

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LONG CHENG	06/12/2019
YANPENG LI	06/12/2019
RECEIVING PARTY DATA	
Name:	ALIBABA GROUP HOLDING LIMITED
Street Address:	FOURTH FLOOR, ONE CAPITAL PLACE
Internal Address:	P.O. BOX 847
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16738155
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NAME OF SUBMITTER:	WEIGUO CHEN
SIGNATURE:	/Weiguo Chen/
DATE SIGNED:	01/09/2020
Total Attachments: 2	
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ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, Long CHENG and Yanpeng LI, 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 invention(s) (the "Subject Matter") of PCT International Patent Application No. PCT/CN2019/076476, filed February 28, 2019 that names us as inventors (the "PCT Application") and of a patent application titled "SYSTEM AND METHOD FOR GENERATING DIGITAL MARKS," that claims priority to the PCT Patent Application and was or will be filed in the United States Patent and Trademark Office on June 21, 2019, as application number 16/472,606 (the "Application") which also names us as inventors. We authorize the insertion of the filing date and application number above.

This Assignment assigns, in addition to the Subject Matter of the Application, (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 and under every treaty or convention; (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 Paris 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.

Long Cheng
Long CHENG

Date: 2019.6.12

Witnessed by:

Signature: 冯志远

Date: 2019.6.12

Print Name: Zhi Yuan Feng

Yanpeng Li
Yanpeng Li

Date: 2019.6.12

Witnessed by:

Signature: 冯志远

Date: 2019.6.12

Print Name: Zhi Yuan Feng