategy Department

Certificate of Witness

I acknowledge that I was personally present and did see the above person, who is personally known to me, duly execute the above assignment on the date therein set forth.

Witness:

2019/10/24 (Signature) Luo Jie
Date
(print full name) Luo, Jie
(City/State) Beijing, China