

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kikin Inc		05/14/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Baidu Holdings Limited		
Street Address:	P.O. Box 957		
Internal Address:	Offshore Incorporations Centre		
City:	Road Town, Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Entity Type:	CORPORATION: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3779228	KIKIN	
Registration Number:	4337025	KIKIN	
CORRESPONDENCE DATA			
Fax Number:	9495676710		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	949-852-7792		
Email:	ipprosecution@orrick.com		
Correspondent Name:	Victor Santos		
Address Line 1:	2050 Main Street, Suite 1100		
Address Line 4:	IRVINE, CALIFORNIA 92614-8255		
ATTORNEY DOCKET NUMBER:	22497-7		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

900265243

TRADEMARK
 REEL: 005102 FRAME: 0798

CH \$65.00 3779228

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Victor Santos

Signature:

/Victor Santos/

Date:

09/03/2013

Total Attachments: 3
source=UCC#page1.tif
source=UCC#page2.tif
source=UCC#page3.tif

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER [optional]
UCC Filing Department 800-828-0938

B. SEND ACKNOWLEDGMENT TO: (Name and Address)

National Corporate Research, Ltd.
 194 Washington Avenue
 Suite 310
 Albany, NY 12210

alb.UCC.filings@nationalcorp.com

DELAWARE DEPARTMENT OF STATE
 U.C.C. FILING SECTION
 FILED 06:34 PM 05/14/2013
 INITIAL FILING # 2013 1846808

SRV: 130581444

THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names

1a. ORGANIZATION'S NAME
kikin Inc.

OR

1b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

1c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY
132 Crosby Street, 4th Floor New York NY 10012 USA

1d. SEE INSTRUCTIONS ADD'L INFO RE ORGANIZATION DEBTOR 1e. TYPE OF ORGANIZATION 1f. JURISDICTION OF ORGANIZATION 1g. ORGANIZATIONAL ID #, if any
Corporation Delaware NONE

2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names

2a. ORGANIZATION'S NAME

OR

2b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

2c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY

2d. SEE INSTRUCTIONS ADD'L INFO RE ORGANIZATION DEBTOR 2e. TYPE OF ORGANIZATION 2f. JURISDICTION OF ORGANIZATION 2g. ORGANIZATIONAL ID #, if any
 NONE

3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)

3a. ORGANIZATION'S NAME
Baidu Holdings Limited

OR

3b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

3c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY
P.O. Box 957, Offshore Incorporations Centre Road Town, Tortola VG

4. This FINANCING STATEMENT covers the following collateral:
All assets of the Debtor, whether now owned or hereafter acquired.

5. ALTERNATIVE DESIGNATION (if applicable) LESSEE/LESSOR CONSIGNEE/CONSIGNOR BAILEE/BAILOR SELLER/BUYER AG. LIEN NON-UCC FILING

6. This FINANCING STATEMENT is to be filed (for record) (or recorded) in the REAL ESTATE RECORDS. Attach Addendum if applicable. 7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) (Additional Fee) All Debtors Debtor 1 Debtor 2

8. OPTIONAL FILER REFERENCE DATA
 Filed with: **DE - Secretary of State** F#378441 A#545472

DUCH 2013030548
 Filed & Recorded
 05/15/2013 10:48AM
 IDA WILLIAMS
 RECORDER OF DEEDS
 WASH DC RECORDER OF DEEDS
 RECORDING \$ 25.00
 SURCHARGE \$ 6.50
 Total: \$ 31.50

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER [optional] UCC Filing Department 800-828-0938	
B. SEND ACKNOWLEDGMENT TO: (Name and Address) National Corporate Research, Ltd. 194 Washington Avenue Suite 310 Albany, NY 12210 alb.UCC.filing@nationalcorp.com	

THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names

1a. ORGANIZATION'S NAME kikin Limited					
OR	1b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
1c. MAILING ADDRESS c/o kikin Inc. 132 Crosby Street, 4th Floor		CITY New York	STATE NY	POSTAL CODE 10012	COUNTRY USA
1d. SEE INSTRUCTIONS	ADD'L INFO RE ORGANIZATION DEBTOR	1e. TYPE OF ORGANIZATION Corporation	1f. JURISDICTION OF ORGANIZATION Cayman Islands	1g. ORGANIZATIONAL ID #, if any MC-208668	<input type="checkbox"/> NONE

