

Form PTO-1595 (Rev. 07/05)
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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Jeff L. Kwan
Tristan C. Hale
Christopher M. LaPointe

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Vistaprint Technologies Limited

Internal Address: Canon's Court

Street Address: 22 Victoria Street

City: Hamilton HM12

State: _____

Country: Bermuda Zip: _____

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 3/29/12 and 4/2/12

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)
13/351,435

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Jessica J. Costa

Internal Address: Vistaprint USA Incorporated

Street Address: 95 Hayden Avenue

City: Lexington

State: MA Zip: 02421

Phone Number: 781-652-6563

Fax Number: 781-652-6092

Email Address: jcosta@vistaprint.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-2765

Authorized User Name Jessica J. Costa

9. Signature:

Jessica J. Costa
Signature

May 3, 2012
Date

Jessica J. Costa
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1460, Alexandria, V.A. 22313-1460

CH \$40.00 502765 13351435

ASSIGNMENT

WHEREAS, I, Jeff L. Kwan, residing in Lexington, Massachusetts, U.S.A, Tristan C. Hale, residing in Somerville, Massachusetts, U.S.A., Christopher M. LaPointe, residing in Allston, Massachusetts, U.S.A have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled, SYSTEMS AND METHODS FOR CONFIGURING A MOBILE-OPTIMIZED WEBSITE, filed with the United States Patent and Trademark Office on January 17, 2012 and given serial number 13/351,435.

AND WHEREAS, **Vistaprint Technologies Limited**, a Bermuda corporation ("Assignee") doing business at Canon's Court, 22 Victoria Street, Hamilton HM12 Bermuda desires to acquire the entire right, title and interest in and to said improvement and said application, and any Letters Patent and similar or related rights which may be obtained therefore, for the benefit of Assignee and its successors and assigns.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and conveyed, and do hereby sell, assign, transfer and convey to Assignee the entire right, title and interest in and to said improvements, and said application and all divisions, substitutions, continuations and continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for

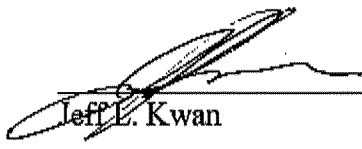
said improvements to Assignee in accordance with the terms of this assignment for the sole use and benefit of Assignee and its successors and assigns;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to Assignee, its successors and assigns, any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute and reissue applications, make all rightful oaths, and generally do all acts requested by Assignee, its successors and assigns, to aid in the obtaining and enforcement of proper patent protection for said improvements in all countries.

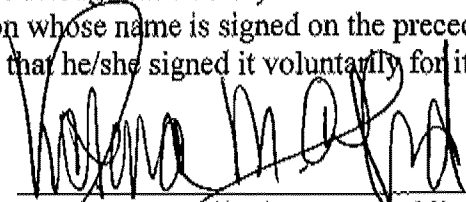
AND I HEREBY further authorize and direct attorneys at Customer Number 37420 to insert the serial number and filing date of said application now identified by the attorney docket number and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.

Dated: 4/2/2012


Jeff L. Kwan

Commonwealth of Massachusetts
County of Middlesex

On this 02nd day of April, 2012, before me, the undersigned notary public, personally appeared Jeff L. Kwan, proved to me through satisfactory evidence of identification, which was personal recognition, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he/she signed it voluntarily for its stated purpose.


Victoria M. Clifford, Notary Public
My Commission Expires: February 18, 2016



Docket No. 12-012

Dated: 03/29/2012

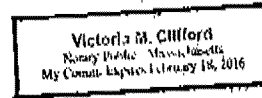
Tristan C. Hale
Tristan C. Hale

Commonwealth of Massachusetts
County of Middlesex

On this 29th day of March, 2012, before me, the undersigned notary public, personally appeared Tristan C. Hale, proved to me through satisfactory evidence of identification, which was personal recognition, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he/she signed it voluntarily for its stated purpose.

Victoria M. Clifford

Victoria M. Clifford, Notary Public
My Commission Expires: February 18, 2016



Dated: 03/29/2012

Christopher M. LaPointe
Christopher M. LaPointe

Commonwealth of Massachusetts
County of Middlesex

On this 29th day of March, 2012, before me, the undersigned notary public, personally appeared Christopher M. LaPointe, proved to me through satisfactory evidence of identification, which was personal recognition, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he/she signed it voluntarily for its stated purpose.

Victoria M. Clifford

Victoria M. Clifford, Notary Public
My Commission Expires: February 18, 2016

