Combining structured and unstructured information is key to improving search breadth and quality. In Part I, we have seen how unstructured and structured data representations can be blended on the retrieval level. In this part, our focus is on the interconnectivity between unstructured and structured data on the dataset level. Entities play a central role in this process, as they help to bridge the gap between the world of unstructured data and the world of structured data. On the one hand, textual content can be enriched by annotating mentions of specific entities with unique identifiers from an underlying knowledge repository, a process commonly known as *entity linking*. On the other hand, knowledge bases can be extended by extracting structured information from unstructured and semi-structured sources, an activity often referred to as *knowledge base population*. Ultimately, the two complementary tasks of entity linking and knowledge base population can together be used to set up the necessary resources for the approaches discussed in the final part of the book.