

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Xiexiong Lin	03/11/2020
Taifeng Wang	03/11/2020
Jing Huang	03/11/2020
Mengshu Sun	03/12/2020
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State/Country:	CAYMAN ISLANDS
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16814842
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SIGNATURE:	/Sarah Nagle/
DATE SIGNED:	03/30/2020
Total Attachments: 5	
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ASSIGNMENT and CONFIRMATION

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, XIEXIONG LIN, TAIFENG WANG, JING HUANG, and MENGSHU SUN, 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 Chinese Patent Application, 201910662196.3, filed July 22, 2019 that names us as inventors (the "Chinese Patent Application") and of a patent application titled "METHODS AND APPARATUSES FOR GENERATING PUSHING INFORMATION," that claims priority to the Chinese Patent Application and was or will be filed in the World Intellectual Property Office on January 13, 2020, as application PCT/CN2020/071682 (the "Application") which also names us as inventors.

The Subject Matter of the Application was developed as part of, and the forgoing assignment occurred by operation of, employment by each of us with Ant Small and Micro Financial Services Group Co., Ltd. directly or by a subsidiary of Ant Financial (collectively "Ant Financial"), a limited liability company organized under the Laws of the PRC and having a principal place of business at 26/F Tower One, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong, and agreements with Assignee. Should any of us have any remaining interest, we hereby assign and transfer any right, title or interest we may have in said Subject Matter of the Application to Assignee.

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 International 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.

Xiexiong Lin
Xiexiong Lin

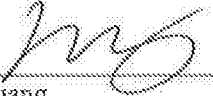
Date: 2020/3/11

Attorney Docket No.: 44892-0709WO1 / PCT22485


Taifeng Wang

Date: 2020.3.11

Attorney Docket No.: 44892-0709WO1 / PCT22485


Jing Huang

Date: 2020/03/11

Mengshu Sun
Mengshu Sun

Date: 2020.03.12