2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names

2a. ORGANIZATION'S NAME					
OR	2b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
2c. MAILING ADDRESS		CITY	STATE	POSTAL CODE	COUNTRY
2d. SEE INSTRUCTIONS	ADD'L INFO RE ORGANIZATION DEBTOR	2e. TYPE OF ORGANIZATION	2f. JURISDICTION OF ORGANIZATION	2g. ORGANIZATIONAL ID #, if any	<input type="checkbox"/> NONE

3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)

3a. ORGANIZATION'S NAME Baidu Holdings Limited					
OR	3b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
3c. MAILING ADDRESS P.O. Box 957, Offshore Incorporations Centre		CITY Road Town, Tortola	STATE	POSTAL CODE	COUNTRY VGB

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 All assets of the Debtor, whether now owned or hereafter acquired.

COPY

5. ALTERNATIVE DESIGNATION [if applicable]:	LESSEE/LESSOR	CONSIGNEE/CONSIGNOR	BAILEE/BAILOR	SELLER/BUYER	AG. LIEN	NON-UCC FILING
6. This FINANCING STATEMENT is to be filed [for record] [or recorded] in the REAL ESTATE RECORDS. Attach Addendum [if applicable].	7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) [optional] (ADDITIONAL FEE)	All Debtors	Debtor 1	Debtor 2		
8. OPTIONAL FILER REFERENCE DATA Filed with: DC - District of Columbia						F#378440 A#545471

Drawdown - 26

211607

2013 MAY 15 AM 9:30

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER (optional)	
UCC Filing Department	800-828-0938
B. SEND ACKNOWLEDGMENT TO: (Name and Address)	
National Corporate Research, Ltd. 194 Washington Avenue Suite 310 Albany, NY 12210	
alb.UCC.filings@nationalcorp.com	

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1a. ORGANIZATION'S NAME kikin Limited						
OR	1b. INDIVIDUAL'S LAST NAME		FIRST NAME	MIDDLE NAME	SUFFIX	
1c. MAILING ADDRESS c/o kikin Inc. 132 Crosby Street, 4th Floor			CITY New York	STATE NY	POSTAL CODE 10012	COUNTRY USA
1d. SEE INSTRUCTIONS	ADDL INFO RE ORGANIZATION DEBTOR	1e. TYPE OF ORGANIZATION Corporation	1f. JURISDICTION OF ORGANIZATION Cayman Islands	1g. ORGANIZATIONAL ID #, if any <input type="checkbox"/> NONE		
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2a. ORGANIZATION'S NAME						
OR	2b. INDIVIDUAL'S LAST NAME		FIRST NAME	MIDDLE NAME	SUFFIX	
2c. MAILING ADDRESS			CITY	STATE	POSTAL CODE	COUNTRY
2d. SEE INSTRUCTIONS	ADDL INFO RE ORGANIZATION DEBTOR	2e. TYPE OF ORGANIZATION	2f. JURISDICTION OF ORGANIZATION	2g. ORGANIZATIONAL ID #, if any <input type="checkbox"/> NONE		
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3a. ORGANIZATION'S NAME Baidu Holdings Limited						
OR	3b. INDIVIDUAL'S LAST NAME		FIRST NAME	MIDDLE NAME	SUFFIX	
3c. MAILING ADDRESS P.O. Box 957, Offshore Incorporations Centre			CITY Road Town, Tortola	STATE	POSTAL CODE	COUNTRY VGB

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6. This FINANCING STATEMENT is to be filed (for record) (or recorded) in the REAL ESTATE RECORDS. Attach Addendum	7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) (optional)	ADDITIONAL FEE:	All Debtors	Debtor 1	Debtor 2	
8. OPTIONAL FILER REFERENCE DATA						
Filed with: NY - Secretary of State						F# 378669 A# 545751

FILING OFFICE COPY — UCC FINANCING STATEMENT (FORM UCC1) (REV. 05/22/02)

FILING NUMBER: 201305150269907

TRADEMARK

RECORDED: 09/03/2013

REEL: 005102 FRAME: 0802